

QUALIFICATIONS

A multi-faceted executive manager and professional communicator with expertise encompassing: profit and loss accountability, staff management and mentoring, R. Michael Johnson is a seasoned, bottom-line driven, successful business manager, owner and consultant. He is also a certified professional facilitator and a master communicator, as well as an expert in elder care issues.

PROFESSIONAL SUCCESS

Action: Assumed sales, marketing and executive control of a six-month growth-stagnant 64-unit Assisted Living and Memory Care community in west-central Ohio.

Result: In less than 120 days, increased resident census by 111.2 percent, while maintaining an expense budget under forecast. Result was an extrapolated growth in annual gross revenue of nearly \$1.1 million - an annualized increase of 118.7 percent.

Action: Founded a weekly newspaper and companion website in a small, south-central Indiana town in which the area's daily newspaper had been purchased and closed by a competing newspaper conglomerate.

Result: Within 18 months, paid circulation was at nearly 2,500 for the print edition. The website averaged more than 50,000 unique visits per week.

Action: Captained marketing, social services and admissions for a 50-bed skilled nursing facility in Sidney, Ohio, after the facility suffered more than a quarter of marketing inactivity and dismal census statistics.

Result: Within 90 days, the facility boasted the highest per-capita skilled-payer mix in the company of 19 facilities in two states.

Action: Researched, developed and implemented several new products to enhance revenue at the book industry's largest provider of self-publishing services.

Result: Launched cooperative advertising campaigns with USAToday which culminated in more than \$250,000 in gross revenue with a 40 percent net profit margin (including discounts and commissions).

Action: Brought management of Marketing, Advertising and Media Relations programs at the world's largest custom luxury houseboat manufacturer in house, alleviating the need for an outside agency.

Result: Annualized savings of more than \$275,000 in fees and production costs, while advancing marketing audience four-fold. Authored several illustrated technical publications for use by new houseboat owners.

Action: Managed, mentored and motivated a staff of 34 at a failing central Ohio daily newspaper.

Result: Grew operating profits by 141.6 percent year-over-year, and grew the operating profit margin from 7.4 percent to 16.7 percent during the same period. Gross revenues for the period were \$2.6 million.

EDUCATION

- University of Findlay, Ohio – Communications and Economics Majors, Military History Minor
- Pelham Training, Bloomington, Ind. – Emergency Medical Technician – Basic

PROFESSIONAL CERTIFICATIONS

- Certified Ohio Senior Health Insurance Information Program (OSHIIP) counselor
- Notary Public, State of Ohio – Commission Expires Nov. 12, 2020
- Emergency Medical Technician – Basic, State of Ohio – Certification Expires Nov. 23, 2018
- Emergency Medical Technician – Basic, State of Indiana – Certification Expires March 31, 2019
- Primary BLS/Healthcare Provider Instructor – American Heart Association (Good Samaritan Hospital)

COMMUNITY INVOLVEMENT

- Volunteer/Paid Member – Houston (Ohio) EMS; Emergency Medical Technician-Basic
- Appointed Member – City of Sidney (Ohio) Storm Water Board of Appeals (term expires 2019)
- Grand Knight – Sidney (Ohio) Council 659 Knights of Columbus
- Former President – Bloomfield (Indiana) Chamber of Commerce
- Founding Board Member – Eastern Greene County (Indiana) Chamber of Commerce
- Former Member – National 4-H Advisory Council, representing Ohio
- Two-term President and CEO – Bloomfield (Indiana) Apple Festival – 2005-2013

(More)

EMPLOYMENT EXPERIENCE**Director of Admissions and Marketing***Liberty Retirement Community of Lima*

Oversee all admission and marketing initiatives for a 95-bed skilled care and 26-unit assisted living continuing care retirement community in Lima, Ohio. Also assist in all Medicaid cases and renewals, as well as transitioning short-term residents into long-term or assisted living residents, be it private-pay, Medicaid or Medicaid Waiver programs. Am also charged with post-stay follow-up, current resident customer service initiatives and assisting in care staff training.

LBK Healthcare LLC

Lima, Ohio

July 2017 - Present

Director of Social Services,**Admissions and Marketing***The Pavilion Rehab and Skilled Care Center*

Championed and oversaw all marketing and admissions activity for a 50-bed skilled nursing facility in Sidney, Ohio. This included securing professional referral relationships with discharge planners and social workers at hospitals, doctors' offices and other facilities, as well as governmental agencies, such as the Area Agency on Aging. Also acted as the resident expert on navigating the Medicare and Medicaid systems, as well as negotiating terms of stay for residents with managed care insurance policies. Further, served as grievance officer and designed a resident satisfaction program titled 'Guardian Angels.' Acted as first contact for any and all resident, family, physician and facility concerns.

Beacon Health Management

Sidney, Ohio

July 2016 – July 2017

Executive Director**Director of Sales & Marketing***LanePark of Sidney*

Oversaw all daily operations of a 64-unit Assisted Living and Memory Care senior living community, including counseling families in need, assessing needs of residents and managing a multi-disciplinary staff of more than two dozen. Other responsibilities included coordinating marketing, special events and all community relations efforts, as well as professional referral marketing and all sales efforts.

AlcoreSenior, LLC.

Sidney, Ohio

February 2015 – August 31, 2015

Owner/Publisher and Editor*Bloomfield Free Press**boxfire marketing inc.*

Founded and produced a weekly newspaper in Bloomfield, Indiana (pop. 2,500). Also launched a companion website which eventually saw more than 50,000 unique visits per week. The newspaper ceased print publication in April 2009, with the sale of the website occurring in late 2010. The commercial printing, specialty marketing and business consulting operations continued until the end of 2015.

Bloomfield Publishing Inc.

Bloomfield, Indiana

January 2006 – December 2015

Communications Manager**Promotional/Pre-Publication Services Manager***1stBooks**AuthorHouse*

Championed all author marketing initiatives, new product development and co-operative advertising for the world's largest provider of self-publishing services. Also acted as official spokesman for the company and traveled as the company's representative at seminars and other engagements throughout the United States and Canada.

Author Solutions, Inc.

Bloomington, Indiana

February 2003 – May 2005

Editor/General Manager*The Evening World**The Bloomfield News*

Miles Publishing Co. Inc.

Bloomfield, Indiana

March 2001 — September 2002

Marketing/Media Relations Manager*Sunset Custom Houseboats*

World Leader Marine Enterprises, LLP

Somerset, Kentucky

July 2000 — February 2001

Editor/Group Editor*Commonwealth Journal*

Community Newspaper Holdings, Inc.

Somerset, Kentucky

1999 — July 2000

Executive Editor/Co-Publisher*Coshocton Tribune*

Thomson Newspapers of Central Ohio

Coshocton, Ohio

1996 — 1998

• Executive Management, Professional Writing, Marketing and Bottom-Line experience dating back to 1982