

Freda A. Koomson

Liberian Mobile: +231-770-664-065 ♦ US Mobile: 917-714-9193 ♦ freda.koomson@alumni.upenn.edu

SUMMARY: Team oriented, highly analytical, and results driven global health expert and health care management professional with demonstrated success in leadership, project management, qualitative and quantitative data analysis, operations, team development, and client satisfaction.

WORK EXPERIENCE:

University of Liberia, School of Public Health Monrovia, Liberia Lecturer March 2021-present

- Lead instructor of the course entitled *HSMT601: Applied Health Systems Administration & Management*
- Course Description (abbreviated): *The Applied Health Sciences Administration and Management Course seeks to introduce course participants to a systems-thinking approach to healthcare management and administration. The class will explore everything from organizational theory & design, leadership development & motivational theory, strategic planning, change & innovation management, and finally healthcare service delivery and management through readings, discussion, and case studies from within and outside of the West African Region.*
- Faculty mentor and advisor to 2nd year MPH students completing their theses:
 - *Multi-site assessment of data quality on HIV care in Liberia for evidence informed decision making* by Zoda Toteh, Emergency Room Supervisor- Redemption Hospital

Yale University School of Medicine Monrovia, Liberia Health Management Associate, Resilient & Responsive Health Systems (HRSA) October 2017-December 2020

- Led the ongoing implementation of Yale work under the health management component of the MOH's Healthcare Workforce Plan, working closely with host training institutions, and other organizations as necessary to build strong working relationships and create successful partnerships.
- Built & strengthened health management capacity at Redemption Hospital, one of Liberia's largest tertiary referral hospital centers through day-to-day collaboration with local health managers in order to develop management & leadership capacity within the teams and identify strategies to improve performance, maximize accountability, and execute quality improvement projects.
- Directed planning and implementation of educational program content for new executive health management certificate program in collaboration with supervision of local faculty and the University of Liberia since 2018.
- Designed, prepared and delivered teaching materials; facilitated learning and supervision, provided mentorship to health management students, and ultimately, built capacity of Liberian faculty in health management.
- Initiated & accomplished transition plan for University ownership of executive health management certificate program.

Liberia Strategic Analysis, Social Impact Monrovia, Liberia Consultant- Liberia Health Context Specialist June 2017-September 2017

- Led team qualitative data analysis, utilizing NVivo data analysis software to conceptualize and structure the analysis of social and gender dynamics related to healthcare services utilization and access.
- Conducted quantitative and qualitative data collection and analysis via interviews and focus group discussions
- Provided operational support through the development of informed consent forms, focus group and key informant interview guides, team meeting notes, and much more to support the evaluation team.
- Drafted evaluation inception report

Last Mile Health Monrovia, Liberia Partnerships & Development Associate September 2016- June 2017

- Managed operational support to the Director of National Partnerships and the Deputy Director of Grants Management in grant applications, fulfillment, and reporting.
- Navigated, maintained, and expanded relationships amongst multiple stakeholders, including foreign donors, government officials, community leaders, and designated community health workers.
- Coordinated careful monitoring of impact indicators related to prenatal vitamin distribution and community engagement activities at the national, county, and community level.
- Provided technical support in regards to grant management and donor relationship management tools such as Salesforce.

- Coordinated a team of three individuals to assist senior management in executing and improving community health programs.
- Evaluated budget constraints and performance issues. Targeted focus areas in grant fulfillment, reporting, and re-application.
- Managed the planning, execution, and follow-up for engaging and insightful field site visits for 5 key donors.
- Contributed substantially to the acquisition of over \$850,000 in grants and donations.
- Produced informative and compelling communication materials, including photographs, in support of the Communications Team and grant execution activities.

