



JASMINE HICKS

MPH, CPXP, FACHE

Public health professional with over 12 years of experience as a leader in the healthcare industry. Equipped with cross-functional management experience, the ability to effectuate change through influence, and the skillset to strategize based on data. Committed to fostering a culture of trust and authenticity to drive transformational results and operational efficiency.

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JasmineSeunarine@gmail.com

West Orange, New Jersey

Education

Master of Public Health

City University of New York -
School of Public Health

Bachelor of Arts - Psychology

City University of New York -
Hunter College

Core Competencies

Operational efficiency
Executive & cross-functional team leadership
Change management
Fiscal management
Patient experience innovation
Strategic partnerships

Certifications

Fellow of the American College of Healthcare
Executives (FACHE)

Certified Patient Experience Professional
(CPXP)

Work Experience

Optum

Program Manager, Optum East

2022-present

- Collaborated with executive leadership to align patient experience initiatives with organizational growth strategies for the Optum East region (~350 clinics).
- Partnered with providers to deliver coaching and education on patient experience best practices.
- Developed human-centered strategies, working with marketing, multipayers, quality analytics, and survey vendors as the subject matter expert.
- Supported over 100,000 full-risk lives in the greater New York metro area.

Accomplishments

- Developed the tri-state Practice Coaching program achieving a 10-point average increase in Net Promoter Score (NPS).
- Enhanced the Provider Coaching program and created a replicable Provider Coaching Playbook for nationwide implementation.

CareWell Health

Director, Patient Relations & Labor Performance Improvement

2020-2022

- Led a 14-member team through hospital-wide patient relations transformation and process improvements.
- Developed and managed the hospital's first call center (4 FTEs).
- Analyzed Press Ganey data to drive changes addressing patient concerns.
- Partnered with marketing during ownership transition to develop promotional strategies, redesign the website, and implement wayfinding signage.
- Collaborated with HR to revise resumes and job descriptions, emphasizing patient experience.

Accomplishments

- Developed policies that reduced missing patient belongings by 40% and complaints by 20%.
- Collaborated with nursing leadership on a "breakthrough" project to create an internal communication database, reducing ED bottlenecks and decreasing patient throughput by 12 minutes.
- Established the first full-day Patient Experience orientation for new employees.
- Led the creation of a family bereavement room, lactation room, and universal prayer room.
- Developed CWH's inaugural all-girls High School Career Readiness program.

Manager, Labor Performance & Improvement

2019-2020

- Collaborated with Finance, Operations, and HR to optimize position control, manage overtime, and enhance productivity.
- Oversaw staff adjustments based on census and acuity, regulated premium labor usage, and partnered with leadership to drive financial and operational budgeting.
- Served as Administrator on Call.

Accomplishments

- Eliminated contracted labor, achieving a cost savings of \$1,170,423.
- Reduced FTEs/AADC from 5.13 in FY2020 to 4.81 in FY2021, exceeding the goal of 4.9 FTEs/AADC.

New York City Health + Hospitals

City Research Scientist

2017-2019

Assistant Coordinating Manager

2014-2017

Community Liaison Worker

2012-2014