

Celeste A. Roberson, B.S.N., M.P.H.

Senior Partner of Roberson, Muck & Associates (RMA)

PRESENT

RESPONSIBILITIES

Ms. Roberson is a Senior Partner of Roberson, Muck & Associates, a multi-faceted home care consulting firm specializing in operational management. Ms. Roberson assists companies with strategic planning for the provision of home care services/products. In addition, she performs comprehensive operational and clinical reviews of home care entities, and is involved in assisting companies with analysis related to potential home care market entry and/or acquisition. Ms. Roberson is the RMA Senior Partner responsible for the firm's initiatives related to client data management and technologies for enhanced decision-making. She is a frequent lecturer at trade association and state meetings, discussing such topics as effective home care management practices, comparative/statistical data useful in evaluating a home care company's performance and optimizing reimbursement methodologies.

PRIOR

EXPERIENCE

Voluntary Hospitals of America (VHA)-Home Healthcare

Irving, Texas

- Vice President, Consulting Division; established home care consulting division and services for the VHA hospitals involved in/planning involvement in home care (approximately 400 hospital-home care companies). Responsibilities included:
 - ◆ Comprehensive operational assessments of hospital-home care businesses.
 - ◆ Feasibility studies for hospitals considering entry into the home care market.
 - ◆ Development of strategic plans for hospital-home care companies.
 - ◆ Establishment of a business network for the VHA hospital-home care companies known as Interlock.
 - ◆ Development of the **first** multi-product comparative data network (benchmarking) for home care through Interlock.
 - ◆ Design and implementation of national conferences for the VHA hospital-home care businesses.
 - ◆ The provision of assistance to the VHA-Home Healthcare operating companies (23 multi-product home care businesses across the nation) in areas of reimbursement, planning and operational enhancement.

Affiliated Home Care Consultants

Irving, Texas

- Partner and Consultant; established consultation partnership for health care systems with a focus on home care. Responsibilities included:
 - ◆ Operational assessments of home care and hospice organizations, including data analysis to determine areas for operational enhancement.
 - ◆ Interim management agreements for troubled companies.
 - ◆ Provider negotiations with fiscal intermediaries.
 - ◆ Development of operating policies and procedures.
 - ◆ Collections management.
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Celeste A. Roberson, B.S.N, M.P.H., continued

Comprehensive Home Health Care, Inc. Wilmington, North Carolina

- Director; responsible for daily operation of a multi-unit home care company providing intermittent care, home medical equipment (HME), infusion therapy, private staffing and ambulance transport services. Responsibilities included:
 - ◆ Budgeting.
 - ◆ Policy and procedure development.
 - ◆ Personnel management.
 - ◆ Fiscal intermediary relations.
 - ◆ Program direction.

Visiting Nurse Association of Dallas Dallas, Texas

- Manager of Home Hospice; established one of the 26 "HCFA" demonstration hospice programs. Responsible for:
 - ◆ Program direction.
 - ◆ Supervision of patient services.
 - ◆ Coordination with Brown University researchers.
 - ◆ Relations with HCFA project personnel.

New Hanover County Health Department Wilmington, North Carolina

- Lead Poison Control Coordinator and Home Care Nurse; responsible for implementing a program for the identification of children with lead poisoning with the assistance of the Center for Disease Control and providing home care services. Responsibilities included:
 - ◆ Program development and direction.
 - ◆ Development of screening and follow up clinics.
 - ◆ Design of a tool to measure subtle learning disabilities in children with chronic low levels of lead poisoning.
 - ◆ Home care case management and visits.

EDUCATION

University of North Carolina at Chapel Hill (UNC)
1980 Masters Public Health- Administration
1974 Bachelor of Science-Nursing

PROFESSIONAL AFFILIATIONS

- National Association of Home Care
- Association for Home & Hospice Care of North Carolina
- Sigma Theta Tau & Delta Omega (Honorary Societies)

AWARDS

- Association for Home & Hospice Care of North Carolina's Ellen B. Winston Award - 2002
- UNC: School of Public Health - Margaret-Blee-Ruth Warwick Hay Award - 1979/1980
- UNC: School of Nursing - George Levis Leadership Award - 1974