

CURRICULUM VITAE



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Senior Associate Dean, Finance & Operations
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PROFESSIONAL HISTORY

2021 - Present

2008 - 2015

Senior Associate Dean of Finance & Operations

Senior advisor to the Dean regarding all matters of finance and operations including strategic planning, program development, and monitoring of mission-based performance metrics.

Ensure and monitor fiscal performance and alignment of resources to support strategic objectives and grow revenue streams.

Oversight of central administrative functions including Finance, Information Systems, Personnel, Marketing and Space Planning. My responsibilities also included appropriate interpretation and translation of clinical, educational, and research business to develop effective operational and performance metrics.

Oversight of School of Nursing support systems including technology, personnel, and facility management.

Led and empowered innovative and entrepreneurial start-up business concepts from business plan to funding under the Center for Nursing Entrepreneurship.

Guest Lecturer on various topics including health care finance, shifts in health care delivery systems, and business plan development.

2013 - Present

Chief Executive Officer, UR Medicine Employee Wellness and the Center for Nursing Entrepreneurship

Established a wellness company that now serves 75 local companies, providing clinically based wellness services from health assessments to disease management. The service is profitable, maintains a 98% customer satisfaction rate and NPS (net promoter score) of 85.

Oversight of technical development of Wellness portal, ensuring product development and refinement are consistent with customer needs, and best practices to support clinical provider effectiveness.

Ensure brand integrity through offering innovative, evidence-based wellness programs that demonstrate ROI and measurable health improvements.

Ensure long-term fiscal viability and market position. Responsible for creation and refinement of marketing/sales plan that will build client base and product loyalty.

Recruit and retain best in class clinical and service providers committed to improving the quality of life and wellness of individuals.

Other duties consistent with oversight and development of wellness program products, sales, marketing, employee engagement, technology, customer services, quality assurance, data integrity, outcomes and analytics.

Oversight and responsibility for all clinical community services provided under the umbrella of the school of nursing, including wellness, travel health, and our school-based health centers

2015- 2021

Senior Associate Dean of Operations, University of Rochester School of Nursing

Senior advisor to the Dean regarding all matters of operations including strategic planning, program development, and establishment and monitoring of mission-based performance metrics.

Oversight of School of Nursing support systems including technology, personnel, and facility management.

Initiated and led efforts under the Center for Nursing Entrepreneurship umbrella.

2008-2015

Senior Associate Dean, Finance and Administration, University of Rochester School of Nursing

As a senior advisor to the Dean, my responsibilities included ensuring fiscal success and resource management for all missions of the SON. This included the oversight of central administrative functions including Finance, Information Systems, Personnel, Marketing and Space Planning. My responsibilities also included appropriate interpretation and translation of clinical, educational, and research business to develop effective operational and performance metrics.

2000-2008

Associate Dean, Finance and Administration, University of Rochester School of Nursing

As a member of the senior leadership team, I was responsible for leading academic and clinical colleagues to create and implement programs and strategies that ensured program integrity and achieved successfully fiscal viability. Joining the school during a critical time, my responsibilities included assisting the Dean and faculty to create a strategic plan capable of a fiscal turn around.

During my seven-year tenure, the school of nursing reversed its course from carrying significant debt with consistent negative margins to being debt free and consistently achieving positive operation margin allowing the school to create fiscal reserves.

Oversight of all financial and administrative services ensuring resources remained in alignment with strategic initiatives for the School of Nursing.

Provided effective performance and risk assessment of each of the school's missions: Education, Research and Clinical.

1998-1999

Associate Dean of Contract Management, Managed Care Organization, University of Rochester Medical Center

Primary accomplishments included the development of an evaluation plan to assess effective fiscal performance in various risk relationships. Resolution of system and unit concerns pertaining to contract negotiations. Management of the negotiation process and terms for provider fee schedule, health system and third party payers. Presented proposal terms and recommendations to senior leadership, advised on system preparedness pertaining to proposed contract terms. Partnered with analytic and finance teams to create meaningful assessment of health system performance including cost, patient outcomes and satisfaction.

1996-1997

Operations Administrator, Ambulatory Care, Strong Memorial Hospital, Rochester NY

Oversight of annual capital and operating budget process for 22 ambulatory (outpatient) departments. Responsible for the review and analysis of ambulatory program enhancements including monitoring and identifying correction action for financial performance of hospital based ambulatory programs. Oversight of Ambulatory Resource Office including patient registration, patient appointment scheduling, charge entry, billing, medical records, clerical float personnel and administrative quality assurance.

Responsibilities also included preparing ambulatory care areas for Medicaid managed care contracts. Including, ensuring access to services, appropriate billing process, identifying and communicating guidelines specific to Managed Care contracts.

EDUCATION

Master of Science, Health Services Administration, May, 1997
Rochester Institute of Technology, Rochester, NY

Bachelor of Science, Health Care Management, December 1989
Virginia Commonwealth University, Medical College of Virginia

PRESENTATIONS

Singh, R., Pesis-Katz, I., and Carmen, R. "The Beat Goes On: The Comprehensive Wellness Program that Reduces Cardiovascular Disease Risk for Employees". Podium presentation at the National Wellness Conference, Kissimmee, FL. September 30 – October 3, 2019.

Singh, R., Wellness and Prevention, Who will fill the gap in care", Plenary Podium presentation at the Annual Business Officers of Nursing Schools Conference, Seattle, WA.
April 25, 2019

Singh, R., and Pesis-Katz, I. "Effective methods to Drive Higher Engagement to Disease Management Programs: Tried and True". National Wellness Conference, St. Paul, MN.
June 18-20, 2018

PAPERS/PUBLICATIONS

Pesis-Katz, I., Smith, J.A., Norsen, L., DeVoe, J., Singh, R. "Reducing Cardiovascular Disease Risk for Employees through Participation in a Wellness Program". Population Health Management: 2019 September. DOI: 10.1089/pop.2019.0106

AWARDS/COMMUNITY ACTIVITY

2020, University of Rochester Presidential Meliora Award
2018 Women of Excellence Award, Rochester Business Journal
2000 – Present, Clinical Professor of Nursing, University of Rochester School of Nursing
Board Member, Mary Cariola Children's Center, 2015-Present
Member, University of Rochester George Eastman Circle, 2007-2020
Member, United way Women's Association, 2010-2018
Social Chair, Monroe Golf Club Women's Association, 2015
President, Monroe Golf Club Women's Association, 2010