

February 13, 2018 - Regular Meeting  
Agenda Item #52

Subject

Health Care Advisory Board Appointment

Briefings

Briefing Provided Upon Request

Contact and/or Presenter Information

Ava Ehde, Interim Director, Neighborhood Services Dept., ext 6301

Joshua T. Barnett, Health Care Services Manager, ext 3978

Cheri Coryea, Deputy County Administrator, ext 3468

Approved in Open Session 2/13/18,  
Manatee County  
Board of County Commissioners  
By unanimous vote, Kirk Zeppi was appointed  
to fill the Mental Health seat on the Health  
Care Advisory Board

Action Requested

Appointment of one individual to fill the Mental Health seat on the Health Care Advisory Board.

Enabling/Regulating Authority

Resolution R-17-035

Background Discussion

- The Mental Health seat became vacant due to term limit. Two applicants, Kirk Zeppi and Linda McKinon, provided their interest to fill this seat.
- Resolution R-17-035 establishes the roles and responsibilities of the Health Care Advisory Board (HCAB) as directed by the Board of County Commissioners (BCC).
- The HCAB evaluates and monitors the Health Care System in Manatee County.
- The HCAB does not self-assign projects.
- The BCC provides the HCAB with top priorities to work on annually and to report back to them.
- When available, County staff assists the HCAB.
- The HCAB reviews evidenced based practices.
- The HCAB meets a minimum of eight times yearly.
- The HCAB provides written and or verbal reports to the BCC to provide background into the research they conduct and that may include recommendations.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

Please send a copy of the approved agenda item to Joshua Barnett ([joshua.barnett@mymanatee.org](mailto:joshua.barnett@mymanatee.org)) and Marianne Lopata ([marianne.lopata@mymanatee.org](mailto:marianne.lopata@mymanatee.org)).

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A

Attachment: [HCAB Application - Linda McKinon.pdf](#)

Attachment: [HCAB Zeppi Kirk 1.22.18.pdf](#)

Attachment: [HCAB Mental Health Application Matrix 02132018.pdf](#)

Attachment: [Current Positions & Names.pdf](#)



# MANATEE COUNTY BOARD OF COUNTY COMMISSIONERS

1112 Manatee Avenue West, Suite 902  
Bradenton, FL 34205  
www.mymanatee.org/advisory\_boards

Phone: (941) 745-3700  
Fax: (941) 745-3790

## APPLICATION for ADVISORY BOARD/COMMITTEE/COMMISSION

PLEASE TYPE OR PRINT IN INK

For which Advisory Board are you applying?  
A separate application is required for each advisory board.

Name of Advisory Board:  
Health Care Advisory Board

Some advisory board positions have specific requirements for applicants. For more information please click on this link to the Manatee County website at: [www.mymanatee.org/advisory\\_boards](http://www.mymanatee.org/advisory_boards).

Please specify the seat you are interested in:  
Behavioral Health/social services/County resident

Name Linda McKinnon

Home Street Address 5314 Bay State Rd

Home Mailing Address

City, State, Zip Palmetto, FL 34221

Home Phone 941-209-5753 Work Phone 813-740-4811 Cell Phone 813-389-8179

Email address lmckinnon@cfbhn.org

Occupation (if retired, please indicate) President & CEO

Business name Central Florida Behavioral Health Network

Business street address 719 US Hwy 301 S.

City, State, Zip Tampa, FL 33619

Are you registered to vote in Manatee County?  
(This is a requirement of certain boards/commissions) Yes  No

I reside in County Commission District # 1  2  3  4  5   
(This can be found on your Voter Registration Card or click on this link to a County Commission District Map)

Do you reside in unincorporated Manatee County? Yes  No   
If No, please indicate the City Palmetto

The Board of County Commissioners strives to ensure equal access for minorities and women to serve on advisory boards/committees/commissions. Providing this information will help Manatee County compile information needed to comply with the reporting requirement in Florida State Statute 760.80.

Gender Male  Female

Race  
African American  Asian American  Caucasian   
Hispanic American  Native American  Other

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve.  
Executive Board member : Tampa Bay Health and medical Preparedness Coalition, Region 4  
Domestic Security Coordinating Group.

Please list any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (include dates of your service).

NA

Why do you want to serve on this Advisory Board or Committee?

would like to assure that state and local funding initiatives for behavioral health are well coordinated and meet the needs of the community. I am a resident of Manatee county and am personally very concerned regarding the Opioid epidemic in our community.

