

# Joel W. Schwartzkopf

**MPAS, MBA, FACHE**

(he/him/his)

## EMPLOYMENT HISTORY

### **Washington State University**

*Assistant Vice Chancellor for Student Health and Wellbeing*

*Executive Director of Cougar Health, 2020-present, Pullman, Washington*

Serving as [\*WSU's chief executive officer\*](#) for health and wellbeing, my primary charge is to provide strategic vision, financial leadership, and administrative oversight to [Cougar Health](#) (CHS), an integrated and AAAHC-accredited outpatient health system based in an 80,000 sq. ft. facility. I am responsible for this diverse team of medical, mental health, and wellness professionals that includes physicians, advanced practice providers, psychologists, and other highly skilled clinicians. Our scope includes high-quality and student-centered primary/acute care, women's health, gender-affirming therapy, psychiatry, psychology, pharmacy, optometry, sports medicine, and public health. Combined with our recreation and wellness facilities, my portfolio includes budget responsibility over \$35M and supervision of a team of over 400 reports. My eight direct reports include the Executive Director of University Recreation and the Directors of Medical Services, Counseling and Psychology, and Operations.

- CHS was recognized by The Princeton Review in 2022 as #6 in the nation for counseling services and #13 for health services. *Our team is among the best at what it does.*
- Represented the organization in [\*internal\*](#) and external communications, including interviews with major media in the Seattle and Spokane markets.
- Co-chaired WSU's COVID Operations Team, with ongoing accountability to the President and Board of Regents for the operational response to ongoing public health concerns.
- Drafted and implemented a systemwide [\*policy\*](#) significantly expanding vaccine requirements for preventable diseases in our incoming students.
- Operationalized two AAAHC-accredited satellite clinics: A temporary respiratory care center for COVID patients, and collaborated with Athletics on a satellite clinic for our elite Pac-12 student-athletes, staffed by three CHS sports medicine physicians.
- Responsible for COVID vaccine status of nearly 30,000 students. Achieved a positivity rate of 3.25% out of 5,000+ PCR tests in fall '21 through good public health measures.

- Quickly implemented mass COVID vaccination clinics; administered over 4,000 doses of vaccine to students during just the final eight weeks of the spring 2021 semester.
- Managed relationships with contracted private and government insurers, including Medicaid and managed care organizations, to improve in-network care solutions.
- Formed a student health insurance advisory board; identified cost savings in our United Healthcare plan to reduce the out-of-pocket maximums and improve coverage.
- Created operations dashboards tracking KPIs in quality and revenue cycle, resulting in improved access, reduced no-shows, fewer abandoned calls, and shorter days in AR.
- Composed a recruitment manual to ensure diversity, equal opportunity, and equity in hiring; formed a DEI committee and re-charged an LGBTQ+ task force.
- Expanded existing compliance program to address the complex regulatory environment while driving continuous quality improvement and building a culture of accountability.
- Successfully navigated high-stakes issues, requiring deep understanding of rules and regulations such as HIPAA, HITECH, FERPA, Stark Law, and Anti-Kickback Statutes.
- Formalized collaboration with WSU's health sciences, establishing a clinical training agreement for medical students, and partnering with WSU Family Medicine Residency.
- Guided our leadership through the creation of the first-ever strategic plan in our area.

### **Colorado State University Health Network**

*Interim Associate Executive Director/Business Operations Director; Administrative Fellow*  
2016-2020, Fort Collins, Colorado

Holding positions of progressively increasing responsibility, I ultimately served as interim AED, a role comparable to COO. As an AAAHC-accredited, multi-specialty practice, we provided the 30,000 students of CSU with primary/acute care, women's health, psychology, behavioral health, psychiatry, dentistry, optometry, physical therapy, pharmacy, and health education services, with a budget of \$24M and over 105k clinical encounters annually.

- Coordinated capital expenditures, breakeven analyses, and proposals; collaborated with lab to acquire equipment allowing us to do PCR testing early in the pandemic.
- Worked with leadership to develop the three-year strategic plan and vision, integrating continuous quality improvement and safety into the accreditation cycle.
- Was point-of-contact for partners in the CSU Health and Medical Center, including UC Health, Columbine Health, Associates in Family Medicine, and CU College of Medicine.
- Designed a dashboard reporting operational KPIs to improve organizational efficiency and integrate strategic planning into the data assessment process.
- Pioneered the creation of an administrative fellowship at CSUHN and piloted the initial program while developing a system to mentor and develop diversity in leadership.
- Helped develop a lean acute care workflow, standing order sets, and staffing models.
- Implemented and administered electronic compliance training; wrote and revised key clinical and administrative policies to meet AAAHC standards.
- Conducted a QI study measuring provider and staff efficiency in the medical clinic; completed another study examining narcotic prescription trends.