Pan-African Solutions New York, NY *Social Media Manager & Strategic Consultant September 2014-September 2016*

- Developed thought-provoking, insightful, and engaging blog posts that accurately reflected the voice and messaging of this African centered start-up consulting company.
- Led the organization's social media strategy, setting clear and concise goals to support the overall marketing strategy.
- Maintained familiarity with best practices and experimented with innovative new ways of using social media networks to make an impact on Facebook, Twitter, Hootsuite, Linked-In, YouTube, and Google +
- Ensured that the company website remained operational and that all pages were kept up to date.
- Managed online marketing systems, effectively monitoring activity across multiple social media channels, assessing impact, and evaluating the success of our strategy in order to regularly update staff on performance metrics.
- Performed primary and secondary research on opportunities and relevant topics in African economic development and Diaspora collaboration as well as conducting interviews and writing profiles on successful African individuals and organizations.
- Supported all online activities resulting in the expansion of the online department from 1 to 3 employees.

Mount Sinai Beth Israel New York, NY *Administrative Manager December 2014-September 2015*

- Integral team member of the Palliative Care Departments' executive leadership team, providing administrative direction, support, and oversight for day to day operations.
- Spearheaded the launch and data collection necessary for departmental quality improvement initiatives via eRAP database system, resulting in focused efforts towards increasing ED & MICU consults.
- Supervised and provided logistical support for departmental projects across two departments including rehabilitation of inpatient hospice unit, construction of new administrative space, procurement of new clinical space, intracycle submission of Joint Commission metrics, and the drafting of annual grant reports, including annual budget submissions.
- Managed and distributed bi-weekly employee payroll, weekly physician/fellow on-call assignments, outpatient clinical scheduling, patient and pharmacy inquiries, front desk clinical support, and IT system access service requests resulting in smooth departmental operations.
- Successfully served in multifaceted administrative support and management role for the entire division of Palliative Care resulting in the successful recruitment of an administrative coordinator, fellowship coordinator, nurse clinical program manager, and two new physicians, directly enhancing patient care.
- Streamlined clinic flow processes via an insurance case-mix analysis resulting in more efficient utilization of physician assistants in the ambulatory practice, increasing weekly clinic census from 3 patients to 8 patients and an overall census of 12 new patients over a 3 month period.
- Coordinated and performed high-level analysis of physician billing, insurance credentialing, departmental expense reporting, and budget reconciliation on a monthly basis and overall management of 10 Cost Centers, totaling a collective \$1 million in expenditures.

Urban League of Greater Pittsburgh Pittsburgh, PA *Health Advocate October 2012-August 2013*

- Managed the Health Education Office, offering on-site health liaison services between clientele and insurance companies and/or physician's offices, condom and health information dissemination, blood pressure screenings, as well as the fielding of general health inquiries and assistance.
- Created targeted programming for vulnerable populations through academic research, focus groups, and both formal and informal observation and discussion.
- Upgraded and implemented educational programming designed to connect the community with institutional resources. ● Managed multiple networks of care for minority populations in the Pittsburgh metropolitan area such as the annual YMCA Health Fair, UL's annual Thanksgiving Food Drive, and the development of new partnerships with institutional resources such as the National Library of Medicine.
- Served as on-site liaison in the Health Education Office expanding strategic development of crucial relationships with the leading regional health system's (UPMC) Clinical Translational Science Institute resulting in increased coordination and

participation in approximately 20 health fairs per year, the facilitation of 10 monthly informational “Lunch & Learns”, and regular and on-going recruitment of minorities to the UPMC’s research registry.

- Developed skills in data collection and the coding of qualitative data, thereby transforming it to be used in statistical analysis to create clear and understandable reports, visuals, and recommendations based on hard data.

University of Pittsburgh Medical Center Pittsburgh, PA *Administrative Resident May 2012- December 2012*

- Led renewal of physician contracts and Exhibit As for over 600 physicians in 11 departments.
- Formulated an action plan and roadmap for meaningful use of Press Ganey Patient Satisfaction Reports.
- Generated policies and procedures guide for new division administrators within the Department of Medicine.
- Drafted the executive summary outlining a new clinic business plan to increase colon cancer outreach at UPMC.
- Managed high level financial scenario analysis resulting in cost savings of approximately \$500,000 within Heart & Vascular Institutional research budget.

