



# County of Santa Cruz

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## BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069

(831) 454-2200 FAX: (631) 454-3262 TDD: (831) 454-2123

JANET K. BEAUTZ  
FIRST DISTRICT

ELLEN PIRIE  
SECOND DISTRICT

MARDI WORMHOUDT  
THIRD DISTRICT

TONY CAMPOS  
FOURTH DISTRICT

JEFF ALMQUIST  
FIFTH DISTRICT

AGENDA: 6/19/01

June 12, 2001

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

RE: AT-LARGE APPOINTMENT TO THE SANTA CRUZ-MONTEREY  
COUNTY MANAGED MEDICAL CARE COMMISSION  
(HOSPITAL REPRESENTATIVE)

Dear Members of the Board:

I recommend the appointment of the following person to the Santa Cruz-Monterey County Managed Medical Care Commission, as an at-large representative of hospitals, in accordance with Santa Cruz County Code Chapter 7.59, Section 30, for a term to expire April 1, 2003:

William N. Harrison  
328 Village Creek  
Aptos, CA 95003  
761-5640 (B)

Sincerely yours,

TONY CAMPOS, Supervisor  
Fourth District

TC:ted

cc: William Harrison  
Santa Cruz-Monterey County Managed Medical Care Commission

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WATSONVILLE  
COMMUNITY HOSPITAL

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June 8, 2001

Supervisor Tony Campos  
County of Santa Cruz  
Board of Supervisors  
701 Ocean Street; Suite 500  
Santa Cruz, CA 95060-4069

Dear Tony:

Attached is Bill' Harrison's completed application for the vacancy on the Santa-C&-Monterey County Managed Medical, Care Commission. Thank you for your willingness to submit his nomination.

Sincerely,

Barry S. Schneider  
Chief Executive Officer

BSS/jh  
Enclosure

APPLICATION FOR APPOINTMENT TO A COUNTY ADVISORY BOARDINSTRUCTIONS:

If you are interested in serving on a County Advisory Body, please complete this application and return it to the Board of Supervisors, 701 Ocean Street, Room 500, Santa Cruz, CA 95060-4069. If you are interested in being considered for appointment to more than one advisory body, a separate application must be submitted for each appointment you are seeking.

Upon receipt, your application for appointment will be routed to each Board member and then filed for further consideration by Board members when there is a vacancy on the advisory body. If a Supervisor is interested in nominating you for appointment, you will be contacted to discuss the appointment, the appointment process, and requirements for the advisory body in question.

Please specify the Commission, Committee or Board to which you are seeking appointment and provide the requested information.

Thank you for your interest in County Government.

COMMISSION, COMMITTEE OR BOARD: Santa Cruz/Monterey County Managed Medical Care-Commission

Name: William N. Harrison

Address: 328 Village Creek

Aptos, CA 95003

Phone: (Home) 831/761-5640

(Business) 831/761-5640

Supervisory District: \_\_\_\_\_

Length of Residence in Area: 1 year

Age (Optional): ☐ Under 21 ☐ 21-30 ☐ 31-40 ☒ Over 40

PREVIOUS COMMISSION OR COMMITTEE SERVICE (Please specify):

Advisory Body

Term

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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\_\_\_\_\_  
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(Please see reverse)

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EDUCATION:

<u>Institution</u>	<u>Major</u>	<u>Degree</u>	<u>Year</u>
California State Long Beach	Business Admin	B.S.	1989

WORK/VOLUNTEER EXPERIENCE:

<u>Organization</u>	<u>Address</u>	<u>Position</u>	<u>Year</u>
Watsonville Community Hospital	75 Nielson St.	CFO	2000-2001
Community Health Svstems		Revenue Mgmt.	1998-2000
Consultant		Consultina	1995-1998
Alaska Resional		CFO	1990-1995
Humana		Req. Reimb. Msr.	1984-1990

STATEMENT OF QUALIFICATIONS:

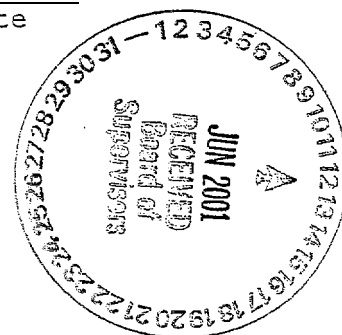
Please attach a brief statement indicating why you are interested in serving on the advisory body in question and why you are qualified for appointment.

