

# EPHRAIM REYES CAANGAY

## OBJECTIVE

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Seeking employment with an organization that will utilize and compensate my technical, creative and interpersonal skills to market services to both professional and general-public audiences, while nurturing continual personal and professional growth.

## SUMMARY OF QUALIFICATIONS

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1999 - Current Lee Memorial Health System Fort Myers, Fl

*Marketing Service Line Representative*

- Seasoned health care marketer, proficient in Microsoft Office, who plans, executes and manages marketing for post-acute services of a 987 bed integrated health care delivery network, utilizing both mass media and relationship-oriented campaigns to achieve objectives.
- Defined and lead the Marketing/Communications role in system-wide planning and implementation of Internet and Intranet sites.

## PROFESSIONAL EXPERIENCE

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1999 - Current Lee Memorial Health System Fort Myers, Fl

*Marketing Service Line Representative*

- Plans, executes and manages marketing for post-acute services of a 987 bed integrated health care delivery network. Specific services lines are:
  - ✓ The Rehabilitation Hospital – 60 bed inpatient rehab facility
  - ✓ Lee Memorial Home Health – Medicare-certified and Private Duty agency
  - ✓ HealthPark Care Center – 112 bed nursing home with Skilled Nursing Unit
  - ✓ Lee Outpatient Rehabilitation – 4-location outpatient rehabilitation employing PT's, OT's, and Speech Pathologists.
  - ✓ Older Adult Services – diagnostic/therapeutic approaches for Alzheimer's disease, dementia, depression, and Parkinson's Disease, as well as 30,000+ senior membership club.
- Lead the Marketing/Communications role in system-wide planning and implementation of internet and intranet sites.
  - ✓ Development of system-wide policy and procedures
  - ✓ Development of Department Web Developer training curriculum.
  - ✓ Wrote and scored RFP for vendor-produced web site.
- Designed and implemented (including hiring/training staff, procuring equipment, and securing 1-800 phone number) customer service call center with web-based tracking.
- New employee orientation work-shop leader for Cultural Diversity.

1997 - 1999 Lee Memorial Health System Fort Myers, Fl

*Marketing Service Line Specialist*

- Liaison between integrated health care delivery network and clinical/physician referral call center that averaged 2,500 calls/month.
- Marketed Lee Memorial HealthLine health information call center, including analysis of call volume reports.
- Initialized Lee Memorial Health System Web Development.
- Organized and supported 60-member Speakers' Bureau composed of clinical and administrative staff of Lee Memorial Health System

## EDUCATION

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1999 - Current	Florida Gulf Coast University <i>Masters in Public Administration</i>	Fort Myers, Fl.
2000	Entre Computers <i>Microsoft FrontPage 2000 Workshop</i>	Fort Myers, Fl.
1999	Rockhurst Seminars <i>Microsoft Access Workshop</i>	Fort Myers, Fl.
1993 - 1997	University of Florida <i>Bachelor of Arts</i>	Gainesville, Fl.
	■ University of Florida Honors Program	

## ACCOMPLISHMENTS

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- Initialized Lee Memorial Health System web development. This began with an internally developed proof-of-content static site. Developed and scored RFP for vendor-produced [www.LeeMemorial.org](http://www.LeeMemorial.org) catering to general public and local professional audiences.
- Organized and staffed large-scale public and professional health fairs, symposiums and screenings.
- Designed process and implementation of, as well as on-going management of, dynamic web-based system-wide phone directory system.
- Prepared departmental capital and operational budgets.
- Design and implementation of customer service call center in 4 months (including hiring/training staff, procuring equipment, and securing 1-800 phone number).
- Designed and published [www.LeePHO.org](http://www.LeePHO.org), a physician hospital organization web site.