



**Curriculum Vita  
August 2025**

**Instructor:** Lara Burnside, BA, MHA, CEC, ACUE – Adjunct  
Professor

**Academic Department:** College of Innovation and Design

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<b>EDUCATION</b>
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*Masters Healthcare Administration  
University of Cincinnati, 2016*

*Bachelors Communication Arts  
University of West Florida, 2002*

<b>TEACHING EXPERIENCE</b>
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*2024 to present – Adjunct Professor, East Texas A&M University*

<b>PROFESSIONAL EXPERIENCE</b>
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CSE Leadership, Dallas-Fort Worth, TX – January 2022 to present

**Co-Founder, Chief Experience Officer, Executive Coach:**

Equipping healthcare leaders and clinicians with powerful tools on how to practice essential skills so they can feel re-energized to continue to practice their craft and experience life-changing moments with their patients. Building collaborative relationships and partnerships to accomplish organizational KPIs, goals and objectives through best practice initiatives - all leading to exceptional experiences for care teams and patients.

- Provide consultative services and support through executive coaching to individuals and organizations: C-Suite leadership, Director, Manager, Frontline Supervisor, Physicians, Advanced Practice Practitioners, and other key leadership.

Focus includes leadership development, employee engagement, physician engagement, APP engagement, patient experience, team and staff development, building teams through effective teamwork to reach optimal performance levels, cultural transformation, and Journey of Excellence - all leading to fulfilling organizational mission, vision, values, promise, and strategic direction. Provide assessments of processes and make recommendations for process improvement initiatives and new programs designed to best serve the hospital and the community needs. Strong focus on engagement, partnerships, patient experience, quality of care, and operational efficiency.

- Partners include Academic Medicine, Pediatrics, Community Health, Residency Programs, Journey of Excellence (Malcolm Baldrige and Sterling International)
- Creation of learning series:
  - o Mastering the Art of Human Connection™
  - o Mastering the Art of Compassionate Leadership™
  - o Mastering the Art of the First Impression
  - o Mastering the Art of the Frontline Ambassador
- International/ National Speaker, Certified Executive Coach, Certified Strategy Coach, Certified Cultural Transformation Coach, Certified Change Management Coach

Accomplishments include:

- o NPS score improvement – 4.3 in one year
- o HCAHPS, CGCAHPS, MCAPHS survey improvement – 6.5% average top box on every question
- o Team engagement improvement,
- o Improvement in clinician and employee retention to Top Quartile
- o Enhancement of meaningful human connection from clinician to patient

East Texas A&M University, Commerce/Dallas, TX – April 2024 to present

**Course Creator/Adjunct Professor:** Course creator for ORGL 145 - Customer Service. A competency-based undergraduate course in the College of Innovation and Design.

- Designed and delivered the undergraduate course ORGL 145 - Customer Service, focusing on customer service excellence, effective communication, and problem-solving strategies.
- Developed comprehensive competency-based course materials, including syllabi, lecture content, assignments, and assessments, tailored to enhance student engagement and learning outcomes.
- Facilitated interactive learning environments by incorporating real-world case studies and practical exercises to foster critical thinking and application of customer service principles.
- Provided mentorship and academic support to students, contributing to their professional and personal development.
- Received 100% positive feedback from students and faculty for innovative teaching methods and impactful course design.

JPS Health Network, Fort Worth, TX ▪ 2015 - 2022

**Sr. Vice President/Chief Experience Officer:** Responsible for creating a sustainable strategy of engagement by executing innovative programs and practices fostering culture transformation. Lead the patient experience division of the Level I Trauma Center with over 7200 employees and over 1000 physicians – licensed for 582 beds with over 25 community clinics and serves over 1.2 million patients per year.

- Lead the Patient Experience Division which includes Patient/Clinician Experience, Patient Relations, Language Services, Employee Assistance Program, Spiritual Care and Ethics, PBX Operations, Customer Service Representatives, Discharge Calls Team, Patient Access Call Center, Nurse Triage, Patient Experience Projects Team, and COVID – 19 screeners
- Partner with leaders to establish strategic direction, organizational goals, and strategies to achieve results yielding the Pathways to Excellence Designated Hospital, Breast Imaging Center of Excellence, BEST Award Winner, Top 100 Places to Work (Dallas Morning News), Best Place to Work (Modern Healthcare), #1 Hospital in America (Washington Monthly)
- Transform the HCAHPS patient experience percentile ranking from the 48<sup>th</sup> percentile to the 78<sup>th</sup> percentile
- Develop techniques, tactics and people-oriented processes resulting in JPS Health Network being recognized as an outstanding hospital for employees resulting in improved employee engagement scores from the 60<sup>th</sup> percentile to the 91<sup>st</sup> percentile with 92% survey participation
- Produce and teach Mastery Programs including Patient Experience 101, Emergency Medicine, Telehealth, Leadership, Ethics, Language Services, Cultural Competence with thousands of graduates
- Design and lead a learning program for front line team members referred to as the JPS Ambassador Program comprised of over 450 high-performing employees with a goal of cascading information and implementing tactics that promote engagement and experience
- Execute Leadership Development and Ambassador Development Programs on a quarterly basis for all leadership and JPS Ambassadors
- Create and lead monthly clinician forums – a monthly session for physicians and advanced practice providers designed to promote a better patient experience and increased physician/clinician engagement
- Implement Schwartz Rounds and a Care for the Caregiver Team and framework to support those serving within the Network
- Leverage change management principles and approaches to ensure adoption by key stakeholders in the network
- Member of the Diversity, Equity, Inclusion and Belonging Council