Describe your education and experience that will provide a benefit to this Advisory Board.

I hold a Masters Degree in Rehabilitation Counseling from University of South Florida. I worked for 14 years as the Chief Clinical Officer of Centerstone I. (formally Manatee Glens). Following this was employed as the substance Abuse and Mental health program Director for SC Region at the FI Dept of children and Families . For the past 15 years I have been the CEO of the Central Florida Behavioral Health Network, responsible for \$170 million dollar annual budget and assuring access to quality behavioral health services for over 100,000 medically indigent residents with behavioral health needs. CFBHN also administers funding to community drug free coalitions and serves over 800,000 people annually with prevention services. I think it is vital to work closely with our communities and Counties to prioritize funding strategies and service delivery for our high risk families and individuals living in Manatee county and to coordinate our communities efforts to combat drug addiction.

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

BA Sociology , S.U.N.Y. Buffalo, MA Rehabilitation Counseling, USF.  
Licensed mental health counselor (#0619), Licensed marriage and family therapist (#0499)

List organizations and positions in which you serve in local civic or community groups.

Board member representing FI,Ga,NC,SC National Counsel for Behavioral Health , Executive board member Health Care Disaster Preparedness Board, Past President Florida Association of Managing Entities, Past President NAMI Florida , former Board member Florida Addictions and Drug Abuse Association, former Board member Florida Council for Behavioral Health

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government? Yes  No  If yes, please explain.

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest? Yes  No  If yes, please explain.

If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel? Yes  No  If yes, please explain.

there are no dates scheduled but I am required to travel at various times for work

# Supplemental Questions for Applicants to the Manatee County Healthcare Advisory Board.

Please complete all questions with current and accurate information.

What is your field of expertise? (Please indicate all that apply)

- Healthcare
- Behavioral/Mental Healthcare
- Substance Abuse Care
- Social Services
- Higher Education
- Medically Needy Consumer of Healthcare
- Representative of the business community not listed above (please explain below)

Are you an employee, contractor for, owner or voting member on the Board of Directors of any agency that receives funding from Manatee County directly or indirectly? Yes  No

If Yes, please explain:

Do you currently, or have you in the past 5 years, participated in any community health care initiatives or committees (e.g.: Health Care Alliance, Chamber Health Care Committee, Acute Care Committee, etc.)?

Yes  No

If yes, which ones? (include dates of service)

An application to the Healthcare Advisory Board requires a **current and comprehensive** resume or curriculum vitae, which may be emailed along with your application to [advisoryboards@mymanatee.org](mailto:advisoryboards@mymanatee.org), or may be mailed or faxed to Manatee County at the address and fax number provided on page 3.



## **IMPORTANT INFORMATION**

1. For questions regarding a specific advisory board, committee, or commission, including the duties and requirements, please contact the County staff liaison listed on that board's webpage.
2. Certain advisory boards, committees, and commissions have specific membership requirements including a valid voter registration card, financial disclosure and/or the submission of other information.
3. Attendance is required at advisory board meetings. Three unexcused absences may be grounds for removal.
4. Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it. If you qualify for exemption from public disclosure under the terms of this statute, please explain:
5. Advisory boards, committees or commissions having the authority to make factual determinations, review permit applications, issue permits, grant variances, or impose fines exercise a part of the County's sovereign powers and members are prohibited by Florida law from holding more than one such position. If you currently hold another state, municipal or county government appointment, County staff will assist in confirming your eligibility to serve on the board for which you are applying.

## **NOTICE**

**Applications must be complete and signed to be valid.** Resumes may not be substituted for the sections on the application but you may include extra pages to provide additional information. Applications will not be processed unless each section has been completed and all supplemental information sought by County staff has been provided. Applicants will not be permitted to change information on their submitted application materials once they have been received by the County.


The following advisory boards require a questionnaire that must also be completed and a current resume for the applicant to be considered for appointment. See pages 4 and 5 of this form.

**Children's Services Advisory Board – page 4**  
**Healthcare Advisory Board – page 5**

## **Please sign and date below**

I have reviewed the qualifications of this position and the duties of the board or commission for which I am applying and certify that I am fully able to serve. I agree to commit the necessary time to fulfill these responsibilities. I understand that I am offering my service without compensation. I agree to abide by all Manatee County Commission rules and policies either published or in effect by usage, and all regulations and laws of the State of Florida. I further hereby acknowledge that should my professional, residential or other status change subsequent to my appointment to this board or commission, I have a continuing obligation to inform the County's staff liaison of that change to the extent it may alter my eligibility to continue in service.

