



# Kaitlyn Torrence

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**BA, MHA**

## Summary of Qualifications

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- Detail-oriented and results-driven leader with experience in project management, strategic planning and marketing
- Exceptional relationship-building skills and a proven ability to positively influence and lead diverse stakeholders
- Excellent oral and written communication skills, business acumen, creative abilities and presentation skills

## Professional Experience

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### **Providence Health & Services / Administrative Fellow / 2016 – Present**

*PH&S is a \$22b, non-profit health care organization operating in seven western states, including 50 hospitals, 829 clinics, and serves 1.9 million patients.*

- PH&S selects one administrative fellow annually. The fellow is responsible for leading and supporting cross-functional, executive-level projects, while participating in leadership development activities
- Launching patient navigation initiatives by identifying revenue opportunities, engaging stakeholders and designing web-based, agile experiments involving UX and SEO to increase new patient conversions at *Express Care* retail clinics and on-demand virtual platforms
- Acting as an internal consultant to devise project plans, timelines, and budgets to push multiple projects from conception through operational hand-off, such as creating a system-wide model for strategic partnerships with federally qualified health centers (FQHC) to support Providence's Medicaid strategy
- Supporting a \$22b system merger by analyzing financials, assessing new markets, evaluating organizational models, and designing operational models for system integration
- Conducting a Community Health Needs Assessment involving quantitative and qualitative data analysis and building community partnerships to inform 2017-2022 strategic plan
- Creating a marketing strategy for *Wellness Corners* to drive ROI, expand product and service offerings, enhance customer experience, and successfully attract and retain customers

### **Medical University of South Carolina / Executive Intern / 2014 – 2016**

*MUSC is a 700-bed academic medical center and integrated state-wide health system.*

#### **Leadership Development Intern**

- Worked alongside executive leadership to develop a leadership competency model and KPIs to ensure program alignment with the organization's strategic plan
- Established vendor relationships and managed the make/buy process resulting in a \$250,000 curriculum investment
- Worked with a multidisciplinary team under the Chief Diversity Officer to improve language access for patients, develop cultural competence assessments and employee education requirements for 550 clinical and nonclinical leaders
- Conducted significant research on leadership and organizational development and piloted a needs assessment, gap analysis, and comparative market analysis

#### **Marketing Intern**

- Wrote monthly community health blogs and weekly executive briefings to promote population health initiatives
- Created marketing tools, participated in public relations strategy round-tables, and managed event logistics for the six colleges and the academic medical center's community outreach events to expand brand awareness

#### **By Invitation Only Event Planning / Project Manager / 2013 – 2014**

- Managed a team of 10 employees to create over 50 large events
- Established project budgets, timelines, and negotiated vendor contracts
- Served as public relations coordinator by writing press releases and blog posts

## Education

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### **Master of Health Administration**

*Magna cum laude*

Medical University of South Carolina / 2016

- Capstone project: Developed business plan for building primary care clinic to target community health indicators and expand access in rural South Carolina
- *Certified Associate in Project Management (CAPM)*

### **Bachelor of Arts in Journalism and Mass Communications**

*Magna cum laude*

University of South Carolina / 2013

### **Semester at Sea, Study Abroad**

University of Virginia / 2012

- Circumnavigated the globe studying international relations and global cultures