

## **Sylvia Duarte, CPMSM – Northwestern Region Candidate Statement**



I began my career in Medical Staff Services in Hawaii more than 25 years ago. During my time at Wilcox Memorial Hospital in Hawaii, I worked as the Director of Medical Staff Services and also as Interim Director for the Health Information Management Department during a prolonged recruitment process. I was fortunate to be a founding member of the Hawaii Association Medical Staff Services, serving as the first President-Elect followed by a two-year term as President. Since moving to California in 2001, I have been actively involved in the re-establishment of the Redwood Empire Chapter of CAMSS and served as President for the first two years. I have served as the CAMSS Northwest Regional Representative for the past four years; highlighted by assisting with establishment of the Bay Area Chapter.

I am currently Director of Medical Staff Services, Risk Management and Quality Services at Sutter Medical Center of Santa Rosa. I obtained my certification as a Certified Professional Medical Services Management in July 1988. I thrive on the opportunities that are afforded by our National and State organizations for networking and continuing education. It would be my pleasure to continue to provide support to CAMSS and particularly to the Northwest Region for another term.

**Robyn Pierce, CPCS, CPMSM**

Northwest Region Representative Candidate Statement



I started credentialing at a managed care insurance company. Before there were medical staff computer programs, I created databases on Excel to help keep track of expirables and credentialing processes. I worked in that environment for seven years. What I came to realize is that this was more than just a job, but a career.

I moved out of the SF Bay Area to the Sierra Foothills where I found a job as a credentialing assistant for a small rural hospital. That was parlayed into Manager of Medical Staff Services after I studied and took my dual certification exams. I worked that for seven years.

I am now working at Palm Drive Hospital in Sebastopol as Director of Medical Staff Services. I have been at PDH for ten months.

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I would like to be your CAMSS Northwest Region Representative because I believe that education and communication are essential to any business, but especially to the Medical Staff Services field. As colleagues, we rely on each other for information, education, tools and support to help with the very stressful, complicated issues that come up on a daily basis. Information and access to that information is key to a successful career.

As an MSSP, I enjoy meeting my colleagues and learning from them. I want to help others, new in the field and those who have been around for a long time, in achieving the goals and objectives in their field.

As your Northwest Region Representative, I want to help you access the information, education and tools that you need to achieve your goals as an MSSP. This "career" of mine has opened my eyes to possibilities I never thought I would be able to accomplish. I want to pass on that enthusiasm to others. I am very excited about this opportunity and I look forward to meeting everyone in my region.

## **Deana Bernard, CPMSM – Greater LA Region – Candidate Statement**



Deana Bernard, CPMSM, is currently the Director of Medical Staff Services at Olympia Medical Center in Los Angeles, California. Deana is a current member of the CAMSS Board of Directors serving as the Greater Los Angeles Regional Representative. She is the past President for the San Fernando Valley / Ventura County CAMSS Chapter and has more than 17 years experience working in Medical Staff Services, with 10 of those years as a Director. She completed her Associate Degree with honors in Math and Sciences from College of the Canyons in Santa Clarita, California.

I have enjoyed being a part of the CAMSS Board as Greater L.A. Regional Representative and working with the chapters to increase communication between the chapters and CAMSS Board. I support CAMSS in their pursuit to enhance the highest possible standards of professional growth and recognition for the MSSPs in our diverse healthcare environment. Deana is very excited to be a part of CAMSS.

Deana Bernard, CPMSM  
Greater L.A. Regional Representative



## Candidate Statement

for

**PAM REEVES**

This month, January 2012, marks twelve years of experience in the Medical Staff field. I began my career in Medical Staff taking over an office that had just failed a Joint Commission survey back in the 1980's. Together with the newly hired Quality Assurance Coordinator, we brought the department back into compliance within six months of beginning my position. Things were far different back then, granted, and my return to the field two years ago after a nine-year hiatus has proven that the field has changed even more dramatically than it was almost ten years ago. However, it seems to be my niche and working hard to support the Medical Staffs for which I've worked has been rewarding, despite those hurdles and tricky situations we often find ourselves in. I won't lie and say it's all glamour and roses, but I will say it is a field that affords those of us who keep coming back to it a definite place to creatively and thoughtfully provide direction and support to keep our docs' and hospitals' compliance with the myriad of regulations strong.

I attended my first ever CAMSS meeting in 2011 and was very impressed at not only the organization and networking opportunities, but the positivity expressed everywhere I turned by every face I greeted. It was refreshing, especially knowing how demanding this field is on us. It made me want to be part of something bigger than my little desk, surrounded by calendars and schedules and a mile-long task list. The value we get from networking and having peer connections is invaluable in this field. The California Association of Medical Staff Services provides ample opportunities for this and I want to grow in that direction and do what I can to contribute.