By typing my name and submitting this application, I confirm that the information provided in this application is true and complete, and this constitutes my signature under the Florida Electronic Signature Act.

**Electronic Signature**    **Type or Sign Name**    Linda McKinnon     **Date** 08/25/17

Your application may be mailed to the address below.

**Mail:** Board of County Commissioners  
1112 Manatee Avenue West, Suite 902  
ATTN: Advisory Boards  
Bradenton, FL 34205

You may also fax or email your application, as follows:

**Fax:** 941-745-3790

**Email:** Save this pdf form to your computer and then attach it to an email. Email to this address:  
advisoryboards@mymanatee.org

**The Board of County Commissioners of Manatee County, Florida does not discriminate upon the basis of any individual's disability status. This non-discrimination policy involves every aspect of the Board's functions including one's access to, participation, employment, or treatment in its programs or activities. Anyone requiring reasonable accommodation for meetings as provided for in the Americans with Disabilities Act should contact the Citizens Action Center, three days before a meeting at 742-5800; TDD ONLY 742-5802 and wait 60 seconds; or FAX 745-3790.**

# Supplemental Questions for Applicants to the Manatee County Children's Services Advisory Board

Please complete all questions with current and accurate information.

Are you affiliated with any agency that receives Children's Services dedicated millage funds from Manatee County? Affiliated means: an employee of the agency; owner of the agency; voting member on the agency's Board of Directors; contract with the agency, or indirect contract with the agency.

Yes  No

If yes, please select the agency from the list below. Check all that apply:

- |   |   |
|---|---|
| <input type="checkbox"/> AMIkids Manatee, Inc.                      | <input type="checkbox"/> Insight Counseling Services                |
| <input type="checkbox"/> Big Brothers/Big Sisters of the Suncoast   | <input type="checkbox"/> Manatee Children's Services, Inc.          |
| <input type="checkbox"/> Boys & Girls Clubs of Manatee              | <input type="checkbox"/> Manatee Community Action Agency            |
| <input type="checkbox"/> Centerstone of Florida                     | <input type="checkbox"/> Manatee County Girls Club (Just for Girls) |
| <input type="checkbox"/> Community Haven                            | <input type="checkbox"/> Meals on Wheels Plus of Manatee            |
| <input type="checkbox"/> D.L. Randall Foundation                    | <input type="checkbox"/> Myakka City Community Center               |
| <input type="checkbox"/> Early Learning Coalition of Manatee County | <input type="checkbox"/> Pace Center for Girls                      |
| <input type="checkbox"/> Easter Seals of SW Florida                 | <input type="checkbox"/> Palmetto Youth Center                      |
| <input type="checkbox"/> Educational Consultants Consortium         | <input type="checkbox"/> Sarasota Family YMCA                       |
| <input type="checkbox"/> Exchange Club Family Partnership Center    | <input type="checkbox"/> Sarasota Manatee Assn. for Riding Therapy  |
| <input type="checkbox"/> Family Network on Disabilities             | <input type="checkbox"/> School District of Manatee County          |
| <input type="checkbox"/> Family Resources                           | <input type="checkbox"/> Selah Freedom, Inc.                        |
| <input type="checkbox"/> Feeding Empty Little Tummies               | <input type="checkbox"/> Tallevast Community Center                 |
| <input type="checkbox"/> Foundation for Dreams                      | <input type="checkbox"/> The Salvation Army                         |
| <input type="checkbox"/> Hope Family Services                       | <input type="checkbox"/> United Community Center                    |

Please explain the affiliation you have with the above agencies:

An application to the Children's Services Advisory Board requires a **current and comprehensive** resume or curriculum vitae, which may be emailed along with your application to [advisoryboards@mymanatee.org](mailto:advisoryboards@mymanatee.org), or may be mailed or faxed to Manatee County at the address and fax number provided on page 3.

