

Christie L. McDevitt

443-907-6452

christiemcdevitt@gmail.com

www.christiemcdevitt.com

Professional Achievements

Business Change Manager, Sr

Elevance Health (Hanover, MD)

March 2023 – Current

VP level Change Management for a Fortune 20 Corporation under Claims Payment Operations, Government Business Division (Daniel Currie, CPO). A multifaceted role as Chief of Staff to nine Staff VPs and Directors, a liaison between leadership and technical sectors, and a marketing advocate to widen the exposure of CPO impact within Elevance Health. Specialized template designs for Level 4 Executive interpretations. Digital internal marketing publications with distribution to 1,700+ associates, affiliate Health Plans, and Business Partners. High-level trend analysis presentations in PowerPoint and Excel using metrics pulled from KPI, Tableau, and Executive Dashboards. Town Hall, Project Review, Operational Alerts, Executive Strategy, Manager Staff Meetings, and Medicare/Medicaid Compliance data assembly.

Having 17 years experience across multiple sectors of the medical and business worlds has not only given an edge to my investigative problem solving but creates an authentic rapport with all levels of associates and leaders. With a boost from my creative visualizations I am able to turn complex concepts and technical data into standout deliverables that bridge the Business and Technical sectors. Notable cross-functional communication pieces:

- **High-Level VP Quarterly Portfolio** (YTD/QTD trend comparisons, Strategy Initiative Tracking, New Day Volume and Disputes, Provider Effort, Encounters Acceptance, TAT, Quality, Financial Accuracy, Auto Adjudication, Error Predictor)
- **CPO Magazine** to connect associates' to their roles within Elevance Health's mission for Member Whole Health
- **CPO 101 – Keeping Claims on Track** (introductory summary of departmental roles and structure)

Brand & Business Consultant

Independent (Maryland/Delaware Region)

December 2015 – Current

Media and recognitions received for my marketing achievements opened a lane for independent contract work with companies and professionals looking to elevate their brand(s). This demand quickly grew into a diverse portfolio of prominent commercial clients with experience in high-volume residential Real Estate (200+ transactions annually), large-scale restaurant marketing (capacity 1,000+ guests), and event design of up to 3,000 onsite attendees. **Most utilized services include Presentations, Portfolios, Digital Content Design, Promotions, Logos, Branding, Website Design, Social Media Management, Print Publications, Radio/TV Ad Copy, and Multimedia Sourcing (photo/video).**

Marketing awards and acknowledgements:

- **(2019)** Co-awarded for the economic impact of Downtown North East events by Cecil County Tourism
- **(2018)** Awarded as Cecil County Tourism Person of the Year
- **(2017, 2016, 2015)** Voted Business Person of the Year by North East Chamber of Commerce members three consecutive years
- **(2017, 2016)** Marketing Award presented by Cecil County Tourism, Office of Economic Development

Owner/President

North East Chocolates, LLC (Cecil County, MD)

June 2012 – Current

Celebrating over 11 years! Employee and team management of 1-2 retail brick and mortar locations with additional wholesale orders, nationwide online shipping, and a portfolio of corporate clients. Optimized workflow which has resulted in **57% reduction in fixed overhead, 30% reduction in operating costs, 53% reduction in COGS with 210% increase in gross product sales**. Designed and implemented brand culture built around customer service and employee morale.

Created Tourism platform as a springboard for community engagement, growth, and enrichment which resulted in multiple accolades and brand recognition:

- **(2023)** Selected as 'Best Candy Store in Maryland' by Lovefood
- **(2016-2022)** Voted #1 Sweets in Cecil County by Cecil Whig Readers
- **(2017-2021)** Voted Most Loved Candy Store by Hulafrog (award discontinued)
- **(2019-Current)** Voted Maryland Chocolatier of the Year and Best Chocolate in Maryland (Sea Salt Caramels) by Lux Life International Magazine
- **(2018)** Listed as top Old Time Chocolate Shops in Maryland by 'Only in Your State'
- **(2017)** North East Chocolates inducted into Cecil County's Business Hall of Fame by Cecil County Chamber of Commerce