CERTIFICATION:

I certify that the above information is true and correct and authorize the verification of the information in the application in the event I am a finalist for the appointment.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



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**William N. Harrison**

**STATEMENT OF QUALIFICATIONS AND INTEREST**

My interest is to continue the achievements made by the Alliance through any contributions I can provide in an advisory role.

Several years experience in health care financial operations and analysis. Substantial background in working with Medicaid programs and various reimbursement systems, Consulting projects included work for the Department of Veterans Affairs.

My experience in working with various reimbursement systems may provide the Commission guidance in delivering care to the Santa Cruz-Monterey County Managed Medical Care Commission.

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**William N. Harrison**  
**328 Village Creek**  
**Aptos, CA 95003**  
bill-harrison@hq.chs.net

## **WORK EXPERIENCE**

### **2000 – Present**

**Watsonville Community Hospital**  
75 Nielson Street  
Watsonville, CA 95076  
(831)761-5640

**Chief Financial Officer:** Administrative responsibility for all financial and financially-related areas of hospital operations including, but not limited to, patient accounting, patient registration, communications, payroll, managed care contracting, general accounting, information systems, health information services, budgeting. Facility Compliance Chairperson.

### **1998-2000**

**Community Health Systems**  
155 Franklin Road, Suite 400  
Brentwood, TN 37027

**Revenue Manager:** Review newly acquired facilities for reasonableness of financials. Developed new procedures and systems for facilities to report and record information from various systems. Training of new Chief Financial Officers on the corporate system.

### **1995-1998**

**Consultant**  
Anchorage, Alaska

Consulting practice to provide clients with resources to maximize profitability through development of new strategies and analysis of existing strategies. Provided a review of operations in the areas of feasibility, growth opportunities, reimbursement, business office operational assessments, coding compliance audits and review, and other compliance issues.

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William N. Harrison  
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**1990-1995**

**Alaska Regional Hospital**  
P.O. Box 143889  
Anchorage, Alaska 99514-3189

**Chief Financial Officer:** Broad scope of managerial and financial responsibilities for this 236 bed regional acute care facility. Responsibilities included plant operations, materials management, managed care, budgeting, reimbursement, networking, profitability and feasibility analysis, and business acquisition analysis.

**1984-1990**

**Humana, Inc.**  
Newport Beach, CA

**Regional Reimbursement Manager:** Responsible for reimbursement management for eighteen hospitals. The position was responsible for compliance with national, state, and rate commission regulations. Worked in a team environment with individuals on special projects, contract negotiations, capital equipment evaluations, clinical aspects in utilization management and quality of care.

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WILLIAM N. HARRISON

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## CONSULTING PROJECT HIGHLIGHTS

- Department of Veterans Affairs and Department of Defense, Third Medical Group, Elmendorf Air Force Base Joint Venture Strategic Plan for Inpatient Care of Veteran Beneficiaries, April 1996 – June 1996.
- Department of Veterans Affairs and Department of Defense, Third Medical Group, Elmendorf Air Force Base Joint Venture Strategic Plan for Inpatient Care of Veteran Beneficiaries, September 1996 – January 1997.
- Department of Veterans Affairs, review of payments, billing, reimbursement, and coding. December 1996 – February 1997.
- Medbrook of Alaska, Inc., various projects including billing and operational review, which including durable medical equipment and physical therapy set-vices. September 1996 – July 1997.

## MBAPROJECTS

- Marketing study for Holy Spirit Retreat House, included surveying customers by phone, in group and individual setting and statistical analysis of the market. The goal was to increase utilization of facilities while maintaining quality of the program. Analysis determined that main focus of programs was focus on the individual. Recommendations included using individual representatives to talk about the program in churches, utilizing free public service approach, specialized speakers, and non-religious seminars. December, 1996.