

Bio: Melissa Crookshanks

The "why" in healthcare is people

As administrator at East Bay Rehabilitation Center, Melissa's focus is pairing her executive role along with serving patients and residents to provide the best health care experience and ensuring her staff does the same.

Even though she has many duties, the one that is paramount is listening to patients and determining their needs. Melissa says; "In my role, I dedicate time to empowering all team members to spend more time helping patients."

One look at her resume and you will see that Melissa is passionate, dedicated and exceptionally skilled at building relationships and implementing quality measures that drive patient satisfaction. Additionally, her background shows that her efforts have earned best customer service ratings in her industry compared to her peers.

After speaking with Melissa, you will see that she continuously inspires and coach's quality leadership. Her effective communication skills amongst a diverse population (employees, department heads, physicians, patients and their family members) shows that she is sensitive to all voices.

Jennifer Barber, a former colleague says that "Melissa is proactive, results oriented, and passionate. She is always ready to put all her energy and time into making her skilled nursing facility one of the best. It is evident that quality patient care is one of Melissa's top priorities."

Melissa is driven to perform and will define the results she wants to achieve. Whether that is achieving another 5-star rating from a government health inspection or implementing control systems to ensure accountability of all departments, she shines.

Whenever Melissa forms a goal, she is unstoppable in achieving it. Her education goals, for example; were not hampered by working in various health related jobs. Throughout college, she juggled a tight work-schedule to earn a Master's in Business Administration with a specialization in Health Care Management from Saint Leo University located north of Tampa.

After graduation, Melissa earned two certifications – Health Facility Administrator from Indiana State Board of Health, and Nursing Home Administrator from Florida State Board of Health. Both are industry recognized as a benchmark for excellence.

Melissa is looking forward to further progressing seniors' rehabilitative services that give measurable results to the community of Clearwater. Her background and experience reveal her proven commitment and dedication to reach the highest standards within the health care arena.