

George P. Hinton, FACHE

4041 N. Richards Street

Milwaukee WI 53212

(414) 906-2720

ghinton@cr-sdc.org

VALUE STATEMENT

Strategic Executive with a proven track record in strategic thinking and management, building organizational consensus, and driving change to achieve goals. extensive experience leading people, building teams, improving and expanding programs and providing quality products and services. Demonstrated success improving organization performance while establishing strong culture of engaged staff and partnerships. Strong knowledge of the social and health care industries, medical education, financing, marketing and community relations. Recognized as a collaborative partner who excels at building relationships with all stakeholder groups.

PROFESSIONAL EXPERIENCE

COMMUNITY RELATION-SOCIAL DEVELOPMENT COMMISSION (SDC), Milwaukee, WI

Intergovernmental Poverty Commission and Community Action Agency for Milwaukee County.

Chief Executive Officer, SDC

2013 to Present

Lead one of the largest social service agencies in Milwaukee County. Report to SDC Board of Commission. Responsible for consistent achievement of SDCs mission and financial objectives. Responsible for the operational outcomes and branding strategies of the agency. Working with the Board of Commissioners,

Areas of accountability include (but are not limited to):

- Led an agency strategic planning and implementation process.
- Ensure that programs operate in a manner that increases program efficiency and demonstrates a return on community investment.
- Ensure high quality services are delivered to customers, constituents and other stakeholders by use of a satisfaction assessment processes.
- Ensure efficiency of administration, human resources, purchasing, planning, advocacy, research, fund development, marketing and communications by use of quality assurance tools.
- Implemented a process of community assessment, innovative thinking and problem solving solutions geared to improve the lives of people who live in Milwaukee County and communities of poverty
- Maintained and improved the fiscal accountability, both programmatically and administratively.
- Ensured that the agency is fully and adequately staffed and that key positions relating to program or administration are obtained.
- Cultivated a strong working relationship with the Board of Commissioners and Board of the Foundation by provide them transparent and appropriate information about to operation of programs, finances and administration.

THE HINTON GROUP, LLC, Milwaukee, WI

Healthcare and Business Consulting working with for-profit and non- for-profit organizations.

President, The Hinton Group, LLC

2012 to 2013

Provided assessment support to Milwaukee County Behavior Health Pharmacy RFP Process. Facilitated Strategic Planning session with Outreach Health (FQHC) Board of Directors and Leadership Team. Served as Interim Chief Financial Officer (CFO) for Milwaukee Health Services, Inc. (FQHC). Participated as healthcare expert on several health community panels on issues about health care reform and impact.

AURORA HEALTH CARE, Milwaukee, Wisconsin

Wisconsin's largest integrated health care system with annual income of \$3.7 billion and over 30,000 employees.

President, Aurora Sinai Medical Center (ASMC)

2008 to 2012

Led urban teaching medical center. Reported to Executive Vice President, Mid-Market, responsible for providing daily oversight of all aspects of licensed 350-bed facility, including policy/procedural development, marketing/business strategy and budgeting/fiscal management. Managed administrative team, over 700 physicians, 1,300 caregivers and a budget of over \$230 million annual. Led coordination of Medical Center EMS conversion from Cerner to Epic.

- Built top-performing team of health care professionals and instilled shared commitment to quality and empathetic patient care. **Result:** Increased patient experience scores over 50% (top CMS patient experience scores of Metro Milwaukee Medical Centers).
- Increased caregiver engagement and health and reduced cost by implementing a wellness program for staff and visitors. **Result:** Enhanced site caregiver engagement with 74% agreement score.
- Created a community advisory group, called ASMC thought leaders to support public relation and community engagement by generating ideal about patient experience and population health tactics.
- Conducted a strategic planning process. Result: created a sustainability plan for the medical center.
- Implemented the right sizing of the Medical Center in 2011 and 2012. **Result:** reduced cost \$15 million through the reduction of staff and services.
- Outperformed annual budget goals consistently, generating increased profitability. **Result:** Achieved record growth and revenues in 2009 and 2010. Exceeded budget expectation 2004 thru 2012.

Vice President, Aurora Health Care Academic Affairs and Aurora Sinai Medical Center

2004 to 2008

Managed restructuring of medical center to improve fiscal and quality performance. Strengthened partnership between AHC and University of Wisconsin (UW) School of Medicine and Public Health.

