

Mala Crossley PharmD, MBA

Cincinnati, OH 45206 • (530) 402-5895 • mala.crossley@stranzcrossleyinc.com

Dynamic **Healthcare Executive** with a time-tested record of progressive leadership within the pharmacy industry. Catalyst for transformational change with a history of driving new levels of quality, efficiency, growth, and profitability, creating new and turning around struggling branch operations, revitalizing underperforming teams, and site of care initiatives. Recognized as an authority in cost effectiveness, health outcomes analytics, physician office dispensaries, specialty and infusion services, including implementation, regulatory compliance, accreditation, multi-site operations, clinical services, and infrastructure design. Known for infectious enthusiasm.

- **Business Development:** Successful business start-up and growth through operational excellence, payer contracting and customer allegiance, with experience from regional to national providers. Improving performance, internal audits, growth and increasing efficiency through engagement, implementation and commitment.
- **Clinical Services:** Leader in the safe and efficient provision of advanced specialty and infusion therapies in the home and ambulatory setting with sustained involvement in cutting-edge therapies through extensive understanding of the clinical and operational model.
- **Industry Leadership:** Subject matter expert and presenter for clinical and operational pharmacy programs at regional and national forums, as well as the author of guidelines and policies.
- **Restructuring and Turnaround:** A history of turning around and rebuilding struggling pharmacies, programs and businesses. Expert in effective change management.
- **New Program Development and Implementation:** Extensive experience in cost saving initiatives, profitability analysis, organizing/developing/implementing/managing new programs and services, directing operations, clinical, supply chain, compliance, and payer contract acquisition.

Professional Expertise

- Operations/Lean Practice
- Strategic Planning and Execution
- Program Development and implementation
- Payer Program Development
- Patient Management Programs
- Regulatory / Standards Compliance
- ACHC / URAC Accreditation Standards Expertise
- Health Economics and Outcomes
- Team Building

Professional Experience

STRANZ CROSSLEY INC, Cincinnati, OH

2018 –

PRESIDENT and CO-OWNER

Shared responsibility for creation and expansion of a successful private corporation. We provide cost effective revenue growth through payer contracting, therapy profitability and business model analysis, Lean practice, and new business opportunity analysis.

- ACHC Specialty/Infusion/PCAB accreditation surveyor and internal project subject matter expert
- Pharmacy business development and implementation
- Behavioral health hospital services (start-up)
- Profitability initiatives, growth opportunities, cost savings/containment initiatives and waste management programs.
- Ambulatory Infusion, USP standards implementation
- Workflow/Policy Templates

- Cleanroom design/build
- Agents for several service corporations (IDNs, Rural Hosp., Start-ups, CAHs, AICs, Home Infusion and Specialty)
- Recognized program developer, speaker, and author.

ELWYN PHARMACY GROUP, Philadelphia, PA

2016 – 2017

VICE PRESIDENT, PAYER RELATIONS

Drives the Business Development program, establishing the methods to meet performance requirements. Severed on acquisition of Elwyn by Biomatrix Specialty Pharmacy due to overlapping responsibilities.

- Developed contracting strategy, negotiation, and implementation procedures.
- Evaluated current and future contracting opportunities, including investment and profitability.
- Analyzed existing contract performance and implemented improvements to increase throughput.
- Developed and fostered strong, positive working relationships with existing and future payers.
- Defined and disseminated the contractual requirements of the payer contracts.
- Contracted with numerous regional and Medicaid plans, and fourteen national payers.
- Developed and implemented payer outcomes data requirements, managed RFI/RFPs and participated in generating and reporting the requirements.

CROSSLEY, LLC., Cincinnati, OH

2014 - 2018

CONSULTANT:

Client Services:

- Patient/Clinical Outcomes data analytics and predictive modeling
- Development and Implementation of Clinical and Operational Models
- Cleanroom design/build
- Development and Implementation of HUB pharmacy models
- Lean Pharmacy

Employed by:

- RMS Medical (medical device company) - Pharmacy specialist and resource (2014 – 2015)
- Accreditation Surveyor – HQAA (2015 - 2016)
- Accreditation Surveyor - Accreditation Commission for Health Care since 2017

CARECENTRIX, Hartford, CT

2015 – 2016

SENIOR DIRECTOR, BUSINESS AND PROTOCOL DEVELOPMENT

- Developed, modified, and presented novel care management programs to obtain payer contracts.
- Developed and implemented operational model to improve services.
- Negotiate agreements with pharmaceutical manufacturers to coincide with care management programs.
- Identified, evaluated and established new products and services.
- Conducted data analysis, cost saving and predictive modeling for current and future payers/hospital clients.
- Created protocols for advanced specialty infusion services such as intravenous immunoglobulins, enzyme replacement and numerous biologic therapies.
- Developed complex financial modeling by site of care.
- Modeled and implemented operations for Hub services.
- Provided clinical and operational structure and control measures to the business incubator facility.

BIOSCRIP, Philadelphia, PA

2009 – 2014

NATIONAL DIRECTOR, CLINICAL OPERATIONS / SPECIALTY INFUSION SERVICES

- A multifaceted position accountable for business growth and clinical/operational excellence across all BioScrip pharmacies and their PBM. The expectation was the creation of sustainable performance in a limited time frame.
- Acting Branch/Pharmacy Manager in San Francisco, Burbank, San Diego, New Orleans, Baltimore offices
- Developed and implemented payer outcomes data requirements across entire company.
- Developed and executed outcomes program to include data analytics and reporting, payer/client presentations
- Developed and maintained the automated controlled substance reporting system.
- Created, implemented and improved clinical and operational pathways using lean practices.
- Pharmacy software trainer, including training tool development.
- Supervised up to thirty-three infusion branches on expense control/reduction, staffing, lean operations, and

compliance with policy, accreditation standards, resident and nonresident pharmacy regulations.

- Trained new pharmacy leadership, taught branch teambuilding and leadership skills.
- Generated policy, clinical protocols, and payer/PBM drug programs
- Audit and remediation for accreditation, NABP VPP and VAWD programs
- Created and implemented therapy specific Center of Excellence program.
- Oversight of high-risk compounding program. Trained in intrathecal analgesic compounding.
- Clinical and operational oversight of the Hub Service programs.

GENERAL/PHARMACY MANAGER, BIOSCRIP SPECIALTY COMMUNITY PHARMACIES (2009 – 2010)

- Operational, clinical, inventory and managerial control of the Kansas City specialty pharmacy.
- Responsible for sales & marketing, growth, inventory management, manufacturer programs, audits, new service/therapy development and implementation.
- Revitalized staff, restored referral source and patient confidence in the pharmacy.
- Achieved fourfold revenue growth to \$50 million, received company recognition and promoted for performance.

OMNICARE, Kansas City, MO

2008 - 2009

CONSULTANT/OPERATIONS PHARMACIST

- Responsible for clinical consultation (medication therapy management and therapy recommendations) for patients in LTCF and assisted living facilities in Kansas City metropolitan area.
- On-call pharmacist
- Weekend pharmacist in charge

CHILDRENS MERCY HOSPITAL & CLINICS, Kansas City, MO

2007 - 2008

DECENTRALIZED PHARMACY MANAGER

- In-charge of all pharmacy clinical and operations
- Third in charge of pharmacy department,
- P&T pharmacy chair
- Managed all clinical and operational staff.
- In-charge of software selection, training and implementation
- In-charge of accreditation and regulatory compliance
- Inventory management
- Developed and implemented new programs.

ST. THOMAS HOSPITAL, Nashville, TN

2004 - 2007

MANAGER, INPATIENT AND OUTPATIENT STERILE COMPOUNDING SERVICES.

- Managed all Sterile compounding staff.
- In-charge of all training and development of all pharmacy staff on sterile compounding
- Preceptor for pharmacy residents and students
- Clinical Trials pharmacist
- Policy development and implementation
- Inventory management
- Implemented USP Chapter 797 standards in a busy hospital-based infusion service.

HEMOPHILIA HEALTH SERVICES, AN ACCREDO COMPANY, Nashville, TN

2002 - 2004

PRODUCTION / CLINICAL PHARMACIST

- Management of technical staff
- Provided clinical services to hemophilia patients and their support network.
- Staff Training and development
- Streamlined operations.

ST. JUDES HOSPITAL, Memphis, TN

1997 - 2002

CLINICAL STAFF PHARMACIST/TRANSLATIONAL TRIALS UNIT PHARMACIST

- Pharmacist on collaborative care team
- Clinical trial drug controls
- Data collection, and outcomes analysis of trials
- Attended and participated in codes.
- Supervised technical staff.
- Nurse training
- Drug training

Educational Background, Certificates, Licensure and Professional Memberships

Education:

Ohio University, Athens, OH: MBA
University Arkansas, Little Rock, AR: PharmD
St John's University, Jamaica, NY: BS

Certifications:

Antimicrobial Stewardship Certificate Program Pharmacy-SIDP
Regulatory Specialist (PRS)
Immunization certification
Customer Service Training
NASM-CPT (2023-2025)

Licensure:

Tennessee
Missouri
Ohio

Committees:

National Home Infusion Association. Sterile Compounding Clinic Faculty
Infusion Nurses Society—Standards Reviewer
American Society of Health Systems Pharmacists – Advanced Sterile Compounding Certificate Program Reviewer