### **Joel Schwartzkopf, PC & NextCare Urgent Care**

*President/CEO of Joel Schwartzkopf, PC; Urgent Care Provider, 2010-2017, Cheyenne, Wyoming*

- As the president and CEO of Joel Schwartzkopf, PC, my business contracted with College Drive Urgent Care from 2010-2014. Had an agreement to provide urgent care services to this locally owned clinic until it was acquired by NextCare in 2014.
- Led staff using principles of change management as we navigated major events, notably the corporate acquisition and two EMR transitions, while growing revenue and volume.
- Worked with the partners on operational and HR processes, including recruiting, retention, evaluation, training, and development of policies and procedures.

### **Banner Health**

*Emergency Room PA, 2007-2013, Torrington, Wyoming; Northern Colorado*

- Provided full-spectrum rural ER care as a solo provider, with on-call physician backup.
- Reported directly to hospital CEO; participated in facility strategic planning process, assisted the medical staff manager with provider scheduling and ER staffing.
- Chair of Emergency Management Committee, member of Emergency Department Committee. Executed large-scale drills and emergency preparedness operations.
- From July 2007 – April 2009 served as the facility medical director for the Goshen County Sheriff's Office through a contract with the hospital.

### **Wyoming Army National Guard**

*Captain, 2<sup>nd</sup> Bn, 300<sup>th</sup> Field Artillery, Battalion Surgeon/PA, 2010-2012*

- Oversaw the medical readiness of up to 600 servicemembers in the unit
- Responsible for a budget of \$2M+ in the medical section of my battalion
- Awarded the Army Commendation Medal for development of a training program integrating real-world scenarios into medical education, which embedded our medics with local fire departments to enable them to maintain their clinical skills.

## **PART-TIME, PRN, AND OTHER POSITIONS**

- **Colorado State University College of Business, Instructional Coordinator**, Fall 2019-present. Holding the academic rank of adjunct faculty instructor, working with full-time faculty in *BUS601-Quantitative Business Analysis* and *BUS620-Leadership and Teams*.
- **Logistics Health Incorporated, PA**, 2012-2021, performing annual physicals for soldiers.
- **Concentra, PA**, 2014-2018, occupational health/urgent care in northern Colorado clinics.
- **Associates in Family Medicine, Urgent Care PA**, 2013-2014, urgent care.
- **Big Thompson Emergency Physicians, Relief PA**, 2014-2016, main ER and fast track.
- **Ralston Fire & Water Rescue - Firefighter/Paramedic** – 2004-2006
- **Village of Boys Town, NE Fire & Rescue - Firefighter/Paramedic** – 2001-2004
- **Creighton University - EMS Adjunct Instructor** – 2002-2004
- **Scottsbluff Fire Department - Firefighter/EMT-B** – 2000-2001

## EDUCATION

### **Master of Business Administration**

Colorado State University, Ft. Collins, CO

College of Business

- Graduated with top honors; selected by the faculty as the LEAD (Leadership Excellence and Academic Distinction) graduate of my cohort.
- Dean's Award for Research Excellence for: "*Practical Application of Business Education through Administrative Fellowship.*" Presented at the CSU Graduate Student Showcase.

### **Master of Physician Assistant Studies**

University of Nebraska Medical Center, Omaha, NE

College of Medicine

- Completed a thesis examining the intersection between the psychology and the biology of recreational risk-taking behavior: Schwartzkopf, J. (2006). *The psychophysiology of risk: A review of the explanations for risky behavior with skydiving as an example.*

### **Bachelor of Science (*cum laude*) in Emergency Medical Services**

Creighton University, Omaha, NE

School of Pharmacy and Health Professions

- Graduated with honors from this private liberal arts college that is consistently ranked #1 in the Midwest by US News and World Report.

## VOLUNTEER LEADERSHIP AND BOARD EXPERIENCE

### **American College Health Association**

Treasurer and member of [Executive Committee](#), 2022-2024

Chair – Membership Development and Leadership Committee, 2020-2022

At-large representative – Administration Section, 2021-2022

President, Rocky Mountain College Health Association, (RMCHA), 2018-2020

- Collaborated with leadership to develop a Bias Response Protocol and diversity plan.
- Added New Mexico as an RMCHA member state; grew RMCHA by over 300%.
- Chaired a task force for the board of directors on certification and executive education.
- Worked with senior leadership to develop and update the organizational structure and missions/vision/values during ACHA's strategic planning process.

### **Whitman County Health Network**

Member of the Board of Directors; 2021 - present

- Advocated for health and wellness interests of the WSU community to this consortium of leaders, created as part of a HRSA Network Development grant, to promote development, coordination, and delivery of health and human services.
- Assisting in community health needs assessment process for Whitman County.

