

# SHELLEY SIMON, RN, DC, MPH, EdD

## CURRICULUM VITAE

### EDUCATION

Ed.D.	Doctorate in Educational Leadership/Post Secondary Education Portland State University, Portland, Oregon, <i>Summa Cum Laude</i> Dissertation: <i>Subjectivity and the Experiencing Body: Toward an Ecological Foundation for Adult Learning</i>	1996 - 1998
M.P.H.	Masters in Public Health/Health Education and Promotion Portland State University, Portland, Oregon, <i>Summa Cum Laude</i>	1993 - 1996
D.C.	Doctor of Chiropractic Western States Chiropractic College, Portland, Oregon <i>Summa Cum Laude; Valedictorian of graduating class</i>	1977 - 1981
B.S./R.N.	Downstate Medical Center State University of New York, College of Nursing, <i>Summa Cum Laude</i> Liberal Arts, Brooklyn College, CUNY Liberal Arts, Queens College, CUNY	1972 - 1974 1970 - 1972 1968 - 1970

### ADMINISTRATION EXPERIENCE

**Oregon College of Oriental Medicine**, Portland, Oregon 2002 - 2004  
280 students in their master's program, 20-40 students in doctoral program, 10 full time faculty (>35 part-time faculty), 20 full-time administrators and additional staff.

#### **Interim President (2003 - 2004)**

- Achieved national re-accreditation for maximum five years, cited as “*one of best self-studies that ACAOM ever received;*” personally recognized in Accreditation Report as two of the six significant strengths of the college “*visionary leadership*” and “*financial stewardship.*”
- Led a nine-month campus-wide visioning and planning process; developed and adopted a 5-year strategic plan based on strengthening infrastructure, consolidating gains, and building a sustainable future.
- Strengthened infrastructure by upgrading the financial systems and budgeting process, information technology, human resources and formal review process, and faculty/staff development.
- Restructured budgeting process to specifically and locally predict, track, and evaluate operational expenses and revenue at departmental level.
- Established clinical site at Richmond Clinic for student training in collaborative partnership with OHSU.
- Provided strong leadership during a period of unprecedented growth and transitions in institutional identity; empowered staff in the visioning and planning process and established a culture of collaboration in strategic actions.
- Instituted project management tools and procedures focused on scope, time, and cost, ensuring that activities were tracked and successfully completed.
- Led successful national search process for hire of new Vice President of Academic Affairs.
- Forwarded partnerships with two Chinese Academic Institutions in service to doctoral program, to provide training experiences in China for students and to send senior Chinese faculty to the US.

#### **Vice President of Academic Affairs (2002 - 2003)**

- Launched first clinical Doctoral Program in Chinese Medicine in the US.
- Designed an innovative, successful on-site admissions weekend for doctoral students.
- Developed and implemented doctoral program, including recruitment, marketing, enrollment, program design and assessment, scheduling and budgeting.
- Designed numerous assessment tools for data gathering and analysis relative to doctoral students, program evaluation, and future accreditation criteria.

## **Palmer College of Chiropractic, Davenport, Iowa**

1999 - 2002

Independent chiropractic academic institution enrolling approximately 1800 students, while cooperating in many operational and administrative areas in the Palmer College University System, a multi-campus system.

### **Vice President for Academic Systems (2001 - 2002)**

- Senior Advisor to President on integration of academic systems across multiple campuses including coordination of core curriculum, projects, and institutional needs.
- Member of committee developing innovative curriculum model integrating academic and clinical training for Palmer College's new campus in Florida.
- Represented President at various national meetings of professional organizations and associations.
- As member of President's Council, participated in fund raising efforts, including \$25 million dollar capital campaign design, alumni association cultivation, and President's Club memberships.
- Developed core curricular thread on a 5-class sequence Practice Management and Business Skills.

### **Vice President for Clinical Affairs (2000)**

- Restructured clinic administration and leadership teams to engender broader engagement and accountability in meeting clinic mission and explicit goals.
- Expanded Clinic Abroad program, quarterly trips of groups of students to sites throughout Asia, South and Central America, Nepal and India to deliver care to underserved populations, often exceeding 3,000 patient visits.
- Coordinated the first chiropractic college established in Brazil in partnership with Palmer College.
- Created business efficiencies throughout clinic system.
- Mentored and promoted the Clinic Business Manager to the senior clinic leadership team and the Director of the main clinic to the Dean of Clinics.
- As member of President's Council, advanced policy recommendations on issues relative to student retention including debt load and financial aid, admission requirements, program and student assessment, and institutional default rates.
- Successful transformation of budgeting process of \$5.5 million, making the budget transparent to ten departmental managers and senior administrators who became successful at operating with available resources, generating projected revenues, and participating in continued budgeting efforts.
- Instrumental role in forwarding a system-wide initiative leading to the adoption of a Professional Development Plan for all faculty and administrators.
- Advanced several curriculum revisions to meet evolving accreditation standards, incorporate best clinical practices, and demonstrate evidence-based outcomes in both student learning and clinical care.
- Instituted a year long learning project to remedy gap in faculty research knowledge and skills, leading to improved research competencies and scholarly outcomes, including published case studies and inclusion of scholarship/research requirement for faculty in their Professional Development Plans.
- Contributed to system-wide initiative developing patient care guidelines, best practices, and clinical pathways.