# LINDA MCKINNON

Leader • Administrator • Service Delivery Expert in Behavioral Healthcare

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## Senior Executive Profile

Progressive and innovative with highly valued leadership skills. CEO of respected behavioral health managing entity. Astute in network and systems development, assuring clinical, financial, quality and technology solutions to support healthcare integration and a five star experience. Leadership role in Board of Directors' development and governance. Highly adaptable and capable of strategic plan implementation. Decisive leadership to multi-functional team. Ability to cultivate and maintain key relationships with providers' executive staff, strategic partners and community members.

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## Executive Highlights

- As Chief Executive Officer, developed provider sponsored network, expanding managing entity revenue base from \$4M to \$170M annually, substantially increasing market share
  - Reduced administrative costs from 14% to 3.8% while providing high quality services to over 150,000 persons through 64 providers and 12 community coalitions, achieving successful outcomes
  - Selected as model for statewide expansion of managing entities by Florida legislature
  - Designed and implemented family system of care to improve access, choice and unmet need
  - Awarded first CARF network accreditation in Florida and recognized as one of six best networks by SAAS
  - Managed 24-hour acute care hospital providing crisis stabilization, detoxification and residential levels of care for mental health and substance use disorders
  - Managed clinical operations of \$25M community mental health and addictions center
  - Introduced not-for-profit administration of employee assistance and managed care principles to Tampa Bay Region, securing contracts with state, county and large employer groups
  - Expanded community resources through successful award and administration of multiple federal state and private grants
  - Coordinated Florida plan for deinstitutionalization closure of G. Pierce Wood State Hospital
  - As Chair of DCF Florida System Improvement Committee, responsible for oversight of \$39M LRB and accompanying service design for community services
- 

## Career

### **Chief Executive Officer**

*Central Florida Behavioral Health Network* Tampa, FL 2002-Present  
Provide executive leadership for management and oversight of the delivery of behavioral health services in 14 counties. Developed managing entity infrastructure to support continued growth, network viability and excellence in the provision of behavioral health services. Established competencies in evidence-based practices throughout the provider network to maximize the health and wellness for the persons served.

### **Senior Management II – G. Pierce Wood Hospital Closure Coordinator**

*Florida Department of Children and Families* Tampa, FL 2001-2002  
Developed and implemented plan to expand community services; successfully discharged patients and closed the state hospital. Completed project four months ahead of schedule, saving \$1.5M in projected patient expenses.



**Regional Substance Abuse and Mental Health Program Administrator**

*Florida Department of Children and Families*

*Tampa, FL*

*1999-2001*

Provided administrative leadership for community needs evaluation and planning, licensing, contract management and service coordination of \$140M in State of Florida and Federal block grant funds.

**Vice President of Clinical Operations**

*Manatee Glens Corporation*

*Bradenton, FL*

*1988-1999*

Provided executive leadership of clinical operations for all levels of care for \$25M behavioral health center. Additional positions during tenure included: Hospital Division Director, Outpatient Division Director, Manager Care Director and EAP Coordinator

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**Education & Credentials**

**Master of Behavioral Arts, Suma Cum Laude**

*University of South Florida*

*Tampa, FL*

**1976**

**Bachelor of Social Science, Magna Cum Laude**

*State University of New York*

*Buffalo, NY*

**1974**

**Licensed Mental Health Counselor**

*State of Florida*

**License # 0619**

**Licensed Marriage and Family Therapist**

*State of Florida*

**License # 0499**

**Certified Substance Abuse Counselor**

**1978**

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**Advocacy**

**Board Member and President**

*NAMI Florida*

*Tallahassee, FL*

**2004-2008**

**Board and Executive Committee Member**

*Florida Association Addictions and drug Abuse*

*Tallahassee, FL*

**2004 – Present**

**Board Member**

*Florida Council for Mental Health*

*Tallahassee, FL*

**2004 – Present**

**Executive Board Member**

*Florida DOH Disaster Preparedness Coalition*

*Tampa, FL*

**2014- Present**

**Board Member**

*National Council for Behavioral health*

*Washington, DC*

**2016-2018**



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Healthcare advisory Board

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Please specify the seat you are interested in:  
Mental/Bevioral Health

Name Kirk Nicholas Zeppi

Home Street Address 871712th ave. n.w.

Home Mailing Address same as above

City, State, Zip Bradenton, FL. 34209

Home Phone 792 6208 Work Phone 747 9225 Cell Phone 224 4900

Email address kzeppi@hotmail.com

Occupation (if retired, please indicate) self employed

Business name Family Creations/Palma Sola Early Learning Academy

Business street address 3010 manatee ave. west.

