

ALICIA RODRIGUEZ

Healthcare executive with a comprehensive background in organizational leadership. Regarded as an implementation strategist with widespread business acumen and verifiable success in leading complex initiatives, creating value-added programs, and optimizing organizational efficiencies through change and innovation.

Signature Competencies

- Organizational Leadership
- Strategic Planning & Execution
- Senior Healthcare Management
- Project Management
- Budget Oversight / Profit & Loss
- Key Performance Indicators (KPIs)
- Performance Improvement
- PACE Operations
- Multi-Site Operations
- Healthcare Administration
- Change Management
- Analytics & Business Intelligence
- Program Development
- FQHC Governance
- Healthcare Compliance
- Managed Care

Professional Experience

Founder & Chief Executive Officer

GoldenPace Health - California

November 2023 to Present

As CEO, I am entrusted with advancing GoldenPace Health's mission to protect, promote, and enhance the quality of life for seniors and their caregivers in California's traditionally underserved and rural communities. I lead the organization's direction to promote value in the communities we serve and manage partnerships with government agencies and community stakeholders.

Vice President and Chief of Senior Health Services

San Ysidro Health - San Diego, CA

January 2012 to October 2023

Led the growth and operation of San Diego PACE, a division of San Ysidro Health that operates as a full- risk, managed care plan for over 2500 older adults throughout San Diego County. Through a team of more than 600 clinicians and support staff, I oversaw the successful operation of four large multi-specialty sites, each consisting of an adult day center, primary care services, physical, occupational, recreational and speech therapies, as well as behavioral health, pharmacy, and transportation services. Additionally, I was responsible for the health plan management and provider support services, including marketing, eligibility and enrollment, medical records, quality and compliance, utilization management, case management, risk stratification and coding, specialty provider network and contracting, as well as the program's overall financial viability.

As a key member of the Executive Team, I was responsible for advancing the overall goals of SYHealth through the implementation and adaptation of strategic initiatives, change, and innovation. I implemented and operationalized new programs, led mergers and acquisitions, and drove organization-wide initiatives to improve operational performance. While with SYHealth, I oversaw the development and management of a variety of cross- functional departments, including the Enterprise Project Management Office (EPMO), the Office of Corporate Compliance, the Office of Innovation and Information Technology, the Health Informatics & Analytics Department, and the Clinical

Scribe & Telehealth Programs.

Director, Governance & Change Management

Cedars-Sinai Medical Center - Los Angeles, CA

August 2006 to January 2012, Contract

October 2005 to August 2006, Enterprise

While with Cedars-Sinai Medical Center, I established and led the hospital's Technical Advisory Board and implemented policies and best-practices for prioritizing the alignment of new initiatives with the strategic direction of the hospital. I developed and implemented CSMC's comprehensive roadmap for the evaluation, selection, and governance of information systems, and oversaw the recruitment, selection, and management of over 150 technical staff including consultants and contractors, for specialized projects and teams. Additionally, I directed team activities in preparation for multiple internal and external audits, coached team members on proper interactions with audit personnel, and led the investigations for issues related to HIPAA violations, identified areas of risk, and determined appropriate interventions. I was responsible for managing a \$30M operating budget.

Education

Master of Business Administration, MBA

Pepperdine University - Malibu, CA

Degree Received: 2004

Bachelor of Science, BSc in Business Administration

University of La Verne - La Verne, CA

Degree Received: 2000

Certifications and Memberships

Board Member, CalPACE Board of Directors

Current

Fellow, American College of Healthcare Executives (FACHE)

February 2022 to Present

Project Management Professional (PMP)

April 2010 to Present

Lean Six Sigma Green Belt

August 2018 to Present

Awards

San Diego Business Journal, Top Tech Executive Winner, Large Non-Profit

May 2018