

LYDIA HOLLIS BARAD, RDH, MPH, PAHM

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DENTAL BENEFIT INDUSTRY EXECUTIVE MANAGEMENT | PROVIDER EXECUTIVE | CLINICAL HYGIENIST | STRATEGIST

Dental Industry Professional with strong clinical expertise and consultative skills, including dental provider network development, quality assurance, innovation/product development, dental provider relations, managed care, sales, and training. Known for developing effective growth strategies, analyzing complex problems, developing and executing effective solutions to improve efficiency, reducing costs, and optimizing new technologies. Superb at working on all levels, collaborating with diverse groups of stakeholders, and building high-performance teams.

EXPERTISE

- Provider Network Management
- Communications and Provider Education
- Root Cause Analysis
- Team and Relationship Building
- Sales and Training
- Management Skills
- Marketing, Product Development
- Implementation
- Industry Networking
- Inter-departmental Collaboration
- Project Management
- Customer Service
- Medicare and Medicaid Liaison

RECENT EXPERIENCE

MultiPlan, Inc.

October 2018 –January 2021

Director, Dental Markets

Define and establish key feature and function, differentiators, value propositions and competitive positioning for Dental Services while representing the department on IT and other cross-functional projects specific to Dental Services; ensure services are appropriately tailored to the needs of the market segment.

- Utilize subject matter expertise specific to all Dental Services sales efforts and marketing functions including sales training, collateral, proposals, sales analytics, client contracts, implementation processes and materials.
- Develop client implementation and service model approach and consulting in client implementation projects as needed.
- Gather and analyze data to further understand market characteristics.
- Identify potential service roadmap opportunities and champion the business case for change as necessary.
- Monitor service performance against expectations and drive change as necessary to improve short term performance.
- Align Legal regulatory review activities with current and future business needs; aid in the interpretation of regulations as needed.
- Champion the service line within the organization.
- Develop and drive organizationally focused continuous learning processes specific to Dental Services.
- Collaborate, coordinate, and communicate across disciplines and departments.
- Ensure compliance with HIPAA regulations and requirements.
- Demonstrate and strong commitment to the Company's core values.

Concerned Dental Care, Greater New York City, NY

May 2018 - November 2018

Director, Dental Hygiene and Marketing Initiatives - DSO

Led a team of 25 hygienists and 9 Office Managers to focus and drive dental services resulting in increased revenue stream.

- Implementing new strategies that capitalize on future growth opportunities.
- Leverage exiting professional network to initiate relationships with Concerned Dental CEO, COO, i.e. introduce to NADP and industry leaders.

EmblemHealth, New York, NY

2005 – 2018

Director, Dental Management and Dental Network Development, 2010 – 2018

Manager, Dental Management and Dental Network Development, 2005 – 2010

Business lead for dental PPO product line. Product consists over 10,000 providers in NY/NJ, over \$111M in premium income while overseeing and managing a team of network specialists and managers.

- Awarded 1199 SEIU contract, over 200,000 members.
- Renewal of NYS Employees Account and support NYS Civil Service relationships.
- Directed all aspects Dental Product Management and operations for PPO commercial book of business for 730,000 covered lives.
- Significant leader in sales efforts with expertise in network retention and recruitment supporting sales profits, gains as well as group renewals, i.e. State of NY Employees groups over 350,000 members.
- Contributor to RFP process for all dental requests.
- Created policies and procedures, web-based training materials, and enrollment materials, and presents dental CE courses to promote oral health and other in-house trainings.
- Ensured corporate healthcare reform regulatory guidelines are met, along with corporate goals related to compliance initiatives, project resolutions, oral health, and marketing and product development.
- Initiated relationship with Dentaquest and transition to new dental vendor for state sponsored and Medicare business.

ADDITIONAL RELEVANT EXPERIENCE

Centers for Dental Medicine, Diamond Age Systems, Phoenix, AZ,

RDH Consultant Representative - Sales and Training

Led sales, marketing, networking, training and implementing the company's system at provider offices, nationwide. Performed research and clinical studies of the "Dental-Medical" connection and contributed to white papers.

EDUCATION

Master of Public Health, New York Medical College School of Public Health, Health Policy and Management

Bachelor of Arts (BA), Anthropology and Biology, Hunter College (C.U.N.Y.)

Associate of Arts (AA), Science and **Registered Dental Hygienist**, New York City Community College

PROFESSIONAL DEVELOPMENT

Academy for Healthcare Management - Completion of an Introductory Level Program, which leads to FAHM; a credential to ensure "educational and professional status" in the healthcare industry. Sponsored by AHIP - Academy for Healthcare Management.

PROFESSIONAL AFFILIATIONS

New York State Medicaid Redesign Team (MRT) - Transitioning Medicaid Dental Benefits to Managed Care

New York State Oral Health Coalition (NYSOHC) - Steering Committee member

New York City Department of Health and Mental Hygiene - Early Childhood Caries Prevention programs to support NYC DOH activities and NYC School Based Health Care initiatives for children eligible for Medicaid.

National Association of Dental Plans (NADP) - Professional Relations Committee - Clinical Workgroup member, Quality Assurance Committee, Provider Relations Committee, Education Committee and Operations Committee

State University of NY, Farmingdale and Old Westbury - Mentor