***Accomplishments include:***

- Patient Experience Division achieved top employee engagement scores (99<sup>th</sup> percentile – 2017, 2018, 2019, 2020)
- Recognized as Leapfrog “A” (Spring 2021)
- Achieved the Top Hospital for Patients (Washington Monthly 2020)
- Recognized as Outstanding Hospital (DCEO 2020)
- Recognized as Best Place to Work in Healthcare (Modern Healthcare 2017, 2018)
- Recognized as Top 100 Best Places to Work (D Magazine 2017, 2018)

- Recognized as the most improved large hospital in the nation in patient experience (2016) – currently performing at the 84th percentile nationally
- Personally recognized as Becker’s “Chief Experience Officer to Know” (2022)
- Personally recognized as Becker’s “52 Outstanding Health System Chief Experience Officers 2022”

#### Children’s Health System of Texas, Dallas, TX ▪ 2014 - 2015

**Sr. Director, Service Excellence:** Responsible for managing the patient/family experience at an Academic Medical Center with over 7500 employees and over 800 physicians – licensed for 601 beds, over 50 Pediatric Specialty Clinics with all ten areas of specialty areas. Recognized by US News & World Report for quality patient outcomes.

- Collaborated with all areas within Children's Health System of Texas - this includes hospitals, primary care and specialty care clinics, emergency departments, behavioral health, home care, all support and ancillary departments, as well as an integrated physician network of community physicians
- Increased patient experience results in all key areas of focus while reducing grievances by over 50% within a 12 – month timeframe
- Developed and facilitated learning programs for leadership across the health system
- Oversaw all department and employee functions including budgets, operational and strategic plans, hiring, coaching, and growth of the division
- Responsible for achieving and maintaining the highest level of employee engagement within the division
- Achieved top national performance levels for the division

#### ***Accomplishments include:***

- Recognized by Becker’s as a Best Place to Work
- Magnet Certified
- Leapfrog Top Hospital
- Most Wired, Elite 100
- TeleNICU Program

#### Performance Management Systems, LLC, Bodyworx, LLC, Pensacola, FL ▪ 2010 - 2014

**Owner, Operations Leader, & Consultant:** Consult and advise clients to achieve strategic goals and objectives by leveraging the Just Culture Model with evidenced-based leadership practices.

- Provided leadership development, organizational development, and process improvement strategies to clients
- Implemented tools and techniques to improve the patient experience, employee engagement, and physician engagement in all areas of an organization
- Led the survey lifecycle from contract negotiation, data collection, go-live/implementation, and post survey strategic action planning for employee satisfaction and customer/patient satisfaction using measurement tools such as, NRC Picker, Gallup, HealthStream, and Press Ganey

- National speaker: leadership development, employee engagement, human resources, organizational development, communicating well in difficult situations, customer service, performance excellence, service and operational excellence

***Accomplishments include:***

- Increased employee satisfaction over the 90th percentile since implementation of best leadership practices
- Improved overall patient satisfaction scores by over 30 percentile points and the increase maintained to date
- Perioperative Services first case on time starts improved by 40 percentile points

Studer Group, Gulf Breeze, FL ▪ 2002 - 2012

**Human Resources Leader & Coach:** Partner with senior leadership at hospital locations developing goals and aligning strategies across five key areas – People, Service, Quality, Finance and Growth. Evaluated by senior leadership at all hospital partners with a result of 4.9 on 5-point scale.

- Directed all human resources functions including selection and retention of employees, performance management, talent acquisition, employee relations, standards of behavior, compensation and benefits programs, wellness program, leadership & organizational development, and an advisor to senior leadership team
- Lead the interdepartmental survey evaluating four areas: responsiveness, attitude, timeliness, and accuracy with an average departmental score of 4.9 on 5-point scale
- Implemented tools and tactics to drive service and operational excellence with a core focus on employee engagement, patient satisfaction, and physician satisfaction
- Aligned hospital goals and strategies at all levels within 16 hospital partners (approximately 200 hospitals)
- Assisted leaders with establishing appropriate goals for an objective, results-based evaluation tool
- Implemented objective evaluation tools in all hospital partners including a hospital system with 122 locations
- Increased employee morale in every facility, including moving one hospital from 30<sup>th</sup> percentile to 65<sup>th</sup> percentile within one year
- Developed and facilitated monthly employee orientation and on-boarding process resulting in greater than 4.7 evaluation result on 5-point scale
- Planned curriculum and logistics for quarterly Leadership Development Institutes as steering team lead (2003-2008)
- Coordinated and planned all aspects of the annual conference – What's Right in Health Care
- Developed, negotiated, and achieved budget for a \$850,000 event (2007-2008)
- Provided internal and external training and employee development including: All Studer Group Must Haves and 9 Principles, effective verbal and written communication skills, standards of behavior, peer interviewing, owner vs. renter, and techniques for exceptional service excellence. Average results from training greater than 4.8 on 5-point scale
- Developed monthly operational updates to CEO and President including executive summary reports, deployment reports, orientation surveys, 30/90 day feedback sessions and recruiting logs, benefit coverage, 401K plan, salary adjustments, new hire orientation and evaluations

- Prepared applications for Malcolm Baldrige Quality Award, Florida Sterling Award and Great Places to Work