



## BIO - Charles Ferraro MA LNHA

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Charles is a senior executive specializing in health care who has worked in the United States, Canada, England, and Africa.

His thirty years of experience extends across both the private and public sectors, and includes work in such diverse areas as;organizational design, management, psychology, marketing, service enhancement, innovation management, process redesign, program and policy development, team building, productivity improvement, quality improvement, and performance management.

His work has resulted in a number of national and regional awards for innovation. The most notable honors have been the Harvard Prize for innovation, the EXSEL Award from the National Center for Public Productivity, and The National Alliance of Business Award for public/private joint ventures.

Charles began his career in 1967 at the NYU Institute of Rehabilitation Medicine. His health care experience includes work at several nursing homes in New York State, a psychiatric clinic in Pennsylvania, a Canadian rehab hospital and an African hospital. He has worked in the Medicare and Medicaid Programs, the Canadian National Health System, the British Health and Welfare System, and the National Health System of the Republic of Guinea, in West Africa.

He has been the Administrator of record at three health care facilities in a turnaround process, bankruptcy or receivership. Most recently, at one nursing home in a chain operation, using Breakthrough Strategy he created a “center of excellence” where the clinical and financial problems of the company could be resolved on a manageable scale and solutions transported to other facilities. From diverse and hostile factions, he developed a team that resolved serious clinical services problems and restored the facility to a highly profitable financial condition. Prior to that, he consulted and trained across The State of Ohio on issues related to the merger of two State Agencies due to welfare reform. He successfully marketed and oversaw a productivity performance project with targeted quality control performance improvements that, over a two year period, showed documented productivity gains of more than four times the project costs, with marked improvement in all designated quality control areas. In Africa he served for two years as Consulting Hospital Administrator, responsible to a Cabinet-level Government minister, charged with developing model programs for in-hospital and out-patient care, to be replicated at national governmental hospitals.

Charles holds an MA in Organizational Psychology and a BA in Health Care Administration from Goddard College, is a Diplomat of the International Accountants Society, and has been a licensed Nursing Home Administrator since 1982.