

EDGAR M. SANTIAGO

Executive Director
MAXIMINO PLUS, INC

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PROFESSIONAL EXPERTISE

Medical Practice Management and Business Development Strategist, Forecast and Business Management, **Communications**, Marketing Planning and Implementation, Organizational and Employee Development, Tactical and Agency Administration, Medical Billing, Policy and Procedure Development and Implementation, Directorship and Administration of Healthcare Facility, Staffing, Diversity and Cultural enhancement through Professional Liaison

MAJOR ACCOMPLISHMENT

- Developed and implemented a startup campaign for American Visiting Doctors (2009) and is now full operational as a medical practice of an MD and a pool of nurse practitioners.
- Develop, planned and implemented a unique and upscale \$10 million Long Term Care Project (licensed Assisted Living) in Irving, Texas in 2003 and is now fully operational and creating a strong impact in the healthcare industry in Texas. (Silverado Assisted Living)
- Planned, developed and co-managed a 30-bed assisted living facility in Fort Worth, Texas achieving sizeable census upon takeover of owner in 8 months in 2000-2002
- Delivered 142 referrals @ 123 admissions for a homehealth agency in 2002-2003 in less than 11 months. (Legacy)
- Served as a liaison for a startup hospice and homehealth agencies which developed into a major agency with 100 census in 18 months (Goodwin Hospice) 2003

CURRENT: **Consultant for MAXIMINO PLUS, INC.** A self-managed marketing management consulting organization. (2022- present)

HELD POSITIONS (2003-2021)

Managing Director: CHARTING NOTES, LLC (MSO and an emr)

Managing Director: AMERICAN VISITING DOCTORS (2 other house calls) - 2009 to 2021

Business Development Director: ESCORP Professional Liaison Inc. - 2010

Professional Liaison: Goodwin Hospice / Home HealthCare Services, Dallas, Texas, 2003
Homehealth Plus/Hospice plus, Dallas, Texas 2005

MANAGEMENT EXPERIENCE/ Former Responsibilities

Administrator - Executive Director- Valley Ranch Deluxe Assisted Living

8855 Valley Ranch Parkway, Irving, Texas 75063 (license # 17965)

Assistant Administrator- Fountains of Hulen Assisted Living and Rehab 2000

FORMER POSITIONS/CLIENTS 1978 – 2003

Alternate Administrator /Owner-ALWAYS HOMEHEALTH/BE GOOD HH/ BE GENTLE HH

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

Assistant Administrator/Community Liaison- Total Concepts Homehealth 2001

Assistant Administrator – Fountains of Hulen, Assisted Living 1999

Client Services Director – Sun Tzu Healthcare Management 1997

Alternate Administrator/CFO- PHR Homehealth – (Dallas, Texas) 1995

EDUCATION

Bachelor of Arts, Journalism, University St. Thomas, 1976

Masters Business Administration, University St. Thomas, 1981

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), Nippon, (conversational)

AFFILIATIONS

Academy of Homecare Medicine

Greater Dallas Asian American Chamber of Commerce

PERSONAL

Married . US Citizen. Excellent Health.

REFERENCES

Available upon request