

Mariana Izraelson, Psy.D., PMP

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Top performing, goal oriented, and results focused certified Project Management Professional (PMP), with comprehensive expertise in healthcare and addiction recovery. A seasoned executive with 10+ years of healthcare administrative in nonprofit organizations and clinical experience, and a proven dedication to improving local communities. Successful fundraising development and marketing experience hands-on experience in direct mail, major gifts, special events, and a working knowledge of planned giving. Proven history of creating, developing, and implementing evidence-based practices and performance measurement processes. Outstanding communication skills, capable of building and leading cross-functional teams, cultivating strong relationships with clients and external partners, and collaborating across all organizational levels to ensure the achievement of immediate and long-term company goals. Fluent in English and Spanish.

Areas of Expertise include:

- Maryland Health Insurance
- Healthcare Solutions
- Budget Development
- Strategic Planning
- Project & Program Management
- Community Outreach
- Fundraising & Grant Writing
- Non-Profit Administration
- Policies & Procedures
- Data Analysis
- Marketing & Branding
- Change Management

Professional Experience

Grassroots Crisis Intervention Center • Columbia, MD • October 2020 to Present

Executive Director

Assures that the organization has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress. Provides leadership in developing program, organizational and financial plans with the Board of Directors and staff, and carry out plans and policies authorized by the board. Work in partnership with Howard County Government to implement policies and procedures for Homeless services in the county. Provides leadership to all crisis operations in hotline, 988 Lifeline, 988 Lifeline Text/Chat, Maryland 211 crisis line, 211 Health Check, Crisis Substance Use Disorder 23 hours Stabilization Program, SBIRT, Emergency Motel Program, and Emergency Homeless Shelter. Responsible for all fundraising activities for entire organization. Promote active and broad participation by volunteers in all areas of the organization's work. Establishes sound working relationships and cooperative arrangements with community groups and organizations. Represent the programs and point of view of the organization to agencies, organizations, and the general public. Responsible for developing and maintaining sound financial practices. Responsible for budget preparation to meet the organization financial goals.

Key Accomplishments:

- Developed financial model to successfully sustained all operations due to COVID-19 loss of revenue
- Increased operational revenue by 100% to \$11.3M
- Implemented 988 National Crisis Text/Chat Back Up Center
- Implemented 988 Lifeline Expansion for Central Maryland
- Developed and implemented new Outpatient Mental Health Clinic and Substance Use Disorders Programs
- Grassroots received accreditation by the Accreditation Commission for Health Care.

La Comunidad Hispana (LCH) • Kennett Square, PA • December 2019 to October 2020

Chief Executive Officer

Evolve and managed an efficient and effective organizational infrastructure; ensure that the work of staff is aligned with the Strategic Goals and that the staff is provided with proper guidance and support. Maintained FQHC designation and Health Services and Resources Administration (HRSA) grant funding. Ensured compliance with all legal and policy requirements of the Centers for Medicare and Medicaid, and the Pennsylvania Department of Health. Maintains a financially sustainable model that will strengthen LCH's position. Oversee the preparation and execution of all proposed and revised budgets, including monitoring and ensuring performance within budget parameters and expectations. Communicated the mission and vision of LCH by acting as a spokesperson and agent to individuals and organizations that with LCH interfaces; maintained and promoted the agency's positive image in the community. Cultivated and grow philanthropic partnerships critical to LCH's Strategic Plan; actively participated in fundraising and growth of donor base; proactively investigated revenue generation and diversification strategies. Identified community needs and initiate programs, policies, events, and services to respond to those needs. Objectively evaluated programs to ensure they are achieving positive results.

Key Accomplishments:

Continued...

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- Implemented COVID-19 policies and protocols agency wide for the care of all patients during government shutdown
- Developed financial model to successfully sustained all operations due to COVID-19 loss of revenue

Shepherd's Clinic • Baltimore, MD • July 2018 to November 2019

Executive Director

Assured that the organization has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress. Provided leadership in developing program, organizational and financial plans with the Board of Directors and staff and carry out plans and policies authorized by the board. Responsible for strategy execution, financial health, and leadership development. Promoted active and broad participation by volunteers in all areas of the organization's work. Maintains official records and documents, and ensure compliance with federal, state and local regulations. Established sound working relationships and cooperative arrangements with community groups and organizations. Represented the programs and point of view of the organization to agencies, organizations, and the general public. Responsible for the recruitment, employment, and release of all paid personnel. Designed treatment protocols and process improvements plans for the organization. Provided in-depth business oversight, including profit and loss (P&L), policies and procedures, quarterly reports, grant monitoring, performance evaluation, and regulatory compliance. Responsible for all grant oversight, application, quarterly reports and financial compliance with state and federal regulations. Responsible for all fundraiser activities including annual fundraiser, end of the year campaign, and monthly contributions. Managed all clinic operations and services. In collaboration with MedStar Population Health Department provides oversight to Joy Wellness Center policies, procedures and daily activities.

