

MARLENE FRASCA, M.S., SPHR

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Human Resources Professional and Educator

Versatile and energetic human resources professional with twenty years of extensive experience in a variety of healthcare settings. Makes confident decisions, delivers quality projects on time and collaborates with operations as a business partner. A well-rounded expert in all areas of human resources emphasizing employee relations, talent acquisition, regulatory compliance, and workplace safety.

Education

Masters Degree in Human Resources Development and Administration
Barry University, Miami Shores, Florida - 2007
Bachelor of Science in Business Administration, Summa Cum Laude,
Christopher Newport University, Newport News, Virginia -1987

Teaching Experience

South University, West Palm Beach, Florida
Adjunct Instructor- "Human Resource Management", "Employment Law", "Workforce Staffing and Recruitment"- 2009 to Present
Keiser University, West Palm Beach, Florida
Adjunct Instructor- "Human Resource Management"- 2009 to Present
Lynn University-Boca Raton, Florida
Adjunct Instructor-"Human Resource Management"- Spring 2010
Barry University-West Palm Beach Campus
Lecturer of Education-"Organizational Communication"- Spring 2010

Professional Experience

BROOKDALE SENIOR LIVING, INC. 2001-2009

Brookdale is one of the nation's largest providers of senior living, headquartered in Nashville, Tennessee. Brookdale was formed by the merger of Alterra Healthcare, American Retirement Corporation and Brookdale Senior Living.

Regional Human Resources Director

Provides leadership to divisional management in all areas of human resources for multi-site and multi-state operations.

- Significantly reduced costs of work related injuries by increasing awareness of safety through exciting employee safety contests and enhanced managers' claims training.
- Improved employee satisfaction survey scores by carefully analyzing survey results and developing effective, result oriented action plans.
- Improved on-boarding process resulting in higher key management personnel retention rates and instituted post-hire interviews to gauge new position satisfaction.
- Resolves multiple, complex employee issues by providing solutions balancing management and employee needs along with company culture.

- Responds to state and federal regulatory agencies (EEOC, Florida Commission on Human Relations, OSHA and NLRB) by conducting thorough investigations resulting in well documented, substantiated and fair resolutions.
- Designs and delivers highly rated, effective training programs in performance management, union awareness, change management, recruitment and retention and workers' compensation.
- Became a stronger business partner with operations by earning an Assisted Living Administrators (ALF) state license.

HEALTH SYSTEM ONE & MEDPARTNERS, INC. 1997 – 2001

Health System One was formed by a management buy back of subsidiaries of MedPartners, Inc formerly the largest physician practice management company in the nation headquartered in Birmingham, Alabama.

Director of Human Resources, Health System One Inc. 1999-2001

- Quickly established the human resources department following the formation of Health System One. Created policies and procedures, employee handbook, recruitment process, and orientation program consistent with the new company's corporate mission. Worked closely with senior management to select a professional employer organization (PEO) as the most cost effective means to provide a comprehensive benefit program for 200 employees at 13 sites.

Director of Human Resources, Southeast Region of MedPartners, Inc. 1997-1999

- Established a new regional human resources service center in Fort Lauderdale, Florida recognized for its responsiveness to 1,500 employees located throughout the southeast United States.
- Achieved a smooth transition of human resource functions during MedPartners' complex divestiture of operations and formation of Health System One.

GOOD SAMARITAN AND ST. MARY'S MEDICAL CENTERS 1993-1997

Highly regarded acute care hospitals located in West Palm Beach, Florida.

Human Resource Manager-Good Samaritan and St. Mary's Shared Services Division

- Following the merger of these culturally diverse competitors, worked tirelessly to provide human resource support during the integration of two hospital ancillary services departments and multi-site physician groups. Eased a turbulent transition by positively responding to compensation and benefit questions as a result of a change in benefit package and adjustment to support services concept.

Employment Coordinator-Good Samaritan Medical Center

- Revitalized the overall hiring process at Good Samaritan Medical Center with 1,400 employees including creatively sourcing candidates and conducting salary surveys to insure competitiveness. Coordinated new employee orientation program and monitored trends through employee satisfaction surveys and exit interview results to insure retention of critical healthcare personnel.

RIVERSIDE HEALTH SYSTEM 1987-1993

Riverside is a highly respected healthcare system serving Newport News and the surrounding communities of the southern Virginia peninsula.

Director of Human Resources-Riverside Rehabilitation Institute

- Employed innovative techniques to recruit nationally for critical healthcare professionals in highly competitive fields...nursing, physical therapy, occupational therapy, speech, and psychology while reducing advertising expenses 58.8% in two years.
- Reduced cost of unemployment compensation claims by 93% in two years. Reduced employee turnover 6.5% in three years

Professional Interviewer-Riverside Regional Medical Center

- Successfully recruited for non-nursing personnel at Riverside Regional Medical Center with 2,000 employees, in high volume, fast paced and competitive labor market.

Marketing Associate- Riverside's Warrick Forest Retirement Community

- Cultivated potential residents leading to sales for Riverside Retirement Community
- Promoted retirement community benefits by presenting programs to community organizations.
- Assisted in staging public relations events for prospective residents.

Professional Development

Certified Senior Professional in Human Resources (SPHR) through December, 2011
Professional Development Chair-Human Resource Association of Palm Beach County
Certification-Healthcare Risk Management
Executive Volunteer Corps-Nonprofits First, Palm Beach County, Florida