

DAISY FRIAS

Chief Executive Officer | Chief Operating Officer | VP of Operations

+13526425651 @ Daisy.Friasmba@gmail.com Professional Portfolio Home | Daisy Frias Daisy Frias, MBA | LinkedIn
Florida | Willing to Relocate within USA | Open to Remote, 80% Travel

SUMMARY

Executive healthcare leader with 15+ years of experience driving cultural transformation, operational excellence, and financial growth across hospitals, multi-site clinics, and behavioral health systems. Proven record of leading organizations through turnaround initiatives, regulatory compliance, and accreditation success. Skilled in multi-million-dollar budget management, workforce optimization, and patient experience improvement. Recognized for building collaborative partnerships, leading diverse teams, and delivering sustainable results in complex, high-stakes healthcare environments.

EXPERIENCE

Interim CEO / Hospital Administrator

HCA HealthTrust | Hopper Consulting (1 year Contract)
NF Evaluation & Treatment Center, DCF

02/2024 - 04/2025 Gainesville, FL United States

- Directed operations for a **216-bed psychiatric hospital and Primary Care Clinic**, improving overall **patient care quality** by 25% through process redesign and leadership alignment.
- Oversaw a **\$36.7 million annual budget**, optimizing allocation of resources and ensuring financial accountability.
- Strengthened **cross-departmental collaboration** among C-suite leaders, generating significant cost savings across facilities, corrections, maintenance, and food services.
- Revamped HR operations (FMLA, LOA, WC, **training, recruitment, conflict resolution**), reducing union grievances, boosting accountability, and improving retention by 25%.
- Implemented **strategic plan and partnerships**, increasing discharges by 23% and admissions by 10%, while elevating **patient satisfaction** by 35% and employee engagement by 28%.
- Led **accreditation recertification** with a 100% success rate, while driving quality and risk management initiatives that cut **compliance-related incidents** by 30% and improved audit success to 95%.

Chief Operating Officer

North Florida Pediatrics (Contracted)

10/2021 - 09/2023 Lake City, Florida United States

- Directed operations for 10 value-based RHC **pediatric clinics across 7 counties**, increasing overall clinic efficiency by 25%.
- Managed and developed** a team of 8 leaders and 15+ providers while spearheading projects including creation of an in-house billing company and EMR system upgrade.
- Strengthened **HR operations** (FMLA, LOA, WC, training, onboarding, investigations), reducing employee complaints by 40% and turnover by 16%.
- Launched **strategic policies** that boosted employee **satisfaction scores** by 77% and improved workplace harmony.
- Implemented **auditing tool** that recovered \$286K in missed **value-based payments**.
- Optimized processes and **reduced deficiencies** by 25%, driving a 40% increase in **patient satisfaction**.
- Directed **business development and marketing initiatives**, expanding community partnerships and enhancing organizational visibility.

Executive Fiscal & Budget Coordinator/Admin

UF Health

11/2020 - 10/2021 Gainesville, FL United States

- Directed the **fiscal and budget operations** for an 82-bed psychiatric hospital, a recovery center and an outpatient ECT clinic, managing cross-departmental budgets and reporting to the Executive Director.
- Increased **revenue cycle productivity** by leading UM specialists in **claims processing** improvements.
- Conducted hospital-wide **financial analyses**, identifying cost-saving opportunities and improving **budget adherence**.
- Streamlined **claims processing**, reducing pending charges and shortening AR days.
- Presented comprehensive **monthly financial overviews** to department heads.

KEY ACHIEVEMENTS

- Growth & Innovation**
Expanded clinic networks, launched telehealth (95% revenue retention during COVID), and led multimillion-dollar upgrades.
- Culture Impact**
Improved retention, reduced grievances, and raised employee satisfaction across systems.
- Financial Stewardship**
Directed budgets up to \$36.7M with accountability, savings, and reinvestment.
- Turnaround Leadership**
Transformed a 216-bed psychiatric hospital, boosting patient care, engagement, and efficiency.
- Regulatory Excellence**
Delivered a 100% success rate in accreditation recertifications.

EDUCATION

PhD, Industrial & Organizational Psychology (In Progress)

Walden University

2028 Online

- Specialization: Globalization, Technology & Innovation, Organizational Behavior, Coaching, and Talent Management.

