

Christopher B. Canaday

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Manager of Programs: Communications & Quality

Program Development - Quality Assurance - Information Management

Needs Analysis	Target Markets	Performance Metrics	Customer Satisfaction
Training	Promotions & Web	Customer Experience	Process Improvement

Innovative and insightful leader with broad-based Operations, Customer Service, and Communications experience across multiple industries; Proven ability to envision, design, implement, and facilitate dynamic programs and winning teams; Well-known for dependability, adaptability, and a commitment to quality. *Areas of excellence include:*

Clearly articulating complex ideas verbally and in writing	Identifying and remediating inefficient processes and procedures
Establishing relevant, outcome-oriented strategic plans	Organizing, inspiring, and managing effective work groups
Interpreting quantitative and qualitative progress measures	Mediating and problem solving in a win-win fashion

Professional Highlights

Solid track record of accomplishment, the foundation of which is an ability to quickly develop a thorough understanding of, and adapt to, the operational circumstances and organizational, structural, social, and market forces that affect all business transactions.

In four successive positions, created the infrastructure through which education, training, and public relations programs and services were rendered, from conception and implementation to outcome measurement and quality control. Each instance of program development included visioning, human resource management, teambuilding, marketing planning, policy and procedure development, workflow and protocol development, and the establishment of quality metrics and customer feedback processes.

Over an eight-year period, provided operational leadership in times of significant organizational growth and change. For example: Hired and trained Call Center agents and supervisor, developed operational protocols and manuals, and assisted in the implementation of various technology-based solutions during the transition to centralized scheduling for an orthopaedic practice servicing over 190,000 patient visits annually; Built and managed the work teams and program architecture necessary to fulfill workforce development services contracts targeting hundreds of unemployed, underemployed, and at-risk citizens as part of central Ohio's federal, state, and local workforce development efforts.

In for-profit and governmental settings, identified and then reduced or eliminated procedural and structural barriers to employee and organizational performance: Established mentoring programs and training programs to remediate and support new and underperforming workers; Established work teams and created or edited job descriptions, service standards, procedural protocols, technical documents, and internal and external communications to streamline workflows and clarify performance expectations.

Career Progression

Patient Service Manager, West End Orthopaedic Clinic, Richmond, VA (12/2008-8/2010).

Craft the messages and images aimed at internal and external audiences in order to establish a corporate brand, promote service lines, and enhance the employee and customer experience: Web content development/copywriting and website management; Promotions design/planning and media buying; Policy, procedure, and protocol development and documentation; Forms development; Survey development and dissemination; Contract negotiations and management. **KEY COMPETENCIES: Writing, Copywriting, Branding.**

Establish, evaluate, and communicate the key metrics needed to support business decisions, inform goal planning, and track performance: Utilize practice management analytics tools to monitor market forces, including patient volume, patient demographics, patient referral patterns, appointment availability, call volume, and patient satisfaction; Develop and maintain data collection and tracking mechanisms and protocols, including databases, spreadsheets, forms, and workflow diagrams. **KEY COMPETENCIES: Data Analysis.**

Develop and implement strategies, technologies, and programs to enhance the employee and customer experience: Collaborate cross-departmentally and with outside vendors to design and activate patient communications tools, including VoIP telephony, centralized scheduling operations, automated notifications, secure online forms and messaging, and surveys; Design and facilitate employee orientation and customer service training programs; Create presentation materials for Board of Directors and other professional meetings and community events; Plan and coordinate company-wide wellness programming. **KEY COMPETENCIES: Workflow Planning, Operations, Training.**

Student Services Coordinator, Columbus City Schools Department of Adult & Community Education, Columbus, OH (1/2003-11/2008).

Collaborated with the management team to establish and carry out the policies, procedures, and infrastructure necessary to provide essential services to adult vocational school students: Administered academic pre-admission testing; Coordinated student enrollment procedures and communications; Developed curriculum and instructional materials and facilitated classroom activities for a variety of academic and workforce development programs; Facilitated student appeals and transitions processes and procedures. **KEY COMPETENCIES: Program Development, Process Improvement.**

Coordinated the organization's response to local, regional, and national workforce development initiatives: Envisioned, planned, and implemented training, education, and social service programs aimed at unemployed, underemployed, and at-risk populations; Wrote detailed, yet cohesive proposals, master plans, and performance summaries in order to guide the provision of services and justify the extension of service contracts. **KEY COMPETENCIES: Visioning, Program Planning, Technical Writing.**

Career Counselor, Columbus City Schools Department of Adult & Community Education, Columbus, OH (5/2001-1/2003).

Provided assessment, counseling, planning assistance, and support to recipients of local, state, and federal Workforce Development assistance: Performed needs analyses in order to establish program eligibility and create effective service plans; Facilitated one-on-one and group-based career planning sessions; Acquired and/or coordinated community resources to support plan objectives; Evaluated participant progress and wrote detailed progress reports in accordance with contract provisions. **KEY COMPETENCIES: Interpersonal Communication, Group Facilitation.**

Vocational Rehabilitation Counselor, Ohio Rehabilitation Services Commission, Columbus, OH (1994-2001).

Provided assessment, counseling, planning assistance, and support to individuals with severe disabilities seeking employment: Assessed complex medical, social, and environmental circumstances to establish realistic employment plans for those with multiple functional restrictions; Performed community outreach and served as a liaison between the state rehabilitation agency and various social service, educational, and workforce development entities in order to improve service quality and accessibility; Awarded the agency's highest Counselor honor-Counselor Dream Team-in 2001. **KEY COMPETENCIES: Counseling, Mediation, Negotiation, Service Coordination.**

Worked cross-departmentally to ensure service quality and enhance the customer and employee experience: Trained and oriented new employees; Facilitated Personal Empowerment workshops for individuals with disabilities; Co-facilitated the agency's Cultural Diversity Committee. **KEY COMPETENCIES: Public Speaking, Presentation Planning, Classroom Management.**

Disability Claims Adjudicator, Ohio Rehabilitation Services Commission, Columbus, OH (1990-1994).

Underwent extensive training and then utilized a firm understanding of Social Security law, medical terminology, body systems, and the functional aspects of disability and employment to evaluate claimants' eligibility for federal financial and rehabilitation service benefits: Interviewed claimants and their medical and lay representatives to gather health, employment, education, and social information; Wrote complex case summaries justifying the approval or denial of benefits. **KEY COMPETENCIES: Research, Evaluation.**

Activities & Memberships

Medical Group Management Association (12/2008-Present)

Head Coach/Swim Instructor (1984-Present)

United States Masters Swimming (2000-2008)

Education & Training

DENISON UNIVERSITY; *B.A., Sociology/ Anthropology; Magna cum Laude; Honors Thesis*

FRANKLIN UNIVERSITY; *Masters-level Marketing & Communications courses*

Achieve Global (formerly Zenger-Miller); *Train-the-Trainer*