Board Officer, VP

North East Chamber of Commerce (North East, MD)

January 2015 – December 2018

As a way to network with likeminded professionals, I joined the North East Chamber of Commerce membership. It wasn't long before I became actively involved which opened the invitation to become a Board member. During that time I coordinated and executed networking and promotional events of up to 2,500 attendees, designed revenue-producing marketing using a self-sustaining income stream from advertisements and sponsorships, and handled Public Relations to help bridge our membership with County/State/National resources, and the community at large. These efforts earned the acknowledgement as **"Business Person of the Year" for three consecutive years** as voted by the Chamber membership, and multiple awards from the Cecil County Office of Economic Development. Titles held within the North East Chamber of Commerce:

- **(2017)** Board Vice President
- **(2016)** Board Secretary

Surgical Liaison, Bariatrics

ChristianaCare, Union Hospital (Elkton, MD)

January 2011 – June 2012

As a new program to the Hospital, my responsibilities were all encompassing to help grow patient participation and community awareness. Due to the extensive components of bariatric surgery, patients would be invited to a marketing presentation to meet our surgeons, learn about procedure options, and become educated about insurance and physical requirements before/after surgery. On the provider side this program was heavily marketed to local General Practitioners and Specialists in the region as an option for qualifying patients who would benefit from surgical measures to regulate their BMI.

Once enrolled, it was my duty to track the progress of all patients through each step of their surgical journeys. Pre-operative therapies and weight loss requirements could range from 3 months to a full year for each patient. Coordination with Nutritionists, Psychologists/Psychiatrists, Physical Therapy, amongst additional Specialty providers. It was my position as the liaison to ensure all pieces were in place pre-operatively. Continued post-operative support to provide pathways for mental, emotional, and physical health resources. Created an 'open door' with patients approach beyond their global period to nurture true patient advocacy.

Reported monthly metrics to Hospital CFO and Executive Director of Medical Billing to track trajectory of profitability against patient participation. Responsible for growth tracking against A/R revenue to measure viability of program's sustainability.

Administrative Coordinator, Radiology

Open MRI & Imaging Center of Elkton (Elkton, MD)

July 2006 – June 2012

MRI, CT, US, X-Ray scheduling, and front office coordination. Duties included facilitation with physician providers and insurance authorizations, patient screening, modality scheduling, HIPAA compliance, employee reviews, filing and EMR management, new hire training, workflow and process improvements, trade show marketing, provider marketing. Patient scheduling, check-in/check-out, insurance authorizations for physical therapy and diagnostic imaging. Independently coded streamlined patient EMR intake forms using HTML to maximize workflow efficiency.

Additionally worked under an Orthopedic Surgeon with similar duties and functions for two years during this time period (Brian DeMuth, MD – Maryland/Pennsylvania licensed).

Educational Background

Bachelor of Science, Business Administration

Goldey-Beacom College (Wilmington, DE)

August 2008 – May 2010

- **(2019)** TEDx Featured Alumni Speaker: Women in Entrepreneurship
- Graduated Magna Cum Laude (3.97 GPA)
- **(2010)** Academic Achievement Award
- **(2010)** Marketing Award
- National Conference Speaker and Presenter (Baltimore, MD / San Diego, CA / Nashville, TN)
- National Board, Alpha Chi Honor Society
- Local Chapter President, Alpha Chi Honor Society

Associate of Applied Science, Computer Aided Drafting (CAD)

Cecil College (North East, MD)

August 2005 – May 2008

- Graduated Cum Laude (3.7 GPA)
 - Phi Theta Kappa Honor Society
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Philanthropic Contributions

- Boys & Girls Club of Cecil & Harford Counties
- The Friends Foundation of the Cecil County Public Library
- The Cecil College Foundation
- Elementary & Middle School Reward Programs (behavioral, academic incentives)
- Local Youth Sports Club Sponsorships