



CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council

DATE: July 11, 2013

FROM: John McDonough, City Manager

AGENDA ITEM: Nomination of a Member to Economic Development Advisory Committee

MEETING DATE: For Submission onto the July 16, 2013, City Council Regular Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Resolution

APPROVAL BY CITY MANAGER: JMC APPROVED

PLACED ON AGENDA FOR: 7/16/2013

CITY ATTORNEY APPROVAL REQUIRED: () YES () NO

CITY ATTORNEY APPROVAL: [Signature]

REMARKS:



To: John McDonough, City Manager

From: Andrea Hall, Economic Development Director

Date: July 12, 2013 for Submission onto the July 16, 2013 City Council Meeting
Agenda

Subject: Economic Development Advisory Committee Appointment

Background and Discussion:

On January 3rd, 2012, the City Council approved a resolution establishing the Economic Development Advisory Committee. The Mayor has nominated Mr. Mark Rosenthal to serve on the Committee. A biography for Mr. Rosenthal is attached.

Alternatives:

Committee members may be added or deleted.

Attachments:

1. Resolution
2. Bio

MARK E. ROSENTHAL, FACHE, CSAM

7000 Northgreen Drive
Atlanta, Georgia 30328
404 845-5482 office
770 551-0220 home
678 488-2946 cell
mark.rosenthal@northside.com

A Senior Executive with expertise in:

Healthcare Recruitment
Operations Management
Business Development
Program Development
Physician Relations
Contract Negotiations
Staff Development/Training

Human Resources Management
Systems Development/Operations
Strategic Planning/Development
Budget Development/Management
Business Planning
Referral Development/Marketing

PROFESSIONAL EXPERIENCE

NORTHSIDE HOSPITAL, Atlanta, GA
Manager Recruitment & HR Administration

2006 TO Present

Manage the recruitment team of 8 recruiters and support staff. Responsible for all recruitment activities for the three hospital system of Northside Hospital consisting of the Atlanta, Cherokee and Forsyth campuses. Responsible for the HR office operations at both Northside Cherokee and Forsyth. One of the 4 person senior HR leadership team responsible for all aspects of Human Resources including HRIS, benefits, compensation, employee relations and recruitment. Work with all departments and hospital leadership on a variety of HR issues, projects and initiatives.

MANAGEMENT RECRUITERS OF ATLANTA-NORTH, INC., 1996-2006
Atlanta, GA, Vice President HealthCare Division & Operations Manager

Work with various healthcare providers in multiple sectors of the industry to recruit qualified professionals based upon specific clients needs. Utilize my multiple years of hands-on healthcare management experience to assist in recruiting the best fit candidates for each specific position within the respective healthcare organization. Work with leadership at all campuses to assure proper staff is in place

EMORY UNIVERSITY HOSPITALS, Atlanta, GA 1993 - 1996
Assistant Administrator Rehab Services, Emory Hospitals and
Administrator, Center for Rehabilitation Medicine 1995
Administrative Director Rehabilitation, Emory University Hospital 1993

- **Positioned the rehabilitation hospital to succeed in the rapidly changing health delivery system.**
 - Changed the patient care delivery system from a departmental to a program model;
 - Developed and implemented a case management program;
 - Streamlined documentation throughout the facility, increasing efficiency by 15%;
 - Implemented a managed care responsive treatment system, which produces equal or higher patient outcomes while reducing expenses by 7%;
 - Completed and implemented a marketing/referral development plan, which increased referrals by 15% and admissions by 11.6% over the previous year;
 - Established an external case manager advisory board, which facilitates an open exchange of ideas and information and builds a greater alliance to the hospital.
 - Recruited and developed retention programs for rehab. Therapy staff including career ladders.
- **Created a financially successful operation for year-to-date FY 1996.**
 - Current year's gain from operations are 42% ahead of budget even though patient days have declined by 1.6% and the average daily census is 2.7% under budget;
 - Implemented protocols which are more patient need sensitive and allow for better resource utilization and expense reduction;
 - Developed a management team that has mentoring and facilitation as its focus.
- **Developed a true rehabilitation continuum across 3 facilities - Crawford Long Hospital, Emory University Hospital, and the Center for Rehab Medicine.**
 - Developed a flexible staffing system;
 - Set up central manager;
 - Developed an internal referral system;
 - Marketed to key physicians within the system to facilitate referrals;
 - Developed and operated a centrally managed budget;
 - Set up an internal flexible staffing pool of therapists

