

# S. 'Cy' McCord, MHA, FACHE, CHFP, SHRM-CP

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An experienced, ethical, executive in hospital and clinic operations, focused on patient care, employee development and strategic planning seeking to embody the organization's mission, vision and values as a Director, Vice-President, Chief Operations Officer or similar role. A proven critical thinker and decision maker with extensive interpersonal skills including demonstrated ability to lead employees through role modeling, mentorship and coaching to increase personal & professional growth and ultimately, profitability. Utilizing broad-based expertise including optimizing service line development, enhanced return on investment, implementation of change culture, collaboration, community engagement, along with comprehensive marketing strategies, quality management, information technology and security to achieve excellence in patient care.

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## WORK HISTORY & EXECUTIVE LEADERSHIP

WEST FELICIANA HOSPITAL, St. Francisville, LA

06/2019-01/2026

### **Executive of West Feliciana Hospital and Clinics & Physician Practices**

Developed and implemented strategic direction for hospital & clinics to increase focus on the needs of patients, staff, and community. Member of the Executive Leadership Team steering the future of the organization. Liaison to the hospital governing Board of Commissioners including implementation of compliance programs to manage employee and patient conflicts and increase transparency with hospital board and government regulatory bodies. Collaborated and led with hospital wide multidisciplinary teams to create a consistent strategic plan for all service lines including additional services, effective congruent marketing practices and streamlining efficiencies throughout operations and the revenue cycle while managing budget constraints and government regulation. Redesigned and updated policies, procedures and processes to increase productivity throughout the organization. Used an original, novel approach to mentoring and performance evaluation that allowed the hospital to effectively combat burnout, improve employee engagement and increase patient satisfaction leading to healthier employees and better outcomes for persons served. Maintained budgetary considerations while working with Human Resources to revamp employee compensation and provider contract negotiation to more fairly evaluate performance, production and utilization. Increased brand awareness and value in local markets including practice acquisitions leading to increased revenues and profits, improving business reputation and increasing market share by identifying new business opportunities and successfully executing strategies to integrate existing services with newly acquired service lines. Oversaw existing and new service lines and simultaneously expanded offerings (including Pain Management, Orthopedics, Endocrinology, Rheumatology, OB/GYN) while managing over 30 direct reports across multiple service lines in the hospital and clinics. Extensive, successful, grant writing and management experience (\$2.5M+ awarded in funds and services) to fulfill stated objectives while continuously seeking external public and private funding solutions to practical problems. Renegotiated contracts with third party payers decreasing hospital write-offs by over 30% and negotiated new agreements with payers and local stakeholders to increase specific hospital & clinic revenue streams from \$2M (2019) to over \$10M (2026) annually and transformed the organization into the destination for healthcare services for community members while maintaining budgetary goals and budget oversight. Converted and accredited provider-based clinics into Rural Health Clinics (2020, 2026) using performance evaluations and compliance criteria to achieve National Health Service Center and Patient Center Medical Home accreditations for the clinics (2021) & hospital (2022). Assisted in community-wide COVID vaccination program leading to a vaccination rate of over 95% in the community (2021). Provided oversight and guidance for post-COVID renovations (2021-2022) throughout the hospital & clinics and creation of a new Urgent Care/Specialty Center (2026). Acquired an independent practice, integrating multiple information technology platforms (2022) and collaborated on system wide initiatives to implement quality management and a business strategy to create a culture of caring, increased patient satisfaction and employee engagement (2024-2025). Developed and effectively executed Chronic Care Management programs for hospital patients (2024). Initiated innovative telehealth solutions and physician extenders system-wide (2025-2026).

STC ADDICTION WELLNESS & BEHAVIORAL HEATH, Baton Rouge, LA 03/2015-06/2018

**Operations Administrator**

Developed and implemented a strategic plan that drives innovation and creativity for the needs of the patients, staff, company and community. Managed over fifty employees in the clinical, operations, administrative and finance departments. Directed executive team and the company to meet patient care goals, overcome obstacles and ensure success in consistent, ethical manner following government regulations, safety guidelines and industry trends in the complex framework of mental health services.

OCHSNER HEALTH SYSTEM—WESTBANK New Orleans, LA 06/2008-12/2009

**Administrative Resident**

Worked with the Vice President of Operations, CEO and Executive Team on operations projects for a 180-bed acute care facility. Obtained and distributed data for physician billing reports for physician services. Analyzed and gathered data to ramp up the Oncology service line revenue generating potential and created Pro-formas for the project. Implemented detailed LEAN strategies to improve patient and employee satisfaction and increase communication between staff members in the ICU.

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## EDUCATIONAL HISTORY

DOCTOR OF PHILOSOPHY, Business Administration 2019-Present

**University of South Alabama, Mobile, AL**

Research and training on new business strategies in both management and marketing. The course of study includes lecture, public speaking, independent research, while honing written communications and advanced presentation skills at academic conferences and a Dissertation Defense scheduled in 2027 “Reaching Underserved Communities with Telehealth and Preventive Care Services Via Marketing Strategies Targeted to Communities Served”

MASTER IN HEALTHCARE ADMINISTRATION, Health Systems Management 12/2009

**Tulane University School of Public Health & Tropical Medicine, New Orleans, LA**

Health Systems Management concentration. Sought out and gained approval for two new residency positions for candidates of the MHA program: *Ochsner-Westbank* and the *Louisiana Public Health Institute*. Membership in the Selection Committee for the Department Chair of Health Systems Management.

MASTER IN PUBLIC HEALTH/DOCTOR OF MEDICINE

**Tulane University School of Medicine, Public Health and Tropical Medicine, New Orleans, LA**

Completed Pre-Clinical and Clinical science work towards a MD from 2002-2006 and over 30 hours towards a Master in Public Health from 2002-2004. *Transferred to MHA Program in 2006 after Hurricane Katrina.*

BACHELOR OF SCIENCE, Chemistry 05/2001

**Loyola University, New Orleans, LA**

Four-year selection to the Dean’s Student Advisory List. Academic research in Physical Chemistry.

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## PROFESSIONAL CERTIFICATIONS & AWARDS

Fellow of the American College of Healthcare Executives, 2022

Louisiana ACHE Executive Regent’s Award, 2022

Louisiana Health Financial Management Association Board Member, 2025-2027 (ongoing)

Certified Healthcare Financial Professional from the HFMA, 2022, 2026

Society for Human Resource Management Certified Professional, 2026

President, Rotary Club of St. Francisville, Louisiana, 2025-2026