

Randa S. Hall, MBA, MSHA

PROFESSIONAL EXPERIENCE

9/2001 - present **University of Alabama at Birmingham, Birmingham, Alabama**

Associate Chair, External Relations and Alumni Affairs (November 2015 – present)

Responsible for the overall vision and implementation related to engaging external stakeholders and creating new initiatives that will enable alumni and other key stakeholders to connect with the Department of Health Services Administration.

Orchestrate major events from idea generation to execution of strategies ensuring success and satisfaction from attendees. Launched two new events during 2017 including “Beyond the H” Summit on Ambulatory and Non-Acute Care” and “Leading Forward: Navigating Career Success” while coordinating the Annual Preceptors’ Conference, Leadership and Executive Access Program (LEAP), InnoHack, alumni association board meetings, mentoring programs and other events targeted at alumni and other key stakeholders.

Key Accomplishments:

- 2020: Created monthly webinars highlighting alumni involved in various aspects of the COVID-19 pandemic and expanded to topics beyond the pandemic.
- 2018: Developed ways to measure alumni engagement through time, talent and treasure.
- 2017 - current: Establish mentoring programs for specific and targeted groups of alumni.
- 2017: Introduced and implemented “Friday Night in the ER” simulation for Operations Management course.
- 2016 - current: Identify and submit nominations for various local, regional and national awards to highlight alumni success in the field.
- 2016: Worked with alumni to create the Excel Boot Camp for MSHA students.

Director, MSHA Program (May 2013 –November 2015)

Responsible for the overall strategic direction for the MSHA Program including curriculum oversight, faculty development and interfacing with external constituents. Steered the CAHME re-accreditation process for the MSHA Program and launched the inaugural UAB Health System Student Workforce Program.

Chair, Health Administration Case Competition (2006 – present)

Responsible for the vision and implementation of one of the most prestigious national case competitions for graduate programs in health care management. Developed the marketing and logistics to sustain a successful competition with an increasing number of universities attending each year.

Director of Residency and Internship Placements (2004 – 2016)

Responsible for directing the administrative residency and created the summer internship process including developing relationships with key stakeholders and ensuring the annual Preceptors’ Conference is successful. Currently provide consultation and advice to current students for certain placement sites.

Assistant Director, MSHA Program (2001 – 2011)

Responsible for managing the mentorship program, advising students, coordinating course scheduling, directing the admission process and student orientation while ensuring accreditation standards are met. Worked with other graduate programs to create the Collaborate Competency Model (see

publications). Served as liaison between Schools of Business and Public Health. Served on key committees within the School of Health Professions including marketing, scholarship and strategic planning and chaired the school-wide Honors and Awards Committee.

Key Accomplishments while serving in MSHA Program Leadership:

- 2015: Developed “UAB Road to Success” brochure to highlight the exceptional experiences related to UAB’s MSHA Program.
- 2015: Created the framework and implemented the first year of the UAB Health System Student Workforce Program.
- 2014: Established the J. Larry Tyler Award for Hermeneutics to recognize Larry Tyler’s work with UAB’s MSHA Program.
- 2013-14: Incorporated the Middleboro Casebook into curriculum to foster enhanced knowledge of the various components of the healthcare continuum.
- 2013: Created the Book Club to discuss summer reading book for Residential and Executive students and involved alumni as book facilitators.
- 2008: Revamped Preceptors’ Conference and added Ambassador roles for 1st year students.
- 2008: Created, implemented, and facilitated internships for health administration curriculum.
- 2007: Established Residential MSHA orientation at the Alabama 4-H Center to foster teamwork among cohort.
- 2006: Served as faculty consultant to MSHA Classic.
- 2002: Initiated Graduation event for MSHA students completing their didactic portion and established UAB chapter of Upsilon Phi Delta, health care management honor society.
- 2002: Created and coordinated the Class A Certificate in Health Care Financial Management.
- 2001: Submitted and received approval for the coordinated dual degree MSHA/MSHI.

9/1996 – 8/2001 **Medical Review of North Carolina, Cary, North Carolina**

(Federally-designated quality improvement organization for the state of North Carolina)

Manager, Health Care Payment Assessment (January 2000 – August 2001)

Accountable for the overall management of key contracts with Medicare and Medicaid. Major duties included recommending new business ventures within current contracts; implementing strategies to incorporate the Payment Error Prevention Program into hospital corporate compliance initiatives; ensuring the mandatory review processes were timely and accurate; instituting internal quality control (IQC) systems; designing educational interventions designed to prevent payment errors.