City, State, Zip Bradenton, FL. 34209

Are you registered to vote in Manatee County?  
(This is a requirement of certain boards/commissions) Yes  No

I reside in County Commission District # 1  2  3  4  5   
(This can be found on your Voter Registration Card or click on this link to a County Commission District Map)

Do you reside in unincorporated Manatee County? Yes  No

If No, please indicate the City \_\_\_\_\_

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Gender Male  Female

Race  
African American  Asian American  Caucasian   
Hispanic American  Native American  Other

Please list any governmental Advisory Boards/Committees/Commissions on which you currently serve.  
Healthcare Advisory Board

Please list any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (include dates of your service).

Children serv. adv. bd. Sub abus coalition.98-2005

Why do you want to serve on this Advisory Board or Committee?

Enhance the quality of life for everyone in our community.

Describe your education and experience that will provide a benefit to this Advisory Board.

CEO for psychiatric hospitals. Licensed Mental Health counselor. Founder and owner of licensed domestic and international adoption agency. Founder and owner of licensed early childhood learning academy.

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

LMHC

Licensed Adoption agency

Licensed pre school

List organizations and positions in which you serve in local civic or community groups.

Board member- Red Cross, Knight of Columbus, Rotary Internatiomnal, Manatee Exec. Network

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government? Yes  No  If yes, please explain.

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest? Yes  No  If yes, please explain.

If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel? Yes  No  If yes, please explain.

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**Children's Services Advisory Board – page 4  
Healthcare Advisory Board – page 5**

## **Please sign and date below**

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By typing my name and submitting this application, I confirm that the information provided in this application is true and complete, and this constitutes my signature under the Florida Electronic Signature Act.

**Electronic Signature**    **Type or Sign Name**    kirk zeppi

**Date**    1-22-18

Your application may be mailed to the address below.

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          ATTN: Advisory Boards  
          Bradenton, FL 34205

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Yes  No

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- |   |   |
|---|---|
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- Behavioral/Mental Healthcare
- Substance Abuse Care
- Social Services
- Higher Education
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- Representative of the business community not listed above (please explain below)

Are you an employee, contractor for, owner or voting member on the Board of Directors of any agency that receives funding from Manatee County directly or indirectly? Yes  No   
If Yes, please explain:

Do you currently, or have you in the past 5 years, participated in any community health care initiatives or committees (e.g.: Health Care Alliance, Chamber Health Care Committee, Acute Care Committee, etc.)?

Yes  No

If yes, which ones? (include dates of service)

health care alliance

An application to the Healthcare Advisory Board requires a **current and comprehensive** resume or curriculum vitae, which may be emailed along with your application to [advisoryboards@mymanatee.org](mailto:advisoryboards@mymanatee.org), or may be mailed or faxed to Manatee County at the address and fax number provided on page 3.

**Kirk Zeppi**  
**8717 12<sup>th</sup> Avenue NW**  
**Bradenton, Fl. 34209**  
**941-224-4900**

### **PROFESSIONAL SUMMARY**

Health Care Professional with over 32 years of experience in the Florida region – 27 years in Management and Administration. Strong experience with inter-agency agreements, working with community health care agencies, health departments, and local municipalities including law enforcement. Areas of specialty include start-up programs, contract negotiations, physical operations and staff recruitment. Experienced in government lobbying for federal and state funds.

### **EDUCATION**

Master of Science; Psychology/Mental Health – Nova University

Bachelor of Science; Psychology – University of Tampa

### **LICENSURE**

**Licensed Mental Health Counselor – MH – 5293**

- Florida Adoption Council
- Safe Haven for Newborns
- Manatee CEO Roundtable
  - Active Participant – 1996 – Present
- Red Cross
  - Member of the Board of Directors – 1996 – Present
- Manatee Regional Juvenile Detention Center
  - Chairman of the Board of Directors
- SED Network – Statewide – 1994 – 2010
  - Organization ensuring educational needs were met for the Severely Emotionally Disturbed
  - Chairman of the Board of Directors
- Rotary of Southwest Manatee
  - Secretary / Officer – 1997 – 2008
- Children's Service Advisory Board
  - Member of the Board, Appointment by County Commission
- Knights of Columbus
- *MANATEE Health Care Advisory Board member*

## **PROFESSIONAL EXPERIENCE**

### **Family Creations Adoptions**

**07/2002 – Present**

Founded and became CEO of Family Creations Adoption Agency. Licensed by the State of Florida and awarded by the Federal Government 501(c) 3 Status as a non – profit entity. Family Creations is a full service, domestic and interpersonal adoption agency and was accredited by Council of Accreditation as a Hague Treaty provider.

