

# ELIZA DELAFUENTECHAVEZ

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## CHIEF OPERATIONS OFFICER & CONSULTANT: PROFESSIONAL PRACTICES

*Rise to the challenge of successfully leading office operations in dynamic medical environment, exceeding expectations at every opportunity, implementing time-saving processes & delivering top-notch customer service.*

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Enterprising Chief Operations Officer with 20+ years' experience developing outstanding record of increasing client base and boosting profits. Anticipate leadership and business needs; regularly take initiative to go above and beyond the call of duty to achieve business goals. Establish high expectations of employee performance to improve productivity. Deliver measurable results through effective negotiating, problem-solving, organizational, and decisionmaking skills.

### SELECT QUALIFICATIONS

*Proficient in Microsoft programs, including PowerPoint, Word, and Excel. Bilingual Spanish / English.*

Business Administration	Marketing & Business Development	Training & Development
Billing & Collections	Project & Time Management	Compliance & Regulations
Contract Negotiation	Interviewing, Hiring & Onboarding	Strategic Planning & Corporate Vision
Customer Relations	Cross-functional Leadership	Insurance & Credentialing

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### PROFESSIONAL EXPERIENCE

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Dynamic Medical Imaging – Union, NJ

1997 to Present

#### Chief Operations Officer (COO)

*Joined company as collections specialist and have since contributed to every facet of the business. Support growth and leadership through unprecedented dedication, innovation, and vision. Administratively manage all departments, including front desk, A/R, A/P, billing, collections, auditing, credentialing, marketing, and customer relations.*

### PRACTICE MANAGEMENT & GROWTH

- **Partnered with owners to open 4 centers** (2 from scratch), each time ensuring they were turnkey operations.
- **Devised innovative marketing strategy** to grow business amid COVID-19, focusing on improving company's online presence; partnered with third-party company to revamp company website and improve Google SEO.
- **Cultivate and maintain positive relationships** with doctors, their staff, and others to grow client base and generate revenue for the company.

*Dynamic Medical Imaging experience continued...*

### FINANCIAL MANAGEMENT & COST REDUCTION

- **Took initiative to secure \$350K** in PPE monies to help company mitigate COVID-19 economic hit.
- **Save company thousands of dollars annually** by regularly and aggressively negotiating vendor and insurance contracts; have support and confidence of owners to pursue rates to achieve financial goals.

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## CHIEF OPERATIONS OFFICER & CONSULTANT: PROFESSIONAL PRACTICES

- **Improve profitability of operations** by facilitating owners' decision making, accurately keeping records and effectively negotiating contracts.
- **Proficient bookkeeping skills**; partner with certified accountants for end-of-year reporting and tax preparation.

## COMPLIANCE & REGULATIONS

- **Research and stay abreast of current compliance** and regulation requirements to keep policy and procedure manuals accurate and up to date.
- **Manage insurance credentialing** paperwork and processes for 6 radiologists, ensuring individual insurance standards are met and maintained (tracking each doctor's anniversary dates and credentialing timelines).
- **Protect business by** being prepared and accurately representing company during IRS inquiries, and state and health department audits.

## PERSONNEL OVERSIGHT & TRAINING

- **Train every employee** and developed training manuals after conducting due diligence to establish best practices, having participated in various audits (Department of Labor, etc.).
- **Schedule and conduct initial interviews** with all company employees; complete all human resource functions of hiring (background checks, license verifications, etc.).
- **Oversee payroll process by liaising** with outsourced payroll company to ensure hours and payrates are correct and accurate, always.

## PRODUCTIVITY & QUALITY IMPROVEMENT

- **Strengthened productivity and quality** of customer service by communicating performance expectations to employees and conducting employee evaluations with feedback.
  - **Spearheaded technology upgrades** to expedite administrative processes, accelerated quality of service, and strengthened CRM.
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## EDUCATION & PROFESSIONAL AFFILIATION

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**Bachelor of Science in Human Resources** (*In Progress*) | Colorado Christian University **Executive Assistant Certification** (*Graduated*) | Katharine Gibbs School

**Member | PAHCOM** (The Professional Association of Health Care Office Management)

**Member | SHRM** (Society for Human Resource Management)