



BRANDON MUNSON, FACHE

STRATEGIC MANAGEMENT & OPERATIONS

CONTACT

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FulcrumDesignInteractive.com

EDUCATION

Amberton University - 2005

- **Masters in Business Administration**

UConn Graduate School of Business - 1998

- **Long-term care Management Certificate**

University of Central Florida - 1995

- **BS- Health Services Administration**

LICENSES & CERTIFICATIONS

State of Connecticut DPH

- **Licensed Nursing Home Administrator-1998 - 2026**

American College of Healthcare Executives

- **Fellow / Board Certified Healthcare Executive**

American College of Nursing Home Administrators

- **Certificate Nursing Home Culture Change**

ABOUT ME

A strategic thinker focused on driving growth through innovation and operational efficiency. I am confident that I can bring value to any organization that prioritizes innovation, quality, and strategic growth.

NOTABLE ACHIEVEMENTS

- 17 year track record of leading not-for-profit nursing homes.
- Awarded two DSS/HUD long-term care rebalancing grants totaling \$3.6 million.
- Financial turn-around of a \$900,000 operating loss.
- Rated "Best Nursing Home" by US News & World Report.
- Cofounded, start-up strategic healthcare alliance.
- Queue Mobile™ software, licensed to Dave & Buster's and Top Golf USA, disrupting \$1 billion restaurant pager industry

EXPERIENCE

- **Fulcrum Design, LLC. June 2003 - Present**

Founder / Senior Consultant

Senior Services Consultants, is a healthcare consultancy with expertise in strategic planning, operations management, and business development. Deep experience in program development, network development, population health management, transitions in care, nursing home culture change, long-term care rebalancing, and assisted living and life plan community management.

Fulcrum Interactive specializes in digital transformation solutions. Our goal is to create engaging and efficient solutions that provide a meaningful experience for customers. We offer a range of services, including customer software development, web design, and customer journey management platforms. Our solutions are tailored to the needs of municipalities, hospitality, and courts.

- **Duncaster, Inc. April 2014 - May 2016**

Nursing Home Administrator and VP

Executive leadership position responsible for the financial performance of Duncaster's health and wellness services lines, which included 240 FTEs, licensed assisted living services agency, a secure memory care community, a wellness center, resident services, and a 5 Star rated, 100-bed skilled nursing facility.

Repositioned the assisted living program, resulting in a 60% increase in gross revenue.



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INNOVATIVE TEAM PLAYER

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CORE COMPETENCIES

- Leadership
- Technology Innovation
- Process improvement
- Financial Management
- Relationship Building
- Coaching & Supervision
- Regulatory Compliance

CIVIC & COMMUNITY

- Founder / Past Chair, CT Nursing Home Culture Change Coalition
- Development Committee, MidState Medical Center
- Rotarian

REFERENCES

Alexander J. Shak, President & CEO
Physicians' Health Alliance, LLC (203)314-6422

Fred Delicandro
Long-term care Financial Consultant (860)212-8558

Clifford Cliff Drechsler-Martell, MD
SNFologist / Medical Director (203) 213-3493

Sujata Agarwal
Director of Provider Relations (203) 893-2513

LaShawn Price
DNS / Staff Development (860) 888-3884

Cathy L. Galligan, SVP
Global Business Advisory, Inc (203) 815-3706

EXPERIENCE CONTINUE

Working with the executive leadership team, clinical staff, and residents to create strategies, evaluate performance, improve processes, solve problems, and expand the mission.

Collaborated with Hartford Hospital to open an NCQA Patient-Centered Medical Home to provide seamless, coordinated primary care across Duncaster's continuum of health and wellness services.

Serving as interim nursing home administrator, my team implemented a rehab nursing career ladder which reduced turnover by 30% and increased net promoter scores by 89%.

- **Miller Memorial Community. Oct 2002 – March 2014**

- **Licensed Nursing Home Administrator**

Responsible for regulatory compliance, operations, P&L, and strategic direction of a 10-acre retirement village with a 93-bed nursing home, 33 independent living units, and an assisted living services agency.

Successful turned around a \$900,000 operating loss to break-even in twelve months.

Organized a coalition of providers and physicians to collaborate on implementing the Transition to Home, a community Navigator program.

Awarded a \$1.2 million DSS/HUD Long-term Care Rebalance grant to expand the Transition to Home community Navigator program.

Lead a Nursing Home Culture Change transformation, resulting in a 67% decrease in CNA turnover and earned a 5-Star CMS Quality Rating for five quarters, ranking it among U.S. News & World Report's "Best Nursing Homes in Connecticut".

- **CT Alliance for Integrated Care 1996 - 2002**

- **Director of Operations & Network Management**

Coordinated the start-up and ongoing administration of a risk bearing organization (RBO). Network manager of RBO provider network: MWIPA/PHO with 272 physicians, 1 acute care hospital, 2 LAC hospitals, 3 skilled nursing homes, 4 subacute care facilities and 3 licensed home care agencies.

Managed the MWIPA's administrative functions and provider credentialing.

Managed the Healthy Start/Health Families program.

Established a not-profit 501(c)(3) organization to delivery evidence-based wellness and complementary alternative care services.

Partnering with the city health department and inner-city churches to establish a Health Ministry Partnership, a population health management initiative.

Planned and implemented Connecticut's first licensed Assisted Living Services Agency (ALSA) at Elim Park Baptist Home with annual gross revenues exceeding \$550,000.