

**RONALD E. GASKINS, FACHE**

1406 Warwick Circle, Winterville, NC 28590 ♦ (336) 480-6934 ♦ [rongaskins2000@gmail.com](mailto:rongaskins2000@gmail.com)

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**PROFESSIONAL SUMMARY**

Innovative and outcome driven executive highly experienced in population health management operations. Efficient and effective professional on budgetary matters who is well versed in value based payment design. Broad reach coalition builder at the local, state, and federal levels. Strong relationship facilitator with a significant record of success achieved with engagement of staff, physicians and communities. Accomplished change agent creating new solutions amid systems of care in response to the changing healthcare landscape. Specialist in rural health issues as a *Jim Bernstein Community Health Leadership Fellow Alumni* and inaugural *Alumni Distinguished Fellow Award Recipient*.

- ♦ Contract / Payor Relations
- ♦ Care Management Operations
- ♦ Community Coalition Building
- ♦ Practice-based Transformation
- ♦ Board Governance Management
- ♦ Network Development

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**PROFESSIONAL EXPERIENCE**

**ECU Health**

Greenville, NC

President, ECU Health Alliance, L.L.C

March 2019 - Present

President, Coastal Plains Network, L.L.C

Vice-President, Population Health Management

- ♦ Optimized population health efforts as the lead executive across a 1,447 bed academic integrated health care system with more than \$2 billion of annual revenue.
- ♦ Introduced and operationalized a “Population Health Management Office” department within the health system that aligns, aggregates, and deploys resources for 80,000 managed lives in a coordinated fashion.
- ♦ Generated \$40 million in savings for Medicare resulting in \$15 million of shared savings distributed to Coastal Plains Network with 35,000 managed lives and 1,000 participating providers.
- ♦ Delivered \$1.8 million of shared savings since CY 2020 across 14,500 Medicare Advantage managed lives.
- ♦ Increased Coastal Plains Network public reporting HEDIS quality score from 92% in CY 2019 to 100% in CY 2020.
- ♦ Added over 1,300 providers, encompassing 42% employed providers and 58% independent providers, to join ECU Health Alliance with 12,000 managed lives.
- ♦ Expanded our population health analytics capabilities by investing over \$1 million to deploy a third party solution.
- ♦ Introduced a group purchasing organization (GPO) program with average cost savings of 30% for ECU Health Alliance providers.
- ♦ Produced \$3 million in Medicare shared savings from the CMS Comprehensive Joint Replacement bundle program.
- ♦ Maximized opportunities on all aspects of governance related matters for both Coastal Plains Network and ECU Health Alliance Board of Managers.
- ♦ Introduced a nurse advice line with an average cost savings of 10% per triage call for ECU Health Alliance participants.
- ♦ Cultivated a strong partnership with managed care that successfully balanced the dynamics of fee-for-service negotiations with value based care negotiations encompassing Medicare, Medicaid, and Commercial payors.

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President, Access East, Inc. March 2017 - March 2019  
Vice-President, Access East, Inc. Sept. 2016 - March 2017  
Administrator, Access East, Inc. Oct. 2014 - Sept. 2016

- ♦ Delivered a winning bid for Access East to draw down a portion of \$650 million over five years as part of the Healthy Opportunities Pilot.
- ♦ Contributed \$300,000 of reoccurring HealthNet uninsured funds that helped serve over 7,000 patients and dispensed over 15,000 prescriptions.
- ♦ Increased the HealthAssist uninsured program's capacity to serve over 2,500 patients, \$850,000 of donated care, and \$650,000 of medication discounts annually.
- ♦ Reduced Access East's organizational cost structure by \$3 million while increasing care management productivity by 115%.
- ♦ Added 61 practices and 160 providers to help establish Community Care Physician Network, a statewide clinically integrated network.
- ♦ Grew an \$18 million annual budget through the appropriate allocation of staff encompassing 150 Access East employees, while increasing enrollment to 200,000 Medicaid beneficiaries.
- ♦ Awarded \$240,000 dollars of federal funding for Access East's practice transformation initiatives across 50 practices and 150 providers.
- ♦ Added 16 practices for the "Wellness Wins" quality improvement initiative on behalf of the North Carolina State Health Plan.
- ♦ Delivered a patient centered medical home approach across 220 practices and 500 providers.
- ♦ Achieved NCQA complex care management accreditation status in 2018 for Access East.

