

Mary S. Martin DNP, MBA, RN, CENP, CPHIMS

SUMMARY

- Proven strategic and operational leader in both the clinical and information technology sectors.
- Nurse executive with 20 years of leadership in and concentration in IT and Informatics
- Key leader of the change management and operational readiness plan for the enterprise Epic implementation across the care continuum for 9,000 physicians and staff which was completed on time and within budget with successful user adoption as evidenced by 93% CPOE utilization and 99% Barcode Medication Administration.

Specialties: Nursing, Clinical Informatics, Data Analytics, Process Improvement, Quality, Change Management

EXPERIENCE

Northeast Georgia Health System, Inc., Gainesville, GA, 1978-Present

Chief Nursing Informatics Officer, 2012-Present

Northeast Georgia Health System; Gainesville, Georgia

As a member of the Informatics and Technology Services Executive Leadership Team I am honored to lead the Nursing Informatics, IT Technical Training and the Biomedical Engineering departments.

- Responsible for the development and implementation of clinical process redesign and information flow as it relates to the Health System's Electronic Health Record (EHR) and other Clinical Information Systems (CIS) and device strategies.
- Assists in the development and execution of the strategic and tactical plans, including project proposals, budgets and implementation strategies in collaboration with the Chief Nurse Executive.
- Responsible for the development of plans and strategies for gaining clinician acceptance and ongoing optimization of the EHR.
- Responsible for assisting in the development of the EHR integration plans, strategies and overall application architecture.
- Responsible for oversight of the overall ITS Governance model
- Responsible for provision of Technical Education and support for 10,000+ physicians, nurses and all other end users.
- Serves as Chief Quality and Patient Safety officer for the ITS division.
- Serves as the executive sponsor for change management for all enterprise IT implementations
- Responsible for oversight of the capital equipment plan and management of \$14,000,000 of contracted services.

Director of Clinical Information Systems, 2010- 2012

- Managed team of 20+ system and informatics analysts responsible for the implementation and ongoing support of 100+ clinical applications within the CIS infrastructure, including CPOE and nursing and ancillary systems

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- Ensured ongoing optimization and enhancements for Electronic Medical Record (EMR) system by initiating a cross-functional Clinical IT Steering Committee and user group as part of ITS Governance model

Director of Clinical Informatics and Lanier Park Operations, 2007- 2010

- Implemented system-wide electronic documentation for nursing and ancillary staff
- Improved patient safety and reduced medication errors by implementing a closed loop electronic medication management system
- Served as champion and advocate for hyperbaric program, distinguishing NGHS as one of the few medical systems offering this service within the region

Administrator, Lanier Park Campus, 2003- 2007

- Served as on-site administrator and operational leader for 100-bed acute care hospital
- Established a reporting matrix with all direct reports, including nursing administration, medical/surgical and critical care units, Wound Center, Diabetes Education and the Bariatric Services as well as all ancillary departments
- Achieved designation as a Bariatric Center of Excellence as recognized by the Surgical Review Corporation, ASMBS, Blue Cross and Blue Shield and CMS
- Contributed to NGHS system recruitment pipeline by establishing the Nurse Intern Program for new graduate nurses and employing 90+ new RN graduates maintaining a 98% retention rate over four years.
- Led multiple work streams as part of the Green Dollar Initiative, which resulted in a reduction in system operating costs of \$2.2 million
- Led the consolidation of the Lanier Park and Gainesville NGMC campus resulting in <1% attrition rate of existing staff

Director of Educational Services, 2001- 2003

- Managed NGHS corporate education and training services for 4000+ employees and physicians as well as students and other health professionals in the community and Northeast Georgia region
- Established nurse extern program for senior nursing students to establish recruitment pipeline for NGHS
- Established outreach training for offsite facilities including physician practices, home health, long term care and Hospice
- Completed implementation of corporate compliance training with 100% completion rate in satisfying OIG requirements
- Served as primary facilitator for leadership and customer service programs
- Established RN Re-entry program and Certified Nursing Assistant Program

Regional Education Coordinator, 1995-2001

Orientation Coordinator, 1992-1995

Nursing Orientation Instructor, 1989-1992

Nurse Clinician, Orthopedics, 1986-1989

Assistant Unit Director, 1981-1986

Patient Care Technician and Staff Nurse, 1978-1981

EDUCATION

Augusta University, The Graduate School and The College of Nursing – Augusta, GA

- Doctor of Nursing Practice

Brenau University—Gainesville, GA

- Master of Business Administration, Healthcare Management

Brenau College—Gainesville, GA

- Bachelor of Science, Nursing

Hall School of Nursing—Gainesville, GA

- Diploma in Nursing

LICENSURES AND CERTIFICATIONS

- Epic Care Inpatient Clinical Documentation Certification
- CENP Certified in Executive Nursing Practice (AONL)
- CPHIMS Certified Professional in Health Information Management Systems (HIMSS),
- Six Sigma Black Belt Certification
- Six Sigma Green Belt Certification
- Licensed Registered Professional Nurse (Georgia Board of Nursing)

Professional Memberships

- College of Healthcare Information Management Executives (CHIME)
- American Organization of Nurse Executives (AONE)
- Georgia Organization of Nurse Leaders (GONL)
- Healthcare Information and Management Systems Society (HIMSS)
- American Nursing Informatics Association (ANIA)
- Sigma Theta Tau National Nursing Honor Society

Awards

- Master in the Art of Nursing – Brenau University
- Janice Turk Adkins Award for Nursing Leadership – Brenau College
- Ocie Rich Pope Award for Nursing Excellence – Brenau College
- Medical Surgical Nursing Award – Hall School of Nursing

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