### **Palma Sola Early Learning Academy**

**08/2005 – Present**

Founded a private Pre-School called Palma Sola Early Learning Academy. Licensed by the State of Florida to provide Pre-School services to 84 children. Utilizing a curriculum known as Reggio Emilia – Palma Sola Early Learning Academy is one of only four Pre-Schools in Florida which are practicing Reggio Emilia as their curriculum.

### **Brown Schools of Florida**

**1999 – Present**

#### ***Chief Executive Officer – State of Florida***

Responsible for the management of more than 10 various Psychiatric, Juvenile Justice and Educational operations including residential care, day treatment, foster care, case management, shelters and schools. Serving an average of 750 patient daily. Key Accomplishments included the following:

- Decreased staff turnover to less than 10%, falling well below industry average.
- Established Beverly Hills Psychiatric Facility which became Eastern Region Corporations Headquarters.
- Re-designed the pharmaceutical system; negotiated new pharmaceutical contracts; created and implemented an internal pharmacy.
- New Business Development
  - 2 Million Dollar contract for a new school in Bravard County.
  - Increased revenues in Ocala day school by almost 50% - 1.5 Million to 2.2 Million.
  - Expansion in Ft. Lauderdale Psychiatric Residential Facility from 30 beds to 42 beds.
  - Responsible for establishing the first out-of-state contract. Contract is with the state of Virginia. Increased per diem from \$234 to \$375.
  - Negotiated terms of new contract with the state of Ohio.
  - Building relationships in Washington D.C. in efforts to establish new contract.
- Responsible for the development and facilitation of the strategic plan. Worked with the management team to create business plans, including budget – currently exceeding budget.

***Chief Operating Officer – State of Florida***

**1999 - 2000**

Direct operational oversight for the behavioral and mental health programs in the State of Florida. Average patients exceed 700. Responsible for approximately 400 employees. Key Accomplishments included the following:

- Increase of business warranted for the first time a waiting list for service.
- Facilitated strategic planning process. Wrote much of the plan, including business unit plans and creations of the budget.
- In 1999, the organization was fiscally and politically in trouble. Programs were in danger of being closed down, and contracts were being terminated. Was able to keep programs open and maintain contracts through operational and political intervention.
- In 1999, the quality of care was in question by the public (media attention). Was able to improve quality of care, putting a stop to bad practices in the schools.
- Changed the physical look and feel of the facilities in an effort to increase the moral of patients (physical environment was in poor shape). Through these efforts, not only was moral boosted, but was then able to in turn get higher rates and fill more beds.
- Reduced staff turnover from 70% in 1999 to under 30%.
- Increased overall revenue by re-negotiating contracts, improving quality of care and therefore perception of care, and drastically reduced expenses.
- With difficult fiscal challenges, was able to keep level of service from vendors by re-negotiating credit terms and generally managing the process closely.

**Private Practice**

**1990 - 2001**

*Clinical Practitioner / LMHC*

Provided family, adolescent, parenting and various group counseling.

**Psychiatric Institute of America / National Medical Enterprises**

**1988 - 1999**

Manatee Palms – Purchased by Charter Hospital in 1994. Serving 450 – 500 patients per day, with an average of 350 employees.

***Interim Chief Executive Officer – Charter Manatee Palms***

**1999**

Responsible for the management of three Psychiatric residential facilities, a case management program and an outpatient program. Key Accomplishments included the following:

- Able to transition Charter Tampa administration to Manatee Palms (change in management) smoothly so that the patients' quality of care was uninterrupted.
- Led joint commission accreditation process – was successful in receiving commendations.
- P & L responsibility included facilitation of the strategic planning process, as well as the creation and management of budgets.
- Decreased EPOB (Employees Per Occupied Bed) from 2 to 1/1.4.