Senior Associate, Continuous Quality Improvement (September 1996 – December 1999)

Implemented statewide quality improvement initiatives within hospitals and physician offices to improve the cardiovascular services (congestive heart failure, acute myocardial infarction and stroke) delivered to Medicare beneficiaries; directed the outreach and communication activities for Medicare recipients; guided the beneficiary complaint system and coordinated several special projects funded by the Centers for Medicare and Medicaid Services (mediation pilot study and distribution of heart-related guidelines across the United States); developed reports and articles for company and statewide publications.

11/95–5/96

Seth J. Cohen, M.D., Pinehurst, North Carolina

Practice Administrator

Responsibilities included directing the daily office operations of a dermatology practice, developing and marketing new clinic services, recruiting practitioners, negotiating contracts with managed care organizations and vendors, and formulating monthly financial statistics.

6/1990-7/1995 **C o v e n a n t Health System (formerly Fort Sanders Health System), Knoxville, Tennessee**

(A seven hospital, regionally-integrated delivery system based in East Tennessee)

Clinical Integration Specialist (May 1995 - July 1995)

Participated as a team member within the division of Network Development. Responsibilities included serving as an account representative to future affiliated facilities and merging new affiliations into the integrated delivery system.

Acute Care Transition Team (November 1994 - May 1995)

Selected to be a part of an internal consultant team and recommended strategies for the integration of the system's urban and suburban hospitals. Strategies included process improvements, reengineering, enhanced clinical outcomes, appropriate resource allocations, and increased customer responsiveness. Assessed and recommended approaches for the clinical service areas including cardiology, radiology, pharmacy, laboratory, respiratory care and surgery.

Manager, Customer Support Services (June 1993 - November 1994)

Directed the operations of ten customer service departments with 40 FTEs and over \$1 million in revenues and expenses; responsible for budgetary forecasting, leadership succession planning and employee development within these areas. Served on the Administrative and Quality Councils with other senior leadership team.

Coordinator, Ambulatory Care Services (June 1991 - June 1993)

Developed and implemented Centralized Scheduling system for outpatient testing and hospital-wide classrooms; initiated Urodynamics Laboratory and marketed its services to physicians; trained hospital personnel in various continuous quality improvement tools; worked on a number of multi-disciplinary teams within hospital.

Administrative Resident (June 1990 - June 1991)

Gained overall knowledge of hospital operations; researched and recommended vendor for hospital-wide automated time and attendance system; developed Administrative On-call manual.

1/1988–8/1988 **Holy Name of Jesus Medical Center, Gadsden, Alabama**

Senior Resource Services Coordinator

Responsible for the Medical Center's senior adult program. Increased membership of the SRS program from 166 members to 1,000 members in seven months; presented program benefits to senior adult organizations.

LEADERSHIP ACTIVITIES AND AWARDS

2019-2020	Graduate, Healthcare Leadership Academy Class of 2020, Birmingham, Alabama.
2018	Member, Leaders & Loyals, University of Alabama at Birmingham's premier giving circle.
2015 – present	Member, Alumni Collaboration Group, National Center for Healthcare Leaders.
2015	Recipient, Dean's Award for Excellence in Mentorship, University of Alabama at Birmingham.
2015 – 2016	Member, National Center for Healthcare Leadership's Competency Advisory Council.
2014 – 2015	Founding Member, National Council on Administrative Fellowships.
2014 – 2017	Appointed to serve on AUPHA's HAMPCAS Advisory Committee.
2012	Chair, Outreach Committee, Canterbury United Methodist Church, Birmingham, Alabama.
2006 – 2008	Member, MGMA Educational Committee.
2003 – 2007	Chair, Rewards and Recognition Committee, School of Health Professions, Birmingham, Alabama.
1991 – 1994	Co-Chair, United Way Campaign for Fort Sanders Health System, Knoxville, Tennessee.

1990 – 1995 Secretary, Treasurer, and Vice President, University of Alabama Alumni Association of East Tennessee, Knoxville, Tennessee.

1984-1985 Vice President of Scholarship, Chi Omega Fraternity, Nut Beta Chapter, University of Alabama.

1982-1983 President, Student Government Association, Gadsden High School.

ACADEMIC APPOINTMENTS

2013 - Present Assistant Professor, Department of Health Services Administration, School of Health Professions, University of Alabama at Birmingham.

2001 – 2013 Instructor, Department of Health Services Administration, School of Health Professions, University of Alabama at Birmingham.