- Served as executive champion of Planetree Patient-Centered model implementation at Aurora Sinai and Aurora UW Medical Group.

Vice President, Aurora Health Care Academic Clinics

2001 to 2004

Responsible for administration and operation of clinics associated with Aurora UW Medical Group.

- Introduced and implemented Planetree Patient Centered model (?) for Aurora UW Medical Group (AUWMG) practices.
- Consolidated and standardized practices at AUWMG to improve physician teaching.
- Developed benchmarking practices to track productivity and cost/revenue of delivery practices for medical education programs

Director, Workforce Planning

2000 to 2001

Responsible for establishing a leadership and professional diversity culture.

- Established strategic plan and framework for system wide diversity program. **Result:** 20% increase in diversity offered through *workplace of choice* recruitment, hiring, development and retention processes.
- Created Aurora Leadership Academy to identify top talent and provide leadership training/mentoring for prospective health care professionals. **Result:** Achieved recognition from national professional organization for innovative program.

INROADS INC., Milwaukee, WI

Global organization that prepares underserved youth for corporate and community leadership through internships.

Executive Director, INROADS Wisconsin

1997 to 2000

Responsible for all organization operations in Wisconsin.

- Effectively utilized all aspects of entrepreneurial leadership to enhance visibility, reputation, and success of organization.
- Developed and implemented integrated marketing communication plan that significantly enhanced INROADS Wisconsin reputation as resource to increase minority corporate representation.

CHILDRENS HEALTH SYSTEM OF WISCONSIN , Milwaukee, WI

Independent health care system dedicated to the health and well-being of children with annual income of \$700 million.

Director, Orthopedics, Radiology and Ambulatory Rehabilitative Services

1994 to 1997

Reporting to Vice President Clinical Operations, responsible for supporting five medical directors and administration of Rehabilitative Services, Radiology Services and Orthopedic Clinics. Accountable for compliance to clinical standards established by medical directors, hospital administrators and regulatory agencies. Managed annual budget of \$100 million.

Director, Radiology

Managed operations of services including Diagnostic Radiology, Nuclear Medicine, Ultrasound, CT, and MRI with team of 70 and budget of \$100 million.

Manager, Rehabilitative Services

Managed operations of Dental Clinic, Child Psychiatry, Child Development, and Craniofacial, Genetics centers with a combined annual budget of \$40 million. Responsible for leading cross functional team of 75 that provided services to over 75,000 patients annually.

Prior to 1994

Held managerial positions in health care and retail organizations.

EDUCATION

MS, Healthcare Administration, University of Alabama, Birmingham, AL (1991)

BBA, Finance, University of Wisconsin-Milwaukee, Milwaukee, WI (1988)

AA, Business Administration, Milwaukee Area Technical College, Milwaukee, WI (1984)

FELLOWSHIPS AND INTERNSHIPS

Veteran Affairs Medical Center, Jackson, MS
Cooper Green Hospital, Birmingham, AL
Children's Hospital of Wisconsin, Milwaukee, WI

MILITARY

United States Marine Corp

BOARD LEADERSHIP AND PROFESSIONAL AFFILIATIONS

Member, Rotary Club Milwaukee
Member, SCORE Southeastern Wisconsin

Past Board Member, Core/EL Centro
Past Board Member, Institute for Leadership Diversity (AHA)
Fellow, American College of Health Care Executives (ACHE)
Past Board Member, Medical Society Milwaukee County (MSMC)
Past Board Member, Milwaukee Area Workforce Investment Board (MAWIB)
Past Board Member, Milwaukee Area Technical College Foundation (MATC)
Past Board Member and Chairman, The Center for Self-Sufficiency (CFSS)
Past Board Member and Chairman, King's Academy (KA)
Former Adjunct Faculty, Cardinal Stritch University
Past Board Member, Wisconsin Hospital Association (WHA)
Past Board Member, University of Wisconsin-Milwaukee Alumni Association (UWM)
Past Board Member and Treasurer, Milwaukee Health Services (MHS)
Past President of the Board, Silver Springs Community Center
Past Chair of Quality Committee, Aurora Family Services of Milwaukee
Past President of the Board, Great Lakes Hemophilia Foundation
Past Secretary of the Board, Aurora Visiting Nurses Association
Former Member, Planning Committee for Wisconsin Sickle Cell Foundation