

## **EDGARD M. SANTIAGO**

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Founder and Managing Director of Charting Notes emr

Head of Healthcare Business Development Company

Founder and Executive Director of Homecare Medicine Practice

### **Professional Experience**

- Managed an MSO (Management Services Organization for a medical practice).
- Business Development of Medical Practice
- Sales and Marketing Management of Healthcare Agency
- Business Forecast
- Diversity and Cultural enhancement through Professional Liaison.
- Tactical and Healthcare Facility Management
- Senior Facility Directorship and Administration.
- Organizational and Employee development
- Policy and Procedure Development and Implementation.

### **Major Accomplishment**

- Conceptualize, developed, and created a home care medicine program and system, serving the seniors community, managing physicians and nurse practitioners.
- Develop, planned, and implemented a unique and upscale \$10 million Long Term Care Project (Licensed Assisted Living) in Irving, Texas in 2003 that is now fully operational and creating a strong impact in the healthcare industry in Texas.
- Planned, developed, and managed a 30-bed assisted living facility in Fort Worth, Texas achieving full census upon takeover by the owner in 8 months in 2000.
- Delivered 142 referrals and 123 admissions for a homehealth agency in 2007 in less than 11 months. (Legacy)
- Served as a liaison for a start up hospice and developed this into a major agency with 100 censuses in 18 months (Goodwin Hospice)

Recent Volunteer Position: Led a non-profit organization since January 2021 as a volunteer and resigned as president in January 2022. FILCON (Filipino Leaders Coalition of North Texas)

### **Previous Positions and Responsibilities**

- Managing Director/Owner: **CHARTING NOTES, LLC**, a practice management and an EMR (2014 -2021)  
5050 Quorum Drive Suite 700 Dallas, Texas 75254
- Managing Director/Owner American Visiting Doctors (2009 – 2021)
- Managing Director/Owner: Home Visiting Doctors Management (2014-2021)
- Managing Director/Owner: Doctors Home Visits (2013 -2021)
- Administrator/Executive Director (VALLEY RANCH DELUXE ASSISTED LIVING) 2003 – 2007)  
8855 Valley Ranch Parkway, Irving, Texas 75063 (license # 17965)

**Former Positions/Clients** 1998 – 2009 (Served as Business Development and Marketing Director)

- Manager: Texas Visiting Doctors, Dallas, Texas (2008-2009)
- Administrator: Valley Ranch Deluxe Assisted Living, Irving, Texas (2003 - 2007)

Community Liaison Director – Goodwin Homehealth/Hospice (2005 - 2008)

Community Liaison Director Legacy Homehealth, Plano, Texas (2003 - 2004)

- Community Liaison Total Concepts Homehealth (2000 - 2001)
- Asst. Executive Director – Fountains of Hulen, Assisted Living (1999 - 2000)
- Client Services Director – Sun Tzu Healthcare Management (1995 – 1997)
- Alternate Administrator/CFO/– PHR Homehealth – (Dallas, Texas) 1995- 1997)

### **Education**

Bachelor of Arts, Journalism, University St. Thomas, Manila, PH  
Masters Business Administration, University St. Thomas, Manila, PH

### **Skills**

MS Excel, Word, Adobe, Public speaking and public relations, business and features writing, editing, computer literacy, budget preparation, event organization, publicity, advertising, promotions,

### **Language**

English (proficient/fluent), Tagalog (proficient/fluent), Spanish (conversational),  
Japanese (conversational)

## **Affiliations**

Greater Dallas Asian American Chamber of Commerce  
Carrollton Tennis Association  
Regency Homeowners Association  
Filcon (Filipino Leaders Coalition of North Texas)  
Philippine American Chamber of Commerce

## **Personal**

Divorced. US citizen. Excellent Health.

## **EDGARD M. SANTIAGO: In Brief.**

A Bachelor of Arts degree holder in Communications with a master's in Business Administration from the University of St. Thomas in Manila, Philippines, Edgard Santiago was an enterprising publicity writer in 1976 for various recording artists in the Philippines and promoter of disc music labels CBS and RCA with noted artists including Michael Jackson, Elvis Presley and Dolly Parton. Throughout the 80's, he represented various local products and served as Advertising and Promotions Director for Isetann, the Japanese retailer which had several stores in the Philippines.

Moved in the United States in 1988 and worked in retail for Neiman Marcus for a few years while working as an audit staff of Hilton hotels and doing parttime writing for a tabloid, the Philippine Observer. The stint with Neiman Marcus eventually led him to a marketing and businesses development position when one of his doctor clients offered to run the marketing of a medical practice of brain rehabilitation based in Rockwall, Texas. The stint offered several challenges and offered several opportunities to run the practice when appointed as Director of Business Development of the organization. Sun-Tzu Healthcare company eventually set up several health services, stayed in business for 10 years until the management decided to close the business. Prior to closing the Sun Tzu Healthcare, in May of 1997, Edgar Santiago Corporation was established as a self-incorporated business which independently handled the marketing operations of the practice and several homehealth agencies in the Dallas- Fort Worth area. After providing marketing services for the five agencies, accepted an offer to serve as administrator and as a partner of a senior facility.

Managed and marketed the 52-bed assisted living for in Irving, Texas for 3 years and sold the business in 2007 at the height of the healthcare business demand for senior facilities.

In 2008, applied for the National Provider Identifier of 3 homecare medicine practices. Hired medical doctors and nurse practitioners and managed to provide home medical visits in Dallas, Tarrant and Harris counties in Texas. In 2014, received an award of recognition “Excellence In Healthcare” by the Dallas Asian Chamber of Commerce while maintaining a staff of 21 in running the practices under the new management company Charting Notes, LLC. An electronic medical record (emr) system with the same company name was also established to provide the tech-tronic needs for the three practices.

In 2021, after 10 years and at the height of covid surge, the practices and the management organization were sold to a former provider of the company while Edgard Santiago volunteered and presided a non -profit organization, FILCON (The Filipino Leaders Coalition of North Texas) based in Dallas, Texas.