



# The Best Speakers. Curated for Healthcare.

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## Martha Whitecotton



### Focus:

Consumerism & Retail Healthcare | Innovation & Change Management | Capital & Financial Planning | Behavioral Health | Population Health | Future of Healthcare

### Education:

MSN, Care of the High Risk Childbearing Family, West Texas A&M University

### Background:

Martha Whitecotton is the Senior Vice President of Behavioral Health Services for Atrium Health. In this role, Ms. Whitecotton is responsible for strategic development, execution and oversight for the Behavioral Health Service Line across all care settings as well as physician services. Prior to her current role, Ms. Whitecotton held a variety of leadership roles within Atrium Health. Most recently, she served as president of Levine Children's Hospital where she led the strategic development of three key programs: the Congenital Heart Center, the Pediatric Inpatient Rehabilitation, and the Pediatric Blood and Marrow transplant program. Under her leadership, she

led the hospital to national rankings in cardiac care, cancer, oncology, nephrology, orthopedics and neonatology within five years of the opening. Below are a few of her featured presentations.

### Behavioral Health Systems of Care

Experience and proven results in transforming the care delivery system and model for a large healthcare system. Knowledgeable about system integration, value based payment, IPFQR, regulatory requirements, provider recruitment, productivity, and revenue cycle. Knowledgeable about improving patient flow, patient experience of care, psychiatric emergency rooms, outpatient freestanding psychiatric practice management as well as community clinics and state funded services.

### Telepsychiatry

Experience in expanding, operating, and optimizing a Telepsychiatry platform and system of care to decrease length of stay for patients seeking care in an acute care Emergency Department for a primary psychiatric diagnosis. Responsible for leading the development of a system that drove down length of stay by 50% across 21 ED's. Nationally recognized by the National Council on Behavioral Health.

### Virtual Care Delivery Models for Behavioral Health Integration

Experience and proven success in leading the design and implementation of a virtual care delivery model integrating Behavioral Health into Primary Care. Demonstrated a reduction in overall cost of care, improvement in access, improvement in patient outcomes and improvement in physician engagement. Driving population health and aligning with value based payor strategies that aim to improve access and lower per member per month costs. Nationally recognized by the National Council on Behavioral Health and Fast Company Innovation by Design Awards.

To book Martha Whitecotton or for more information on finding the right speaker for your event please contact us on our website at [www.hspeakers.com](http://www.hspeakers.com) or call us at 857.770.1281.

