



# COREY MORRISON, MBA

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Accomplished healthcare executive with proven leadership abilities and experience in program development and strategic planning for a large health system and a growing non-profit organization. Results-oriented, decisive leader with proven success in new market identification and strategic positioning for continued growth. Track record of increasing revenue through targeted program development, contract negotiations, enhanced networks and relationship building. Excel in managing staff in an active, demanding environment while remaining thoughtful, intentional and strategic.

## CORE COMPETENCIES

Strategic Planning  
Program Development  
Public and Media Relations

Leadership Development  
Business Management  
Contract Negotiation

Philanthropy  
Tactical Market Planning  
Project Management

## EDUCATION

**Masters of Business Administration (MBA)** University of Iowa, Iowa City, Iowa

**Bachelor of Arts**, Wartburg College, Waverly, Iowa

## LEADERSHIP DEVELOPMENT

**Community Leadership Program Graduate**, Greater Des Moines Leadership Institute, Des Moines, Iowa

**Ankeny Leadership Institute Graduate**, City of Ankeny, Ankeny, Iowa

**Healthcare Leadership and Management Certification**, Dale Carnegie, West Des Moines, Iowa

## PROFESSIONAL EXPERIENCE

**2016 - Present**

### **Chief Strategy and Development Officer**

[On With Life, Ankeny, Iowa](#)

Key responsibilities include supporting and developing service lines; overseeing marketing, advancement and fundraising programs; development of strategic partnerships and collaborative efforts; leading organizational strategic planning efforts; and analyzing internal and external business strategies.

**2013 – 2016**

### **Director of External Relations**

[On With Life, Ankeny, Iowa](#)

Responsible for analyzing and enhancing On With Life's presence in the healthcare marketplace from a wide variety of stakeholder perspectives. Led all marketing, public relations and branding efforts for the organization.

### **Achievement Highlights:**

- Turned an underperforming outpatient clinic into a program responsible for 25% of the organizations revenue but only 4% of its expenses. Collaborated with the clinical team to develop new service lines and strategic partnerships with healthcare providers to increase awareness and referrals into the program. Efforts have resulted in a **175% increase in persons served from 2013 to 2017**.
- Re-negotiated commercial contracts, updated program fee schedules and broadened our payer network to better align with the comprehensive inpatient rehabilitation program provided. Efforts have resulted in a **16% overall increase in net billed income per patient day and an 18% increase in commercial billed income per patient day** in the first year following contract changes.
- Transformed a reactive fundraising program into a proactive relational development effort that has resulted in a **more than 100% increase in annual donations**. Lead an ongoing advancement plan that includes the development of an annual fund and major gifts program, relationship building, fundraising events and an overhaul of the outdated donor database management system.
- Developed an organization wide public relations campaign that included a complete overhaul of the organization's website, the creation of a 24-page magazine, development of a media relations program and an expansion of all online media efforts.

**2005 – 2013**

### **Senior Marketing Specialist**

**UnityPoint Health – Des Moines, Des Moines Iowa**

Responsible for all marketing, public relations and branding efforts for assigned services lines including John Stoddard Cancer Center, Blank Children's OB/Maternity Services, and more than 40 physician clinics. Led the overhaul of all three system external websites and directed online site redesigns, page development, analytics and SEO strategies.

### **Achievement Highlights:**

- Through coordinated efforts, led campaigns to increase perception and market share for two of the hospital's centers of excellence. This resulted in a **13% increase in brand perception and a 6% increase in inpatient market share for the Cancer Center and a 9% increase in the brand perception and a 2% increase in the inpatient market share for the OB/Maternity Center** (2010 vs. 2011).
- Creation of an integrated marketing campaign for the OB/Maternity service line which brought together five physician groups, three maternity centers and a children's hospital to plan and implement a marketing campaign that was able to increase perception, referrals and volume.
- Co-chair of the system-wide New Leader Orientation Program. Led a committee of more than 30 individuals from across the organization to educate and integrate new leaders into the organization.

**2003 – 2005**

### **Marketing Coordinator**

**St. Luke's Hospital, Cedar Rapids, Iowa**

Collaborated with service line directors to develop awareness campaigns, public relations tactics and marketing plans for key service lines.

### **Achievement Highlights:**

- Developed and executed the 500-bed hospital's media relations strategy and marketing plans.
- Led the planning efforts for the organizations community awareness events including managing the Spirit of Women membership program through the development of campaign materials and events.
- Contributed articles to the hospital's quarterly magazine and produced a variety of internal and external promotional materials.

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## PROFESSIONAL/CIVIC APPOINTMENTS

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Ankeny Chamber of Commerce, Board of Directors	2017 – Present
Business Climate/Economic Development Committee	2017 – Present
Brain Injury Association of America Academy of Certified Brain Injury Specialists, Board of Governors (First non-clinician ever elected)	2016 – Present
Marketing Committee Chair	2016 – Present
City of Ankeny Economic Development Council, Member	2016 – Present
Ankeny Alliance Hub/Entrepreneurship Committee, Member	2017 – Present
Downtown Des Moines Chamber Women's Leadership (LEAP) Advisory Board, Committee Co-Chair	2015 – Present 2015 – 2017
Ankeny Leadership Institute Board of Directors	2014 – 2016

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## PROFESSIONAL MEMBERSHIPS

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Greater Des Moines Leadership Institute	2015 – Present
Brain Injury Association of America Business College	2015 – Present
Greater Des Moines Leadership Institute	2015 – Present
Brain Injury Alliance of Iowa	2013 – Present

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## VOLUNTEER ACTIVITIES

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Association of Talent Development, Non-Profit ATDU Advisory Council	2016 – Present
Greater Des Moines Leadership Institute Alumni Committee	2016 – Present
Youth Emergency Services and Shelter, YESS University Advisory Council	2015 – 2017
CARF Standards Development Committee – Fundraising Standards	2016 – 2017
Brain Injury Association of America Business College Planning Committee	2015 – 2016

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## REFERENCES

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**Heidi Reyst, PhD, CBIST**  
**Sage Solutions Group, President**  
Chairperson, Board of Governors The Academy of  
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**On With Life Internal References**

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