Key Accomplishments:

- For FY20 increased foundation revenue by 350%
- Created development plan and implemented philanthropy strategy to increase organization revenue
- 2019 Johns Hopkins Bloomberg School of Public Health Service-Learning Community Fellow

Ashley Addiction Treatment • Havre de Grace, MD • May 2015 to July 2019

Director, Outpatient Services

Oversee project development and implementation in conjunction with University of Maryland Upper Chesapeake Hospital, and deliver subject matter expertise to ensure strategic growth of program across multiple locations. Create and develop surveys, metrics and standards to measure and record data utilized to increase patient satisfaction and enhance intervention initiatives for at-risk populations. Played a key role in designing treatment protocols and process improvements. Provide in-depth business oversight, including profit and loss (P&L), policies and procedures, quarterly reports, grant monitoring, performance evaluation, and regulatory compliance.

Key Accomplishments:

- Led and directed a cross-functional team to open two new Outpatient Treatment Programs in the northeast region.
- Opened organization's first two federally licensed intensive outpatient opiate treatment programs at University of Maryland Upper Chesapeake Hospital and Union Hospital.
- Coordinated with Harford County government to create and implement "Project Healthy Delivery" program, providing free substance use disorder treatment for uninsured expectant mothers.
- Played a key role in increasing program revenue and developing innovative new business processes.
- Designed new program workflow to ensure state-initiated credentialing requirements were met.

HealthCare Access Maryland • Baltimore, MD • October 2012 to May 2015

Director, State Care Coordination

Collaborated with government and private practice supporters to deliver direct assistance to residents in obtaining public health care coverage. Oversaw outreach and care coordination for ATR programs, with key duties including management of \$1M budget, supervision of 14 case managers, tracking performance of funded projects, policy and procedure development, quarterly reports, and monitoring grants. Led highly informative training sessions to community agencies and delivered presentations at community meetings throughout Maryland.

Key Accomplishments:

- Successfully increased revenue and streamlined numerous projects and business processes to increase efficiency.
- Played a critical role in implementation of new Connector program for HealthCare Reform.
- Proactively designed in-service training program to enhance employee database usage and documentation.

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- Created and implemented new billing procedures to increase accuracy and efficiency.

Powell Recovery Center • Baltimore, MD • September 2008 to October 2012

Admissions Director

Responsible for all admissions to the outpatient mental health and substance use disorder program. Provided supervision to 10 clinical counselors and five utilization review coordinators for one of Baltimore's largest substance use disorder treatment provider. Provided behavioral health assessments and compassionate mental health counseling.

Key Accomplishments:

- Successfully managed \$5M annual budget, and oversaw grant management process, including performance measures and regulatory compliance.
- Played a key role in increasing revenue intake and enhancing operational efficiency through strategic development of innovative policies, procedures, and business processes.
- Developed and implemented new program to ensure compliance with state-initiated credentialing requirements, overseeing entire lifecycle of project, encompassing staff training and quality assurance.

Education & Credentials

Healthcare Change Management Certificate, 2020

Cornell University • Ithaca, NY

Executive Healthcare Leadership Certificate, 2020

Cornell University • Ithaca, NY

Doctor of Psychology, Clinical Psychology, 2013

American School of Professional Psychology
Argosy University - Northern Virginia

Master of Arts, Clinical Psychology, 2007

American School of Professional Psychology
Argosy University - Northern Virginia

Bachelor of Arts, Psychology, 2004

University of Maryland Baltimore County • Baltimore, MD

Certificates & Licenses

Project Management Professional (2017 – Present)

Licensed Clinical Alcohol & Drug Counselor, MD (2010 – Present)

Certified English, Spanish Interpretation & Translation (2003 – Present)

Associations

SOURCE Service-Learning Community Fellow at the Johns Hopkins Bloomberg School of Public Health

Board Member, Howard County Coalition to End Homelessness

Appointed by Howard County Executive to the Board to Promote Self-Sufficiency

Member, Project Management Institute

Presentations

Using Mood Altering Substances During Pregnancy: Complications & Treatment Recommendations Workshop, Harford County Office of Drug Control, Bel Air, MD (2016 – 2017)

Opiate Maintenance Treatment Programs Workshop, University of Maryland Medical Systems Upper Chesapeake Health, Bel Air, MD (2015)

Outpatient Substance Use Disorders Treatment Workshop, Harford County Government, Bel Air, MD (2015)

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State Care Coordination Workshop, Baltimore County Health Department, Baltimore, MD (2014)

Ethics in Medical Interpretation Workshop, Lionbridge, Baltimore, MD (2005)