

CHRISTOPHER T. ROY, M.Ed., LAT, ATC

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Proven healthcare executive leader in diverse healthcare environments seeking a position on the Board of Directors with the American Alliance of Orthopedic Executives.

Professional Experience

FenixSurg, Wichita, Kansas

July 2021-present

Business Development Executive for Summit Surgical Hospital, Hutchinson, Kansas

- All aspects of business growth for the hospital and its entities
- Developed and implemented Direct-Pay Bundle Program
- Initiated accreditation and CMS certification of hospital based DME Program
- Responsible for research and initiation of mandatory hospital participation in CMS TEAMs program
- Physician Recruitment
- New service line research, development, and implementation
- Successfully executed contract and Professional Services Agreements to begin spine services at Summit
- Responsible for business development plans and all outreach activities for new and existing service line growth
- Initial launch of new spine program and sustained program through top of funnel growth by presenting to existing and new referral sources
- Implemented Wrike for project management
- Implemented Zoho CRM for management of business development activities

CONMED CORPORATION, Wichita, Kansas

May 2021-July 2021

Orthopedic Territory Manager

- Sale orthopedic and sports medicine implants, surgical equipment, and tissue grafts, demonstrating sales expertise and product knowledge.

Mid-America Orthopedics, Wichita, Kansas

May 2010-May 2021

Director of Business Relationships and Operations Improvement

2019-May 2021

Marketing

2011-May 2021

Durable Medical Equipment Program Director

2010-May 2021

Interim Clinical Manager

2017-2019

Athletic Training Program Director

2010-2019

- Strategic marketing and operations planning.
- Conduct meetings with existing and prospective referrals services for growth.
- Work with outside vendors for best pricing and best services.
- Change management.

- Implement telemedicine platform to see patients during COVID-19.
- Implemented review and patient feedback program.
- Led website redesign team.
- Contract negotiations.
- Assist with development of policies and procedures.
- Identify new business partnerships and negotiate agreements.
- Assist with physician recruitment and clinic ramp up for their practice.
- Growth of athletic training outreach program from three schools to 11 schools and pro-team contracts.
- Increase DME billables from 150K when started to over 1.5M annually.
- Contact area employers and present Occupational Medicine and Workers Compensation Services offered by MAO.
- Cold call and trade show marketing to prospective employers.
- Educate area employers on pre-employment testing and implement testing protocols for their employees.
- Manage all Certified Athletic Training Staff at MAO.
- Collaborate with area Athletic Directors on new and existing contracts and proposals.
- Track referrals into the practice from athletic training staff.
- Continued yearly growth of ATC outreach program.

Orion Advantage, Overland Park, Kansas

October 2009-April 2010

Durable Medical Equipment Coordinator:

Site Employee for Mid-America Orthopedics

Via Christi Sports Medicine, Wichita, Kansas

January 2005-September 2009

Athletic Trainer for the following:

Newman University

January 2005-June 2009

Wichita Wingnuts Independent League Baseball

May-September 2009

Wichita Wild Professional Indoor Football (previously Aviators and Stealth) 2004-2008

Bethel College, North Newton, Kansas

2002-2005

Head Athletic Trainer and approved curriculum instructor

Texas State University, San Marcos, Texas

2000-2002

Graduate Assistant Athletic Trainer

Education

Wichita State University, Center for Management Development 2019
Mini-MBA Certificate

Texas State University , San Marcos, Texas Master of Education Exercise Sports Science	2002
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Wichita State University , Wichita, KS Bachelor of Education Exercise Science	2000
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Butler County Community College , El Dorado, Kansas Associate of Science	1998
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Association Involvement

American Alliance of Orthopedic Executives Advocacy Council Chair	2022-present 2025-present
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Certifications

National Athletic Trainers Association Certified Athletic Trainer	2000-present
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Kansas State Board of Healing Arts Licensed Athletic Trainer	2002-present
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American Board of Certification Certified Fitter orthotics	2013-2022
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American Red Cross CPR, AED, and First Aid for the Professional Rescuer Instructor Certified	1995-present
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