COMMUNITY PSYCHIATRIC CENTERS, Austin, TX 1990 - 1993
Chief Executive Officer, CPC Capital Hospital

- **Managed a well-respected 130 bed psychiatric substance abuse hospital during a period of intense pressure in the psychiatric industry.**
 - Increased revenues by 30%, increased pre-tax net income by 20%, and achieved 90% of budgeted patient days for FY 91 as compared to FY 90.
 - Developed patient care systems responsive to the organization's corporate goals;
 - Evaluated, recruited and established retention program for staff to ensure acceptable levels;
 - Negotiated several managed care contracts that positively contributed to the hospital's performance;

- Recruited 8 additional physicians as active admitting physicians, which contributed to the hospital's ability to receive 230+ referrals and 60+ admissions per month.

NATIONAL MEDICAL ENTERPRISES, INC., Los Angeles, CA 1981 - 1989
(and its subsidiary, Rehab Hospital Services Corporation)
Administrator, The Rehabilitation Hospital of Austin, Austin, TX 1989
Chief Operating Officer, Dallas Rehabilitation Institute, Dallas, TX 1986
Associate Administrator, Dallas Rehabilitation Institute, Dallas, TX 1983
Administrator, Rehabilitation Institute of Oklahoma, Oklahoma City, OK 1981

- Provided construction oversight and developed and implemented the start-up and pre-opening plan for an 80 bed physical rehabilitation hospital in Austin, TX.
- Oversaw a \$26M facility replacement project, which gave the corporation a new 120 bed facility in Dallas, TX.
- Directed the day-to-day operations of the new 120 bed acute rehabilitation hospital, including surgery, recovery, ICU, and outpatient services, and increased pre-tax net income from \$2.3M to \$6.8M from FY 1984 to FY 1988.

MEMORIAL MEDICAL CENTER, Springfield, IL 1977 - 1981
Administrative Director, Physical Medicine and Rehabilitation 1979
Staff Assistant, Administration/Professional Services 1977

EDUCATION

THE UNIVERSITY OF MISSOURI, Columbia, MO.
· Master of Science Degree in Public Health - Health Services Management 1977
· Bachelor of Arts Degree in Pre-medical Sciences 1974

PROFESSIONAL HONORS AND ACTIVITIES

- American College of Healthcare Executives, Fellow
- American College of Healthcare Executives, Regent's Advisory Council for Georgia - Area A, Member, 1993 - 1996; Professional Development Committee, Member, 1996
- Georgia Association of Healthcare Executives, Member, 1993 - Present, elected Secretary, 1994 - 1995, Vice President, 1995 - 1996
- Administrative Survey Consultant, Commission on Accreditation of Rehabilitation Facilities, 1981 - 1990/1994 - 1996

STATE OF GEORGIA
COUNTY FULTON

**A RESOLUTION APPOINTING A MEMBER TO THE ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE FOR THE CITY OF SANDY SPRINGS, GEORGIA**

WHEREAS, the Mayor and City Council have determined that economic development is a primary goal for the City of Sandy Springs; and

WHEREAS, the City has contracted with an Economic Development Director; and

WHEREAS, a key part of developing of an economic development strategy and plan is input from local community and business leaders; and

WHEREAS, the City has determined that it is desirable to establish an advisory committee of local community and business leaders to provide feedback to the City's Economic Development Director; and

WHEREAS, the City specifically desires for the Economic Development Advisory Committee to provide feedback to the Economic Development Director regarding: **apartment and housing redevelopment; increasing occupancy of vacant retail and office space; and revitalization of the city center area of the City;**

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Sandy Springs, Georgia, while in regular session on the 16th of July, at 6:00 p.m., that Mr. Mark Rosenthal is appointed to the Economic Development Advisory Committee.

RESOLVED this the 16th day of July, 2013.

Approved:

Eva Galambos, Mayor

Attest:

Michael Casey, City Clerk

(Seal)