Healthcare, Human Resources & Business Administration

Saint Leo University

2009 - 2014 Florida

- Master** of Business Administration, (MBA)
- Bachelor** of Science in Healthcare Management **Minor:** Human Resources
- Associate** of Arts in General Business Studies

CERTIFICATIONS & AFFILIATIONS

ACHE - FACHE Track | PMI - PMP Track | APHA

Six Sigma Green Belt | Lean Project Mgmt.

Dale Carnegie Leadership | Executive Mgmt.

RHC Certification 2023

EXPERIENCE

Vice President, Medical Practice Management

Meridian Behavioral Healthcare Inc. 501(c)(3)

- 09/2018 - 11/2020 Gainesville, FL United States
- Directed **financial performance** for **13 outpatient clinics** (primary care + medication management), achieving a 30% increase in **patient satisfaction** and 25% **service volume growth**.
- Oversaw departmental HR (**recruitment**, onboarding, FMLA, WC, training), strengthening staff engagement and retention.
- Led **telehealth** transition across **13 clinics in 5 counties** during COVID-19, maintaining 95% organizational **revenue** for 5 months.
- Delivered **financial and clinical data** analysis to **C-suite and board**, driving evidence-based decision making.

Medical Practice Operations Manager & Admin

Atlantic Ear, Nose & Throat

- 06/2016 - 03/2018 Orange City, FL United States
- Directed **operations** for **3 ENT** practices and **6 ancillary services**, ensuring 100% regulatory compliance.
- Reduced **employee turnover** by 9% by implementing **training protocols** and fostering an **accountability culture**.
- Redesigned referral, scheduling, and **authorization workflows**, driving a 25% increase in **reimbursement** and 52% growth in **new patient encounters**.
- Introduced **service metrics** and dashboards, improving throughput and completion rates.

Hospitalist Program Director

HNI Healthcare Inc (2 year Contract)

- 09/2014 - 10/2016 New Smyrna Beach, FL United States
- Provided **strategic oversight** and leadership for the **operational performance** and growth of Hospitalist program **contracts**, driving excellence in key indicators.
- Designed and **executed market development strategies** that increased census by 59%, positioning the service line for sustained growth.
- Elevated **patient experience** by 25% through targeted initiatives and rigorous monitoring of HCAHPS metrics.
- Authored and deployed **comprehensive policies**, processes, and procedures manual to standardize operations and improve efficiency.
- Managed physician lifecycle: **recruitment, contracting, onboarding**, EMR, scheduling, payroll, planning; aligned with organizational goals.

EXECUTIVE RECOGNITION

- Recognized** for visionary leadership that delivered measurable growth expanding patient volumes, streamlining operations and spearheading multimillion-dollar infrastructure projects. *(Peter Kennedy, MHA, FACHE, System CEO, NFETC)*
- Recognized** for strategic, data-driven decision making and collaborative leadership that improved patient and employee satisfaction while strengthening organizational culture. *(Ernesto LaMadrid, MD, Medical Executive Director, NFETC)*
- Recognized** for leading high-stakes change management with professionalism and integrity, earning trust across all levels while consistently delivering compliant, high-quality outcomes. *(Kim Abbott, Sr. HR Executive, Meridian Behavioral Healthcare)*
- Recognized** for balancing strategic vision with hands-on execution to manage complex healthcare programs, foster physician collaboration, and elevate patient care. *(Debbie Touchette, FACHE, Senior VP, HNI Healthcare)*

CERTIFICATIONS & AFFILIATIONS

2-15 Life, Health & Variable License (1099)

Diversity & Inclusion Chair - Alachua County Emerging Leaders 2023-2024

LANGUAGES

Spanish

Native

English

Native

SKILLS

Inpatient & Outpatient Multisite Mgmt.

Budget Oversight (\$38M+)

Q&R Mgmt.

Service Expansion

Community Partnerships

Labor Relations

ROI & Fiscal Mgmt.

Public Speaking

Strategic Planning

C-Suite Collaboration

Human Capital & Culture

Board & Stakeholder Engagement

FQHC/NCQA/AHCA/CARF

Revenue Optimization (MCO/VBC)

Technology & Process Optimization

Paycor | ADP | Workday | Kronos

Epic | NextGen | Cerner

ZOOM

Microsoft 365

Data Analytics

EMR System Implementation