

Jeanne Parker Martin, RN, MPH

San Francisco CA ■ 415-902-4383 ■ jpmartin@leadingageca.org

Overview



Jeanne Parker Martin is an experienced board member, executive leader, and entrepreneur. Jeanne currently serves as President & CEO of LeadingAge California and is former CEO and owner of The Corridor Group. She is a leader in the strategic development of healthcare programs. Active in health service planning, development and delivery of care for more than 30 years, Jeanne has assisted organizations around the world – spanning the U.S., Central and South America, Thailand, and Turkey, for the World Health Organization and U.S. Department of State. Jeanne founded the first AIDS Home Care & Hospice Program in the US and is internationally recognized as an early pioneer in AIDS care and service delivery. In 2019, she was appointed to the California Master Plan for Aging Stakeholder Advisory Committee to chart the roadmap for California’s older adult population, and in 2020 to the federal CMS Coronavirus Commission on Safety and Quality in Nursing Homes to help identify strategies and recommendations to the US response in nursing homes.

An entrepreneur with strong operating and financial results, Jeanne has advised some of the largest U.S.-based publicly-traded companies, venture capital funds and non-profit healthcare organizations by providing them with effective strategies for growth and development, mergers and acquisitions, and operations and finance, including UnitedHealth Group, HCR ManorCare, Marriott Corporation, Gentiva Health Services (now Kindred), Sutter Health, Bon Secours Health System, Berkshire Healthcare System and others. Jeanne is highly valued by boards and executive teams for her leadership and understanding of strategic, financial and governance matters, integrated health care delivery systems, and the impact of changes in health care delivery and payment initiatives on payers and providers.

Jeanne has served on 18 boards, serving as officer and chairs of key committees, including governance, finance, compensation, development, CEO search and strategic planning. She brings sound guidance to boards and executive teams and has provided advice on a wide range of matters based on her knowledge of particular industries, philanthropic foundations, and civic organizations. As a successful entrepreneur, strategist and administrator, Jeanne is widely praised for her skill at board and executive development, collaborative approach, and vision in guiding organizations to successful outcomes and YOY growth.

Jeanne received her Master’s in Public Health from Yale University School of Medicine, and her Bachelor of Science in Nursing from Georgetown University. Jeanne has received numerous awards at the local, state and national level including induction into the National Association for Home Care & Hospice Hall of Fame, the Georgetown University School of Nursing Alumna Award, the California Lillian O’Brien Award, and nomination to MedPac, the Medicare Payment Advisory Commission. She served on the Georgetown University Leadership in Nursing Think Tank, and the University of California School of Nursing Home Care Advisory Council. Jeanne pioneered work in AIDS care and services, having founded the first AIDS Home Care and Hospice program in the US and serving as CEO of Visiting Nurses and Hospice of San Francisco. She serves as Associate Clinical Professor in the Department of Community Health Systems, UCSF School of Nursing. Jeanne writes and speaks nationally and internationally on care delivery across the continuum. Fluent Spanish; basic French.

Relevant Board and Recent Advisory Positions

2023 – present: AARP / OATS (Older Adults Technology Services), Board of Directors

2021 – present: DTRT Health Acquisition Corporation (Nasdaq DTRTU)

Chair, Compensation Committee

2019 – present: Embodied Labs (immersive technology), Board Observer and Advisor

Advise the board of directors and serve as a mentor to the CEO & Founder

2017 – present: ValueFirst, Board of Directors

ValueFirst is a group purchasing organization for products and services in senior living

2016 – present: LeadingAge California, CEO and Member Board of Directors

LeadingAge California is the largest and only association in California representing non-profit providers of Life Plan Communities (aka CCRCs), Senior Affordable Housing, PACE, and Home and Community Based Service providers

2014 – present: The Institute on Aging, Immediate Past Chair, Board of Directors

The IOA services include PACE, care management, care coordination and housing

Chair Committees: Leadership and Compensation, Strategic Growth Task; member Audit, Finance, Development

2013 – 2023: The Corridor Group Holdings, LLC, Vice Chairman and Principal; Equity Partner

The Corridor Group Holdings is comprised of four subsidiary corporations, TCG Services, LLC, TCG Media, LLC, TCG Compliance Consulting, LLC and Daymarck, LLC. Corridor and its subsidiaries serve the post-acute industry

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2013 – 2022: Jack McGovern Coats Disease Foundation, Immediate Past President, Board of Directors

JMCDF focuses on funding research with Genentech related to Coats Disease, a rare childhood retinal disease.

2015 – 2017: Evolent Health, Advisor

Evolent Health is a publicly traded company that partners with health systems on population health and value-based care initiatives – provider sponsored health plans, value payment structures, and physician engagement.

2015 – 2017: DoctorGlobe, Advisor and Equity Member, Investment Committee

DoctorGlobe is a medical tourism start-up technology platform.

Distinguished Member

2020: Federal Coronavirus Commission on Quality & Safety in Nursing Homes

Advised the Vice President of the United States on matters related to Nursing Homes during the pandemic.

2019 – present: California Master Plan for Aging, Member, Stakeholder Advisory Committee

Served as lead on several major initiatives for housing, care and services included in the Master Plan on Aging

2019 – present: California Master Plan for Aging, Member, Research Subcommittee

Served as advisor to create the research agenda and data metrics for us in the Master Plan for Aging

2020 – present: International Women’s Forum, Invitation only, sponsored membership – distinguished group of more than 7,000 high-achieving women’s leaders, with many senior executives in key health care corporations worldwide

2000 – present: Women Business Leaders of the US Healthcare Industry Foundation (WBL) – premier network of female executives across the US health care industry.

Professional Summary

C-Suite and board executive with vision, strategy and understanding of the changing health care environment. President & CEO of LeadingAge California, and leading executive and board member of The Corridor Group companies since 1995. Excels at building relationships, strategic planning, business development, mergers and acquisitions, facilitation and communication. Strong understanding of the issues facing healthcare providers today. