

**Doreen L. Guma, M.A., FACHE, CPHRM, CPC, CLC**  
**Risk Manager, Customer Experience, Consultant, Speaker, Author, Certified Life Coach**  
**Certified Coach in Social & Emotional Intelligence**

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**Overview / Bio:**

Doreen is the author of the book, *If I Knew Then What I Know Now, Our Quest for Quality of Life*. She has earned a Bachelor of Science in Management, a Masters Degree in Business and Policy Studies, is a Fellow of the American College of Healthcare Executives (FACHE), a Certified Professional in Healthcare Risk Management (CPHRM), a Certified Coach for Social and Emotional Intelligence, a Certified Professional Coach, and a Certified Life Coach.

Her passion in quality improvement and risk management led her to become a full-time consultant in 2006. She works with individuals and/or entire organizations to develop strengths and positive and proactive initiatives. With an emphasis on enterprise risk management, and utilizing an organization-wide risk management and quality improvement approach, she works with interdisciplinary teams to identify proactive opportunities, develop and implement Initiatives to improve and/or repair organization reputation, improve customer satisfaction, achieve corporate and regulatory compliance, develop and launch new programs and service lines, as well create and coordinate programs and events for community outreach and education.

As a speaker, Doreen has been honored to present at both national and local conferences. Her years of research has shown that employee behavior is the root cause that poses the greatest risk to any organization. She approaches each program as a unique opportunity to educate individuals and/or workplaces to strengthen skills including self-awareness, stress management, behavioral self-control, empathy, communication, teamwork and leadership. She has found that these skills are necessary to decrease hostility and incivility in our workplaces, decrease risk for EEOC claims, create cohesive and collaborative teams, increase worker engagement, build proactive and strong workplaces, and educate and spark individuals to create their best life – individually and collectively.

Doreen has developed and trademarked the Employee Prevention Program® and Enjoy Life Community® best workplace practice solution to bring a positive and visible initiative, not a punitive focus, to our workplaces, as well as the PREinvent YOUR Life® program and “I AM Awesome” workshops.

Ms. Guma has held positions as Director of Quality Improvement, Risk Manager, Director of Medical Records, Corporate Compliance Officer, HIPAA Privacy Officer, responsible to develop these and other programs at a brand-new skilled nursing and rehabilitation center. Please see job history for an expanded list of skills and responsibilities.

**Owner: Direct Drive, Inc. / D. James Marketing Corp. – 7/05 to Present  
Port Jefferson Station, New York**

- **Performance Improvement, Risk Management, Marketing / Community Outreach**
- **Coach & Consultant for Individuals and Organizations**

A boutique organization committed to fostering success for clients and provide resources and tools to stand out from their competition. Services are tailored to the needs of each client and may include:

- **Please see responsibility and skills list from Island Nursing and Rehab Center, below**
  - Risk Management, Quality Improvement, Corporate Inservice and Training, EEOC and Workers Compensation Initiatives and training, Corporate Reputation Improvement and Repair, New Program Development, Event Planning, Marketing, Community Outreach, Publicity
  - Planning and strategies for clients to reach their growth, revenue goals and target markets
  - New program generation and strategic planning
  - Reputation Improvement
  - Marketing, Public Relations, Events: Comprehensive approach to communicate successful initiatives to the community and convey the client's business goals and objectives.
- **Founder of the Time to Play Foundation, established July, 2014**  
The Time to Play Foundation, Inc. is a 501c3 not for profit corporation with the mission and purpose to enrich the lives of others through programs, public awareness outreach activities, events and learning opportunities that further the concept of enjoying life.
  - **Author: If I Knew Then What I Know Now, Our Quest for Quality of Life – 6/2013**  
“There is strength and promise within these pages to inspire any reader seeking to find quality of life. Join us on our journey as we courageously share our heartfelt stories about what we have learned through life lessons and trial and error. If I Knew Then What I Know Now is a compilation of our experiences, things we have done, observations we have made and what we have discovered.”  
Xulon Press. ISBN 978-1-62697-219-3

**Director of Quality/Performance Improvement, Director of Medical Records, HIPAA Privacy Officer, Risk Manager — 4/01 to 4/06 Island Nursing and Rehab Center, Holtsville, New York**