TEACHING RESPONSIBILITIES

2019 - 2020 HA 606: Operations Management and Process Improvement – found 5 projects

2019 – 2020 HA 675: MSHA Internship – relationships enabled 7 internship opportunities

2017 – 2018 HA 606: Operations Management and Process Improvement (4 credits)

2007 - 2014 HA 680: Health Administration Capstone (1 credit)

2007 – 2016 HA 675: MSHA Internship (3 credits)

2007 – 2018 HA 628: Leadership Development

2004 – 2015 HA 690: Administrative Residency (5 credits)

2002 – 2004 HA 644: Seminar in Ambulatory Care (3 credits)

PUBLICATIONS

Robbins J, Garman AN, Boren S, Haga R, Hall RS, Killaly C, Simms J, Song PH. “What is the Value of Administrative Fellowships in the Era of COVID-19?” *Journal of Health Administration Education*. (Forthcoming, accepted March 2021).

Meacham, Michael; Thompson, Jon; Hall, Randa. Professional Development of Healthcare Management Students: A Survey of Programs. *The Journal of Health Administration Education*, Volume 34, Number 1, Winter 2017, pp. 49-61(13).

Kazley, Abby S.; Clement, Dolores G.; Dellifraime, Jami; Hall, Randa S.; O'Connor, Stephen J.; Qu, Haiyan; Edward Schumacher; Stefl, Mary E. Competency Development and Validation: An Update of the Collaborative Leadership Model. *The Journal of Health Administration Education*, Volume 33, Number 1, Winter 2016, pp. 73-93(21).

Clement, Dolores G.; Hall, Randa S.; O'Connor, Stephen J.; Qu, Haiyan; Stefl, Mary E.; White, Andrea W. Competency Development and Validation: A Collaborative Approach Among Four Graduate Programs. *Journal of Health Administration Education*. Volume 27, Number 3, Summer 2010, pp. 151-173(23).

Hall, Randa, Hamilton, Denise, Glandon, Gerald, Hoidal, David, and Dorsey, Amanda. “Closing the Gap Between the Classroom and the Boardroom: A Case Competition.” AUPHA Annual Conference, Poster Presentation. June 2007.

Hiett, Tee, Hall, Randa, and O'Connor, Stephen. "Improving the Administrative Residency Process Through an Access-based Matching Tool". AUPHA Annual Conference, Poster Session. June, 2003.

Evaluation of Alternative Methods of Resolving Medicare Beneficiary Quality of Care Complaints. October 1997 – November 1999. Sueta, Carla A., Schenck, Anna, Hall, Randa and Simpson, Ross. "Hospital Interventions Improve Care of North Carolina Medicare Patients with Acute Myocardial Infection." North Carolina Medical Journal. March/April 2001.

Sueta, Carla, Schenck, Anna, Chowdhury, Mridul, Hall, Randa, and Simpson, Ross. "Effect of Angiotensin-Converting Enzyme Inhibitor Therapy on 30-Day Outcome in Patients Greater Than 65 Years of Age With Chronic Congestive Heart Failure." The American Journal of Cardiology. Volume 86. November 15, 2000.

PRESENTATIONS

A Win-Win Partnership Presentation to AH 720 Doctoral Students. University of Alabama at Birmingham, Department of Health Services Administration. March 31, 2021.

Sharing the UAB Department of Health Services Administration's Graduate Programs, Appalachia State University's Undergraduate Program in Health Care Management. March 31, 2021.

Elevating Graduates' Long-term Success: What Can We Learn Through Multi-university Alumni Outcomes? Randa Hall (University of Alabama at Birmingham), Julie Robbins (Ohio State University), and Jeffrey Simms (University of North Carolina at Chapel Hill). Association of University Programs in Health Administration Annual Meeting. Virtual Educational Session. June 2020.

Teaching With Real Projects: Class Forms, Processes, And Strategies. Zi Zho (University of Iowa), Carolyn Watts (Virginia Commonwealth University and Randa Hall (University of Alabama at Birmingham). Association of University Programs in Health Administration Annual Meeting. Deep Dive Session. Philadelphia, Pennsylvania. July 2018.

Overview of Health Administration as a Career Option. Mountain Brook High School Kaleidoscope. February 2017.

Introduction to Health Administration as a Career. Summer Health Enrichment Program (SHEP) at the UAB School of Medicine. July 2015.

Follow the Yellow Brick Road for Assessing Competency-Based Learning. Borkowski, Nancy; Dellifraire, Jami; Hall, Randa S.; Kazley, Abby S.; Paustian, Pamela; Schumacher, Edward. AUPHA Annual Conference, Miami, Florida. June 2015.