**Atrium Health Wake Forest Baptist**

Winston-Salem, NC

Deputy Director, Northwest Community Care Network, Inc. April 2011 - Oct. 2014  
Network Support Manager, Northwest Community Care Network, Inc. July 2008 - April 2011

- ♦ Optimized day-to-day operations of a \$12 million annual budget and a staff of 100 employees striving to improve access while reducing cost.
- ♦ Generated high-level health system discussions centered on value based care in the context of North Carolina Medicaid reform.
- ♦ Increased the network's primary care practice base by 63% and Medicaid enrollment by 73% through the establishment of a quality improvement department.
- ♦ Reduced 30-day readmissions by 10% among high-risk Medicare beneficiaries as the administrator of a \$1.2 million CMS transitions program.
- ♦ Established a compliance department resulting in the creation of 26 HIPAA privacy and security policies and an external risk assessment that identified 19 vulnerabilities.
- ♦ Introduced a new 3-year strategic plan with stated goals that aligned with the mission, vision, and values of the organization.
- ♦ Established a communications department that increased organizational social media visibility, standardization of network materials, and increased legislator outreach efforts.
- ♦ Added 30 pregnancy medical homes practices in close collaboration with the obstetrician provider community.
- ♦ Introduced and facilitated seven interdisciplinary county coalitions addressing system of care issues for the aged, blind, and disabled Medicaid population.
- ♦ Increased compliance rates with standardized case management plans and recommended improvements for those not meeting standards through productivity dashboards.

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- ♦ Changed the hospital-to-home transitions program that resulted in better coordination post-discharge for the high-risk Medicaid population.

**Wake Forest University Health Sciences**  
Winston-Salem, NC

Associate Project Manager, “I See in NC” July 2005 - July 2008

- ♦ Introduced and operationalized a \$1 million diabetic retinopathy program encompassing financials, recruitment, screening, and data collection for the Medicaid and uninsured populations.
- ♦ Expanded screenings to over 1,800 patients across seven counties resulting in an 11% ophthalmologist referral rate.
- ♦ Grew the referral base for new patients through focused outreach to providers and Northwest Community Care managers.
- ♦ Delivered patient education materials on the health risks associated with diabetic retinopathy.

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**LEADERSHIP ACTIVITIES**

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**Pitt Partners for Health**  
Greenville, NC

Board Chair Jan. 2017 - Dec. 2019

- ♦ Core mission is to improve the health of Pitt County residents through assessment, resource identification and development, citizen advocacy, comprehensive planning, and coordination of health intervention and prevention strategies.

**Pitt Partners for Health**  
Greenville, NC

Co-Chair, Access to Care Action Team Sept. 2015 - Dec. 2019

- ♦ Overarching focus area for the committee is to increase access to health services for the residents of Pitt County.

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**TEACHING & PUBLICATIONS**

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**East Carolina University Brody School of Medicine**  
Greenville, NC

Teaching Assistant Professor July 2017 - Present

- ♦ Taught Distance Education Master’s level course within the Department of Public Health
  - MPH 6000 Public Health Practice: Fall 2018, 2019, 2020 & 2021; Summer 2019 & 2021; Spring 2020, 2021 & 2022
  - MPH 7010 Human Resources Administration & Leadership: Spring 2018 & 2019
  - MPH 6035 Interdisciplinary Rural Health: Fall 2017
- ♦ Publications: Journal Articles:
  - Gaskins, R.E. (2017). Innovating Medicaid – The North Carolina Experience. *North Carolina Medical Journal*, 78, (1) 20-24.
  - Gamble, E., Graham, J., Livengood, K., Inman, L., Gaskins, R. E., Michalski, L., & Eleanya, R. (2009). Flexibility in a CCNC Network: The Northwest Community Care Experience. *North Carolina Medical Journal*, 70, (3) 260-262.

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**HONORS & AWARDS**

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- ♦ Fellow, American College of Healthcare Executives, 2020 - 2022
- ♦ Member, American College of Healthcare Executives, 2015 - 2019
- ♦ Recipient, Jim Bernstein Community Health Leadership Distinguished Fellow Award, 2015
- ♦ Recipient, Jim Bernstein Community Health Leadership Fellowship, 2011 - 2013
- ♦ Recipient, 40 Leaders Under Forty Award, Triad Business Journal, 2012
- ♦ Participant, Leadership Winston-Salem, 2013

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**EDUCATION**

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**Doctor of Health Administration**

Central Michigan University, Mount Pleasant, MI

Dissertation Topic: The Impact of a Transitional Care Intervention on the Initial 30-day Readmission After Hospital Discharge Among High-Risk Medicaid Patients in Eastern North Carolina.

**Master of Business Administration (Accounting Emphasis)**

Gardner-Webb University, Boiling Springs, NC

**Master of Public Administration (Health Care Administration Concentration)**

The University of North Carolina at Pembroke, Pembroke, NC

**Bachelor of Science in Mass Communications (Public Relations Minor)**

The University of North Carolina at Pembroke, Pembroke, NC