- Part of the leadership team tasked to open this brand-new facility
- Facility Quality Improvement / Risk Management / Regulatory Compliance
  - Enterprise risk management functions: operational, clinical and patient safety, financial, legal and regulatory, hazard, human capital, technology (HIPAA), and strategic risks
- Proactive program development and follow-up
- Policy & Procedure Development, Review & Compliance
- Federal and State Regulatory Compliance, survey preparation and survey leadership team
- Contract negotiations, review, purchasing negotiations
- Medical Staff Credentialing
- Incident and Accident Oversight, Tracking, Reporting
- Benchmarking | Development of Facility Teams for QI Initiatives
- Facility Liaison for Proactive Quality Indicator Initiatives including with CMS / IPRO / CCLC
- Liaison to Facility Attorney
- Developed Medical Records Department and Incident & Patient Tracking Databases
- Committee Chair & Coordinator – Ethics, Bylaws, Pharmacy & Therapeutics, Quality Improvement, Institutional Review Board, Environment of Care / Safety, Medical Board
- Customer Satisfaction Surveys & Patient Liaison / Patient Complaints & Compliments
- Speakers Bureau Development
- Coordination of Facility Events, Health Expos, Fundraisers
- Employee safety and incentive programs
- Orientation and in-service education to all staff members including management, medical and ancillary
- Author and designer of facility newsletters, staff spotlights, and collateral material

**Assistant Director, Professional & Regulatory Services — 6/99 to 4/01****John T. Mather Memorial Hospital, Port Jefferson, New York**

**Job Responsibilities:** Supervisor of medical staff office functions and staff, physician credentialing and reappointment, medical staff library and continuing medical education program, budget, development of Intranet. Hospital's quality improvement benchmarking program and quality improvement functions, incident/complaint investigation, JCAHO survey preparation, medical staff bylaws. Medical staff continuing medical education program. Press Ganey customer satisfaction survey.

**Assistant to the Vice President — 6/87 to 6/99****John T. Mather Memorial Hospital, Port Jefferson, New York**

**Job Responsibilities:** Assisted Vice President of Administration and Director of Emergency Services in all administrative functions. Assisted in setting up new hospital programs, investigating and writing Certificate of Need applications, policies, expense reports, grants, physician roster and program announcements. During tenure in Administration compiled hospital's capital budget, coordinated physician recruitment searches. Coordinated seminars for medical staff and their office staff. Coordinated Institutional Review Board and Ethics Committees. Investigated and responded to patient concerns/complaints. Responsible for Medical Staff Bylaws and integration of Bylaws of Mather and St. Charles hospitals as part of health alliance initiative. Purchasing and negotiating prices for equipment and other items. Publication and distribution of various newsletters. Computerization and streamlining many manual job functions, including medical staff database.

**EDUCATION / CERTIFICATIONS / HONORS**

- Certified Professional in Healthcare Risk Management – (CPHRM) - 2020
- Fellow of the American College of Healthcare Executives (FACHE) - 2008
- American College of Healthcare Executives, Board Certification - 2004
- Social & Emotional Intelligence Coach Certified - 2016
- Life and Professional Coaching Certifications - 2015
- Taking an Emotionally Intelligent Leadership Approach to Change Management – 2017
- Strategic Planning to Transform Your Organization – 2015
- NYSDOH Diabetes Prevention Counselor (DPP) - 2013
- Master of Arts, Business and Policy Studies: State University of New York, December 2003
- Bachelor of Science, Management: State University of New York, February 2001
- A.A.S. Business Administration: Suffolk County Community, June 1990
- Recipient of Suffolk County's Most Extraordinary Woman Award 2015
- Recipient of IPRO Outstanding Service to the Health Care Community Award

**PROFESSIONAL ORGANIZATIONS, VOLUNTEER EXPERIENCE AND COMMITTEE APPOINTMENTS**

- Member of the American College of Healthcare Executives (ACHE)
- AHRMNY (Association of Healthcare Risk Managers of NY) – Education Committee
- Hauppauge Industrial Association Health & Wellness / Trade Show Committees
- Member of the American Hospital Association's American Society for Healthcare Risk Management (ASHRM) and past committee member Patient Safety Interest Network Task Force | - HCRMW Promotion Task Force
- Long Island Health Collaborative (NYSDOH Population Health Program)
- Suffolk Senior Umbrella Network. Past Advocacy Committee member
- Board Member, Port Jefferson Station / Terryville Chamber of Commerce, Membership since 2006
- Red Knights International Member and Chair of annual charity event - Teddy Bear Run
- SCWBEC: Suffolk County Women's Business Advisory Board and past Board Member
- Member of and past Board Member, Advocacy Liaison for ABATE of Long Island
- Board Member – LI Alzheimer's Foundation (2007-2008)
- Past Facility Liaison Greater New York Hospital Association's CCLC Quality Improvement Consortium
- Past Facility Liaison -- Island Peer Review Organization's Nursing Home Quality Initiative
- Past Member of the Long Island New York Patient Safety Coalition (LINYPSC)
- PULSE Hospital Brochure Advisory & Patient Safety Awareness Week Committee
- Decision Women & Board Member 2006 to 2010
- Member, Long Island Association 2005 to 2010
- PJS/Terryville Civic Association: 3/00 to 3/04: President, 1997 to 3/00: Vice President/Secretary
- Cub Scout Pack 603 Committee Member
- Chairperson for Adopt-A-Family Drives, Blood Drives, United Way Drives and Community Events and more