

# CANDICE CARTER, M.A.

773-531-3457 • [info@brandyourcareer.com](mailto:info@brandyourcareer.com) • Deerfield, IL 60015 • [www.linkedin.com/in/candicecarter](http://www.linkedin.com/in/candicecarter)

## Healthcare Executive: Business Development & Marketing

Acute Care | Post-acute Rehab | Senior Living | Long-term Care

### Mentor and develop staff, empowering them to meet organizational goals.

- Trained assistant with no prior healthcare knowledge on admissions, marketing, customer service, and closing sales who became valued partner.
- Educated nurse liaisons, admissions, and marketing staff through shadowing so they were able to increase admissions and close sales.

### Create strategic marketing plans to ensure market share growth.

- Initiated plan to include telepsychiatry program leading to increased census.
- Developed rebranding campaign to promote high quality facility resulting in additional admissions.

### Seek new channels to increase referrer network.

- Grew steady referrer network 71% for acute care unit.
- Achieved 90-95% conversion rates by establishing solid relationships with referrer network.

### CORE COMPETENCIES

- ☑ Revenue Growth
- ☑ Referral Programs
- ☑ Customer Relationship Management (CRM)
- ☑ Team Building
- ☑ Multi-site Management
- ☑ Brand Management
- ☑ Market Research
- ☑ Marketing Communications
- ☑ Product Presentations

## PROFESSIONAL EXPERIENCE

LUTHERAN GENERAL HOSPITAL, Des Plaines, IL

2013–Present

### Director of Business Development and Marketing

Hired to create business development plan to increase programs and acute care referrals. Build strategic and collaborative relationships with physicians, hospitals, agencies, and clinics in Cook, McHenry, Lake, and Will counties. Conduct analysis to track market trends, market share, referral patterns, and competition. Develop marketing collateral.

- Increased census for acute care 60% within first 5 months – highest census ever achieved.
- Achieved significant spike, 50%, in admissions from new targets and grew steady referral network 71%.
- Initiated plan to introduce telepsychiatry program, expanding service line.
- Maintained referral network during nursing strike through effective communication management.

► *“She has continually met and/or exceeded company goals. She has the ability to develop successful strategies which build long term business relationships.”* — Colleague at Lutheran General Hospital

ASSISTED LIVING CENTER, Lincolnshire, IL

2010–2013

### Director of Business Development and Marketing

Recruited by CEO to help facility grow market share. Mentored and coached 1 direct and 5 indirect reports. Educated physicians and their staff, prospective patients, and area health partners regarding changes in healthcare structure. Coordinated professional presentations, sponsorships, and events for referral sources.

- Reached 100% occupancy rate for private pay assisted living apartments and 99% for assisted living suites.
- Attained highest Medicare and insurance patients rate in history of facility as well as highest revenue in 2012.
- Realized 90%+ conversion rate from referral sources.
- Grew occupancy rate 19% in 3 months and strengthened census 18%, consistently exceeding budget.
- Earned “Tier 1” designation from Advocate Condell Hospital by establishing collaborative relationships.
- Led campaign to rebrand and promote high quality facility, initiating set up of model rooms and creating collateral.

*Continued*

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## PROFESSIONAL EXPERIENCE CONTINUED

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ABC HEALTH NETWORK, Chicago, IL

2009–2010

### Regional Corporate Marketer

Promoted to this position after acquisition of Healthcare Services. Conducted continuing education seminars for clinicians and social workers to maintain and develop referral relationships. Trained assistant how to conduct tours for prospective patients and on sales techniques through shadowing. Managed marketing efforts for 3 sites.

- Grew census for already successful North Shore facility 11%.
- Increased Medicare census 28% within 3 months of launching new business development plan.
- Worked with medical director on developing new service line of neurological and pulmonary rehabilitation program, minimizing hospital re-admissions and increasing neurological patient referrals.
- Selected to go through leadership training – only offered to top 10% of staff.

HEALTHCARE SERVICES (Acquired by ABC Health Network), North Shore Suburbs, IL

2007–2009

### Admission / Marketing Director

Created marketing plan as well as developed advertising, promotional, and collateral materials. Compiled, maintained, and analyzed data to assess, evaluate, and predict market trends. Trained and coached nurse liaisons, admission directors, and coordinators on best practices in admissions and sales. Completed Impact Sales, Advanced Impact Sales and Hospital Impact Sales training courses.

- Met or exceeded budget goals 8 out of 9 quarters for 3 separate North Shore sub-acute rehabilitation facilities.
- Achieved highest census level in 5 years and highest Medicare census in history of Skokie building.
- Built and maintained strong referral relationships with discharge planners, physicians and surgeons from North Shore University Health System, Skokie, Evanston & Glenbrook Hospitals, and Saint Francis Hospital.

ASSISTED LIVING CENTER, Lincolnshire, IL

2006–2007

### Director of Marketing and Sales

Developed and implemented marketing and census development plans and strategies. Nurtured referral relationships with new physicians. Executed community events, presentations, sponsorships, and expos to build visibility and community presence. Educated physicians, discharge planners, and community on products, services, and programs.

- Skyrocketed Medicare census 300% and average daily census 25%.
- Attained 100% occupancy rate for apartments.
- Increased inquiry generation 200%+.
- Surpassed payer mix and census goals by reaching maximum Medicare/insurance occupancy.

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## EDUCATION

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**Master of Arts** in Counseling and Human Resource Development  
Loyola University, School of Education, Chicago, IL

**Bachelor of Arts** in Psychology  
University of Wisconsin, Madison Wisconsin

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## TECHNICAL SKILLS

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Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Point Click Care; Matrix; CRM software