Professional Development for Healthcare Management Students: Results from a Survey of Programs. Michael R. Meacham, J.D., MPH, Jon M. Thompson, Ph.D., Randa S. Hall, MSHA, MBA. AUPHA Annual Meeting. Miami, Florida. June 2015.

Practical from the Start: Integrating Work Opportunities throughout Full-time Graduate Education. Canar, Jeff, Rush University
Dailey, Deval, University of North Florida; Hutton, Donald, University of North Florida; Hall, Randa Smith, University of Alabama at Birmingham. AUPHA Annual Conference, Kansas City, Missouri. June 2016.

Where in the World is Middleboro? Two Unique Approaches to Integration. Laura Erskine, PhD; Randa Hall, MBA, MSHA and Amy Landry, PhD. AUPHA Annual Conference, Miami, Florida. June, 2015.

Abstract and Poster Accepted for the 15th International Meeting on Simulation in Healthcare (IMSH 2015). **Pilot of Master of Science in Health Administration Student Participation in Simulation-Based Education.** White, Marjorie, Kebbel, Kayla, Hall, Randa, DeMoss, Jordan, Peterson, Dawn and Epps, Chad.

Introduction to Health Administration as a Career. Summer Health Enrichment Program (SHEP) at the UAB School of Medicine. July 2014.

Introduction to Health Administration as a Career. Summer Health Enrichment Program (SHEP) at the UAB School of Health Professions. June 2014.

Overview of the MSHA Program. Videoconference Presentation to James Madison University Health Care Management Organization. February 2014.

Introduction to Health Administration as a Career. Summer Health Enrichment Program (SHEP) at the UAB School of Health Professions. June 2013.

Improving Our Understanding Through Inter-Professional Practices with Panelists Daniel Gentry, PhD and Peter Butler (Rush University), Tom Vaughn (University of Iowa), Ana Marie Lomperis (Saint Louis University). March 2010. AUPHA Leaders Conference. Chicago, Illinois.

Capitalizing on Student Talents: Innovative Links from Academia to Practice. Gerald Glandon, PhD; Randa Hall, MBA, MSHA; David King. March 2009. AUPHA Leaders Conference. Chicago, Illinois.

Hall, Randa, Hamilton, Denise, Glandon, Gerald, Hoidal, David, and Dorsey, Amanda. "Closing the Gap Between the Classroom and the Boardroom: A Case Competition." AUPHA Annual Conference, Poster Presentation. June 2007.

A Panel Discussion on Alumni Relations - Case Studies of Three Health Administration Programs' and Alumni Associations' Initiatives for Building and Maintaining Alumni Relations, Amy Edwards, JD, MHA, Virginia Commonwealth University; Dave Pekarna, MHA, University of Minnesota; Randa Smith Hall, MBA, MSHA, University of Alabama at Birmingham. June 2006. AUPHA Annual Meeting. Seattle, Washington.

Leveraging Learning Through Interprofessional Integration: Multiple Modalities for Comprehensively Linking Health Administration Students, and Faculty, to the Communities of Clinical and Managerial Practice. Stephen O'Connor, PhD; Randa Hall, Robert Hernandez, Howard Houser, Anthony Patterson, Richard Shewchuk, Norman Weissman. June 2006. AUPHA Annual Meeting. Seattle, Washington.

EDUCATION

1988 - 1991 **The University of Alabama at Birmingham, Birmingham, Alabama**
Master of Science in Health Administration
Degree awarded March 1991.

Master of Business Administration
Degree awarded May 1990.

1983 - 1987 **The University of Alabama, Tuscaloosa, Alabama**
Bachelor of Science in Business, *cum laude*
Major in Health Care Management.

COMMUNITY INVOLVEMENT

Member, Canterbury United Methodist Church, Birmingham, Alabama, 2003 – present; Stephen Minister (2018); serve as facilitator for “Created by God” seminar, Sunday School Teacher for various ages (2005 – Present).

Member, Corporate Sponsorship Team “Feed the Need” Campaign, Spring Valley School, Birmingham, Alabama, 2014-15.

Member, Junior League of Birmingham, Birmingham, Alabama, 2004 – 2010.

Chair (2010-11) and Member, Outreach Committee, Canterbury United Methodist Church, 2008-2011.

Sanford Women’s League, Sanford, North Carolina. January 1996 - December 1998.

American Diabetes Association, Knoxville, Tennessee. Served as a member of the Board of Directors and worked on local development projects, March 1993 - June 1995.

Served on Youth Services Allocation Panel, United Way of Greater East Tennessee, Knoxville, Tennessee.