### **Dean of Clinics (1999)**

- Responsible for the hiring, assessment, and development of 45 full-time faculty, 12 post-graduate residents, 15 senior/middle administrators, and over 100 clinic staff personnel.
- Designed a new Employment Procedure Manual, a revised Clinic Ethics Handbook, and a new Clinic Compliance Program.
- Established higher standards in the delivery of clinical education to 1400 students, patient services and programs to the community offered through 650 students at multiple sites, and research activities.
- Strengthened infrastructure, created efficiencies, and increased production at multiple clinic sites, with main clinic seeing 6000 patient visits a month in 57 treatment rooms, 12 exam rooms, and 6 patient education rooms.
- Led collaborative project with clinical faculty to design and produce an innovative series of 12 patient education pamphlets marketed through an entrepreneurial division at Palmer College University System.
- Established local conflict management protocol and communication pathways throughout clinic system.

## **CONSULTING**

### **Beyond Practice Management Inc, Founder and President**

Established in 2005; offering innovative coaching and customized consulting services for healthcare practitioners; focusing on leadership and team development for building healthy practices; developing strategies and competencies for sustaining peak performance, managing change, and maintaining work-life balance; facilitating staff training, workshops, and strategic planning retreats; utilizing formal assessments including emotional intelligence and EQ In-Action profiles to support training and development.

Delivered short and long-term coaching and consulting in patient and practice management to individual health practitioners, large clinics, and multi-disciplinary practices with focus on professional and personal development, goal creation and strategic implementation for development, management, and service issues. 1985 - 2004

Professional consultations to chiropractors through QUEST and CLA programs. Developed marketing plans for Chiropractic Management Consultants, Portland, Oregon. 1987 - 1996

Western States Chiropractic College: Project Coordinator for accreditation process of College by the federally appointed Council on Chiropractic Education (CCE). 1981

## **SEMINARS/PUBLIC SPEAKING**

1987 - present

Frequent presenter to large and small audiences in both private and public sectors. Delivered well over 100 weekend workshops, as well as numerous presentations at professional organizations. Seminars in Practice Management and Professional Development for chiropractors, dentists and staff dealing with the following topics:

- Visioning and mission statement development
- Strategic planning and storyboard techniques
- Project management
- Patient-doctor relationship
- Patient education
- Communication skills
- Change management
- Staff training
- Financial policies, insurance and collection strategies, fiscal management issues
- Statistical tracking of practice indicators
- Selling/buying practices
- Ethical issues

## **TEACHING EXPERIENCE**

### **Portland State University**

*Adjunct Faculty*, 1998 - 1999

Graduate School of Education: Philosophy of Education; Philosophy of Nonviolence: Gandhi and others

### **Linfield College**

*Adjunct Faculty*, 1999

Department of Health and Human Performance, Health Education and Promotion

### **Western States Chiropractic College**

*Assistant Professor*, 1981 - 1984

Clinical Sciences: Physical Diagnosis I/II (Didactic and Lab); Differential Diagnosis; Clinical Laboratory; Clinical Pathology; Cardiorespiratory; Gastroenterology

*Teaching Assistant/Instructor*, 1977 - 1981

Anatomy Dissection Lab, Gynecology Lab Instructor as graduate student

## **CHIROPRACTOR**

Clinical chiropractic practice, Portland	1989 - 1999
Solo practice established at Community Chiropractic Center, Portland	1985 - 1987
Practice, John's Landing Chiropractic Center, Portland	1984 - 1985
Practice, Portland	1982 - 1983

## **NURSING**

St. Vincent's Hospital, Portland, Oregon, Emergency Department Staff Nurse	1977 - 1981
Alta Bates Hospital, Berkeley, Medical Care Unit	1976 - 1977
UCLA Medical Center, Los Angeles, California, Charge Nurse on Medical Care Unit	1974 - 1976

## **HONORS/AWARDS**

International Honor Society – Kappa Delta Pi	1996 - present
Who's Who in Science and Engineering	1998 - 1999
Oregon Laurels Graduate Scholarship	1995 - 1998
Who's Who in American Colleges and Universities	1995 - 1998

## **RESEARCH PROJECTS**

Complementary and Alternative Medicine (CAM) Education Grant: NIH/National Center for Complementary and Alternative Medicine R25 award to Oregon Health Sciences University; 5/1/02 - 4/30/06.  
Principle Investigator: Edward Keenan, Ph.D.; Co-Investigator: Shelley Simon, R.N., D.C., M.P.H., Ed.D.

## **PUBLICATIONS**

- Poster Presentation. *Biocultural Shaping of Health Outcomes: The Need For A Contextual Model*. World Federation of Chiropractic Biennial Congress, Paris, France, May 2001.
- Simon, Shelley. *Crafting a Model of Patient Education: Negotiating Meaning and Shared Clinical Reality*. *Top Clin Chiropr* 2000; 7(4):57-66.
- Simon, Shelley. *Subjectivity and the experiencing body: Toward an ecological foundation for adult learning*. Diss. Portland State University, 1998. Ann Arbor: UMI, 1998. 9904058.

## **TRAINING AND CERTIFICATIONS**

- Hudson Institute of Santa Barbara (Professional Coaching Certification)
- International Coach Federation (ICF) Certification
- EQ Learning In-Action (Certified Consultant/Emotional Intelligence Profile for Individuals and Teams)
- Teacher Development Intensive in Mindfulness-Based Stress Reduction (Center for Mindfulness in Medicine, Healthcare and Society at the University of Massachusetts Medical School).
- Leadership for Collective Intelligence (Dialogos)
- Crucial Conversations Training (Vital Smarts)
- Conflict Mediation (32 hour certificate training)