Northwest EMS McKeesRocks, PA *EMT-B November 2010-October 2011*

- Provided basic life support, rapid field treatment, and pre-hospital care and transport for approximately 280 patients.
- Attained experience and hands-on knowledge of medical terminology, tools, and emergency medical care.

University of Pittsburgh School of Nursing Pittsburgh, PA *Research Assistant May 2009- May 2010*

- Supported principal investigator in NIH funded research on “Study of Patient-Nurse Effectiveness with Assisted Communication Strategies (SPEACS)” (Grant #5R01 HD043988).
- Managed SPEACS data processing, generated literature reviews, and assisted in manuscript drafting of companion study focusing on symptom management and outcomes of patients in critical health status. (Grant #: 5K24- NR010244)
- Executed formal research protocols and gained experience with data analytical tools to process results and observations.

Memorial Sloan Kettering Cancer Center New York, NY *Session Assistant July 2008- February 2009*

- Scheduled diagnostic procedures and oriented patients in preparation for chemotherapy.
- Managed integrated knowledge and implementation of medication, terminology, diagnostics and cancer treatment.
- Reconciled physician orders and prescriptions to systematically reduce errors in care.

EDUCATION:

University of Pittsburgh Graduate School of Public Health Pittsburgh, PA *Masters in Health Administration, Health Policy and Management May 2013*

Dean’s Day 1st Place Master’s Category, University of Pittsburgh Pittsburgh, PA *Master’s Thesis: Management & Policy Analysis of Liberia’s National Health Plan 2011-2021 Spring 2013*

PUBLICATIONS:

1. Talbert-Slagle K, **Koomson F**, Candy N, Donato S, Whitney J, Plyler C, Allen N, Mourgos G, Marsh RH, Kerr L, Wong R, Fallah M, Dahn B. **Health Management Workforce Capacity-Building in Liberia, Post-Ebola.** Ann Glob Health. 2021 Oct 8;87(1):100. doi: 10.5334/aogh.3250. PMID: 34707980; PMCID: PMC8499719.
2. Adeiza MA, Wachekwa I, Nuta C, Donato S, **Koomson F**, Whitney J, Plyler C, Kerr L, Sackey G, Dunbar E, Talbert-Slagle K, Klar R, Marsh RH, Caldwell S, Toomey J, Ogbuagu O. **Gaps and Opportunities in HIV Service Delivery in High Volume HIV Care Centers in Liberia: Lessons From the Field.** Ann Glob Health. 2021 Nov 24;87(1):115. doi: 10.5334/aogh.3246. PMID: 34900615; PMCID: PMC8622325.
3. Marsh, R. H., Plyler, C., Miller, M., Klar, R., Adeiza, M., Wachekwa, I., **Koomson, F.**, Garlo, J. L., Kruah, K., Lake, S. C., Matte, R., Cook, R., Maweu, D., Kerr, L., Ogbuagu, O., Talbert-Slagle, K., & Dahn, B. (2021). Facing COVID-19 in

Liberia: Adaptations of the resilient and responsive health systems initiative. *Annals of Global Health*, 87(1), [101].
<https://doi.org/10.5334/aogh.3245>

University of Pennsylvania Philadelphia, PA *Bachelor of Arts, Double Major: Health & Societies/African Studies May 2008*

SPECIAL SKILLS:

LANGUAGES

- Conversational proficiency in French & Spanish, Working knowledge of Vai (Liberia) & Wolof (Senegal).

PROGRAMS

- Microsoft Office Suite: Word, Excel, & PowerPoint.

CERTIFICATIONS

- CPR (American Heart Association), EMT-B