RACHEL DUTTON

Operations Leader | Multi-Site Service Delivery, P&L, and Growth | Practice Transformation | Business Development | Operational Excellence

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Operations leader with 18 years of experience improving multi-site service delivery, financial performance, workforce effectiveness, customer experience, and business growth in complex, regulated organizations. Known for building operating discipline, translating strategy into measurable execution, and connecting market development, account growth, and cross-functional operations to sustainable business performance.

PROFESSIONAL EXPERIENCE

SELF-EMPLOYED — Business Development and Operations Consultant **08/2026-Present**

Princeton, TX · Contractor driving healthcare partnerships, market development, account growth, and cross-functional commercial execution for a specialty and compounding pharmacy.

- Architected and implemented a **living CRM operating system** that integrates prioritized outreach, encounter scheduling, follow-up tasks, account status, sales activity, pipeline progression, and revenue tracking into one centralized business-development workflow.
- Build and manage a **segmented commercial pipeline** using CRM tracking, territory prioritization, market intelligence, structured follow-up, and account-development workflows to improve visibility, accountability, and execution.
- Created the complete **digital and print collateral ecosystem** for the client pharmacy, including provider education, pricing materials, brochures, flyers, sales tools, review assets, and branded community outreach materials that standardize external messaging and support market growth.
- Coordinate new-account onboarding and service delivery with pharmacy operations, aligning provider expectations, prescription/refill support, shipping communication, issue resolution, compliance requirements, and ongoing account management across functional teams.
- Develop commercial relationships and strategic partnerships with physicians, practice leaders, specialty clinics, wellness providers, and community organizations while using CRM and performance data to prioritize opportunities, support retention, and create a measurable operating rhythm for growth.

ENSIGN SERVICES — Director of Business Development **2025-07/2026**

Dallas-Fort Worth, Texas · Owned regional growth strategy for two post-acute care facilities across the Dallas-Fort Worth Metroplex.

- Developed and strengthened relationships with approximately **35 referral partners**, including hospitals, physicians, case managers, and community organizations.
- Increased census from **76% to 91%** within two months through targeted territory planning, referral cultivation, competitive analysis, and disciplined follow-up.
- Partnered with facility leaders to align growth goals with capacity, quality performance, and operational priorities.
- Analyzed referral trends and market activity to identify service gaps, improve positioning, and expand sustainable demand.

KINDBODY — Practice Operations Manager **2022-2024**

Dallas, Texas · Directed P&L, workforce, service delivery, and patient experience for a newly established, high-growth fertility clinic serving approximately 2,500 patients annually.

- Managed operations supporting approximately **$37.6 million** in annual revenue responsibility and up to **$2.7 million** in monthly operating expense.
- Generated more than **$300,000** in revenue growth within the first four months of a newly established fertility clinic by strategically pacing patient onboarding, executing a phased volume ramp-up strategy, and leading organic marketing initiatives that began six months before the clinic opened.
- Reduced operating expenses by **35%** through vendor negotiations, procurement consolidation, workflow redesign, and stronger operating controls.
- Coordinated employer-sponsored fertility benefit programs supporting more than **10,000** covered members across clinical, billing, and account teams.
- Led hiring, onboarding, coaching, and performance management for **4 direct reports** and approximately **38 indirect team members**.

BAYLOR SCOTT & WHITE HEALTH — Practice Operations Manager **2020-2021**

Dallas, Texas · Led practice operations and post-merger integration within a complex, matrixed health system.

- Returned the practice to financial target **within five months** through workflow redesign, staffing optimization, and a disciplined daily operating cadence.
- Increased referral performance from **26% to 73%** by strengthening physician engagement, referral relationships, and market visibility.
- Built KPI dashboards and weekly accountability routines adopted across **12 practices** during merger integration.
- Improved Net Promoter Score from **42% to 98%**, reaching Top Box performance through patient-experience redesign and frontline accountability.
- Managed operations supporting **up to 10 physicians** and advanced practice providers, including scheduling, template optimization, productivity, and access.

NORTH OAKS MEDICAL CENTER — Multi-Practice Hospital Supervisor **2015-2019**

Hammond, Louisiana · Directed operations for three specialty service lines and approximately 32 employees across three locations.

- Designed and launched a specialty referral program that produced **42% revenue growth in eight months** and opened a new service market.
- Increased daily patient encounters from **44 to 64** through scheduling redesign, cross-training, and clear performance standards.
- Adopted and implemented Joint Commission readiness practices that resulted in **zero Requirements for Improvement** during surveys.
- Reduced chart deficiencies, rework, and missing documentation by **27%** through standardized intake, documentation, and audit workflows.
- Led staffing, performance management, service recovery, and operational coordination across three specialty practices.

VISION AMERICA — Operations Manager **2012-2015**

Mobile, Alabama · Managed daily operations for a high-volume specialty clinic serving approximately 70 patients per day.

- Reduced average patient wait time from **56 minutes to 8 minutes** through scheduling redesign, intake standardization, and improved patient flow.
- Reduced operating expense by **20%** through procurement renegotiation, inventory controls, and vendor management.
- Led approximately **27 clinical and administrative team members**, including staffing, training, performance management, and service delivery.
- Improved throughput and provider productivity while maintaining a patient-centered experience in a regulated setting.

WALKER AUTOMOTIVE — Business Development Manager **2010-2012**

Alexandria, Louisiana · Led dealership-group business development, digital lead management, and sales-process improvement.

- Increased lead-to-sale close rate from **8% to 27%** by establishing response-time standards, structured follow-up, CRM discipline, and team accountability.
- Generated approximately **41 vehicle sales per 150 qualified leads** through consistent pipeline management and digital sales practices.
- Negotiated supplier partnerships that expanded inventory availability and improved operational flexibility.

EDUCATION

Bachelor of Liberal Arts · Louisiana State University at Alexandria · Alexandria, Louisiana

AI CERTIFICATIONS

Coursiv · Issued Jan 2026

Master of Deepseek · Data Analysis & Reasoning | Automation & Workflows | AI-Assisted Problem Solving

Master of Gemini · Google Gemini | Generative AI Productivity | AI-Assisted Research & Synthesis

Stable Diffusion · Generative AI Imaging | Prompt Engineering | Visual Content Development

Lovable · AI-Assisted Web Development | Website Building | Rapid Prototyping

SYSTEMS

Epic | PointClickCare | CarePort | WellSky | Salesforce | HubSpot | Power BI | Smartsheet | Jira | Asana | Microsoft 365 | Google Gemini | DeepSeek | Stable Diffusion | Lovable