

## **Leadership Masterclass**

*Instructor Bios*

### **Carla Brock Wilber, DNP, RN, NE-BC, CATC, CPHQ Principal, Stroudwater Associates**

Carla Wilber is an accomplished nurse administrator with a strong background in critical care, education, Lean process improvement, and emergency services. Carla focuses on supporting rural providers in quality and operational improvement initiatives. Currently, Carla leads process improvement efforts in the development of the Clinical Care Delivery Spectrum and workflow optimization. Before joining Stroudwater Associates, Carla was previously the Director of Enterprise Excellence at Wake Forest Baptist Health-Lexington Medical Center, where she led, facilitated, and supported the Lean transformation initiative across the continuum of care and health systems.

### **Shad Ritchie, MHA, FACMPE, CRHCP Senior Consultant, Stroudwater Associates**

Shad Ritchie is an experienced healthcare leader with proven outcomes for patients, providers, and teammates. With a passion for helping patients navigate the healthcare system, Shad is driven to improve healthcare quality and the patient experience and to provide administrative guidance on the healthcare services needed within each community. Before joining Stroudwater Associates, Shad held COO and Vice President positions at a number of medical groups.

### **Christie Bishop, MSN, RN Consultant, Stroudwater Associates**

Christie Bishop is a nurse administrator and clinical leader with 30+ years of healthcare experience. She is passionately committed to improving clinical and quality practices for rural and community hospitals and health centers. Before joining Stroudwater Associates, Christie was the Director of Patient Care Services at McLaren Bay Region and Chief Nursing Officer at Huron Medical Center.

### **Julie Georgoff, CHFP Consultant, Stroudwater Associates**

Julie Georgoff is an accomplished healthcare and finance professional with diverse experience in the strategy space and a strong background in clinical operations. She uses her expertise to help provider organizations address the major pain points in healthcare delivery, facilitating data-driven strategic discussions and helping teams design sustainable community-based healthcare close to home. Before joining Stroudwater Associates, Julie was the CFO and Vice President of Finance for a Critical Access Hospital in Ohio.