## **Colorado State University College of Business MBA Advisory Council**

*At-large Member of the Council, 2017 - present*

## **CARE Housing, Inc.**

*Member of the Board of Directors, 2019 - 2020*

## **Poudre School District Health and Wellness Clinic**

*Member of the Board of Directors, 2019 – 2020*

## **Colorado Academy of Physician Assistants**

*Treasurer, 2019-2021; At-Large Director, 2017-2019*

## **Wyoming Academy of Physician Assistants**

*Member of the Board of Directors; Secretary/Treasurer, 2010-2012*

## **Creighton EMS Community Advisory Board**

*Student Member of the Board of Directors, 2002 - 2004*

## **FELLOWSHIP RECOGNITION**

- Fellow of the American College of Healthcare Executives (FACHE)
- Fellow of the Academy of Wilderness Medicine (FAWM)
- Distinguished Fellow of the American Academy of PAs (DFAAPA)

## **PEER-REVIEWED PUBLICATIONS**

- **Schwartzkopf, J.** "Infectious Mononucleosis." In Bushardt, R.L., Colomb-Lippa, D., Klinger, A., and Reed, H. (Eds.), *The JAAPA QRS Review for PAs: Study Plan and Guide for PANCE and PANRE*, 1<sup>st</sup> ed. 2021. Wolters Kluwer.
- **Schwartzkopf, J.** "Quick Recertification Series – Mononucleosis" *Journal of the American Academy of PAs*: Nov 2018, Vol. 31(11), p. 52-53.
- **Schwartzkopf, J.** "Thermometry in the Outdoor and Wilderness Setting." *Wilderness Medicine*. Fall 2014.

## **INVITED ACADEMIC AND CATEGORY 1 CME LECTURES**

- **Schwartzkopf, J., et al.** "College Health Administration: Things to Consider After a Global Pandemic." American College Health Association. San Diego, CA. May 2022.
- **Schwartzkopf, J.,** "Dashboards, Scorecards, and Metrics for College Health Administrators." American College Health Association. San Diego, CA. May 2022.
- **Schwartzkopf, J.** "Ethical Leadership in Times of Crisis." Pacific Northwest Student Leadership Conference. Pullman, WA. October 2021.

- **Schwartzkopf, J.**, et al. “PAs in Administrative Leadership: An Expert Panel.” Colorado Academy of Physician Assistants PA Professional Day. Denver, CO. October 2019.
- **Schwartzkopf, J.** and Waller, K. “Building Pathways to Effective Leadership.” Certified. American College Health Association. Denver, CO. May 2019.
- **Schwartzkopf, J.** “Ethical Decision Making in Medical Practice.” Wyoming Academy of Physician Assistants Annual Conference. Cheyenne, WY. July 2018.
- Closing Speaker, WSU DEIJ Fall Summit, October 2022.
- Guest lecturer, KEY192a – Pre-Health Professions Seminar, 2018, 2019, 2020.
- Guest lecturer/panelist, HDFS277 (four sections) – Professional Skills Development, spring and fall 2019, fall 2020.

## OTHER AWARDS

- WSU President’s Health, Safety, and Wellness Award, 2021
- CSU Division of Student Affairs “*Bridges Award*,” Spring, 2019
- Colorado 2018 PA Team of the Year Award.
- Represented Colorado State University in the Fort Collins Chamber of Commerce 2018-2019 “Leadership Fort Collins” cohort.
- “Forty under 40” recipient, BizWest Magazine (Northern Colorado Business Report)

## LICENSES AND SELECTED CERTIFICATIONS

- Colorado PA License #2917, 2008-present
- Washington PA License #61108870, 2020-present
- Wyoming PA License #408, currently inactive, active 2007-2017
- Incident Command System (ICS) 100, 200, 700, and 800 certified
- American Heart Association BLS-HCP, 2000-present
- College Health and Wellness Professional (CHWP), 2018
- Creating Inclusive Excellence Program, CSU, 2019
- Supervisor Development Program Certificate, CSU, 2018
- Safe Zone certified, 2018
- CSU Emergency Readiness certified, 2018
- Search Committee Chair certified, CSU, 2017
- Equal Opportunity Coordinator, CSU, 2017

## OTHER SKILLS AND INTERESTS

- Active with several civic and charitable organizations, serving in key volunteer leadership positions, including as president of local chapter of a national organization.
- Served on the campaign steering committee for a member of the US Congress on two consecutive successful campaigns for the US House of Representatives.
- I enjoy travel, running, fly-fishing, cross-country skiing, and sailing. But not all at once. I’m also a licensed private pilot and skydiver. Again, not all at once.