

## **Melissa Gordon, RN, BSN, MBA - Director at SimiTree**

We are thrilled to shine a spotlight on one of our outstanding healthcare professionals, Melissa Gordon, who serves as a Director at SimiTree. With an impressive 30-year track record, Melissa brings a wealth of expertise and dedication to her role.

### **Professional Background**

Melissa is a Registered Nurse (RN) with a solid foundation, holding both a Bachelor of Science in Nursing (BSN) and a Master of Business Administration (MBA). Her extensive knowledge and skills have been finely tuned across various healthcare domains, with a particular focus on home health, hospice, and private duty care.

As a Director at SimiTree, Melissa plays a pivotal role in guiding the team toward delivering top-notch healthcare solutions. Her leadership is characterized by a blend of clinical expertise and strategic business acumen, ensuring that SimiTree continues to excel in strengthening and supporting healthcare organizations.

### **A Trailblazer in Healthcare**

Melissa's passion for providing exceptional healthcare services has made her a trailblazer in the industry. Her commitment to excellence and compassionate care has positively impacted many lives throughout her career.

Melissa recently led a transformative project aimed at enhancing operational efficiency for a post-acute care agency. Through her initiatives, the agency achieved remarkable results, including a 25% increase in productivity, and a significant reduction in the LUPA rate. SIA revenue increased by \$80,000.

### **Expertise in Lean Six Sigma Principles**

Melissa is not only an expert in her field but is also actively working to spread knowledge about Lean Six Sigma Principles – Optimizing Home Health, Hospice, and Private Duty Operations. Her commitment to continuous improvement is evident as she is set to present at the Nebraska Association in

February, showcasing her expertise and dedication to advancing healthcare practices. She is available to answer questions and work with other providers to optimize their performance and may be reached at [mgordon@simitreehc.com](mailto:mgordon@simitreehc.com).

Join us in applauding Melissa for her exceptional service, commitment to excellence, and her ongoing efforts to enhance healthcare operations. Thank you, Melissa, for being a driving force in elevating the healthcare industry as a whole!