***Chief Operating Officer – Charter Manatee Palms***

**1995 - 1999**

Complete operational oversight, including facilities management, personnel management and new business development. Key accomplishments included the following:

- Census consistently maintained capacity levels.
- Exceeded budgetary projections.
- Doubled revenue from 2 Million to 4 Million.
- Brought staff turnover down to under 10% (well below industry average).
- P & L Responsibilities included facilitation of the strategic planning process, creation of budget.
- In 1996, when Medicare and Medicaid funding were drastically cut, other hospitals within Charter were running at a loss. Manatee Palms, however, was running at a profit of 70%.
- Ran Joint Commission Accreditation Process.
- Keynote speaker in Atlanta for the Charter National Conference. Presented speech on “Innovative Business Development” – Juvenile Justice.
- Established strong political affiliations and a presence in Tallahassee.
- In 1995, Manatee Palms was in danger of closing with only 19 patients. Within four to five months of taking on this position, was able to full the beds, through the marketing efforts, with the Department of Children and Families District Administrators referrals.

***Director of Commitment Programs – Juvenile Justice***

**1993 - 1995**

Business Development – Book of business day-to-day responsibility for all residential juvenile justice, therapeutic group homes and clinical assessment center. Key Accomplishments included the following:

- Lobbied in Tallahassee – one of the first (of 6) member of the Juvenile Justice Association.
- Worked with the Regional Program Administrator for Juvenile Justice.
- Went from a 10 bed boys juvenile justice sex offender program in 1993 to: 85 bed boys program, 80 bed girls program and 100 patient co-ed program.
- G. Pierce Wood Memorial State Hospital – Physical annex run by Coastal Recover was being shut shown due to poor history and performance. Charter was approached to take over the contract. In four months, was able to increase occupied beds from 20 to capacity of 80.
- Implemented MAC – Manatee Assignment Center, in conjunction with the Sherriff’s department. Triage – legal, medical, psychiatric and educational. Managed 3 facilities – 225 juvenile justice case management slots. While 98% of all contracts are put out of bid through the RFP process, this project was sole sourced – given directly to Charter based on performance.



***Program Director***

**1990 - 1993**

Program Director for acute care and residential 60 bed Psychiatric Programs. Key Accomplishments included the following:

- Worked with established contracts, insurance companies and managed care companies for referrals.
- Controlled expenses including FTE overtime and personnel agency fees.
- Staff Management – went from 12 FTE's to 60.
- Integral in joint commission accreditation process.

***Direct Care Behavioral Specialist, Shift Supervisor***

**1988 - 1990**

Acute and Residential Patients. Key Accomplishments included the following:

- Supervision of 12 Employees (Evaluations, merit increases, disciplinary actions, etc.)
- Facilities Management / Procurement.
- Fund Raising Efforts.

**Direct Care Positions**

**1983 – 1988**

**Shands Hospital – University of Florida**

*Direct Care / Research*

Was a part of a cutting edge research team dealing with pediatric care at this teaching hospital. Studied the psychological effects of specific physical pain.

**Glen Oaks Hospital**

*Direct Care*

**Briarwood Center for Independent Living (Facility for the physically handicapped)**

*Direct Care*

Implemented a strong volunteer program.

## Health Care Advisory Board – Candidate Matrix

### Mental Health Seat – appoint one (1)

**Mental Health Seats – (not affiliated with any agency receiving county funds) – appoint one (1);  
one 3-year term appointment**

<i>Commission District</i>	<i>Applicant</i>	<i>Profession</i>	<i>Education/Experience/Employment</i>	<i>Current Advisory Board Member</i>
3	Kirk Zeppi, LMHC	CEO of Family Creations Adoption Agency and Preschool Owner	Education: MS in Psychology/Mental Health – Nova University; BS in Psychology – University of Tampa. Licensed Mental Health Counselor. Experience: 32 years of experience In Florida. Employment: CEO of Family Creations Adoption Agency, Founder of Preschool, and CEO of agency that manages 10 various psychiatric, juvenile justice and educational programs. <b>Affiliation with any agency receiving county funds: None</b>	Yes
1	Linda McKinnon, LMHC, LMFT	President and CEO of Central Florida Behavioral Health Network	Education: MA in Rehabilitation Counseling – USF; BA Sociology – SUNY Buffalo; Licensed Mental Health Counselor; Licensed Marriage and Family Therapist. Experience: Operates DCF’s largest Managing Entity with \$170M annual budget including management of state funds in Manatee County. Employment: President and CEO Central Florida Behavioral Health Network (ME for Dept of Children and Families) <b>Affiliation with any agency receiving county funds: None</b>	No

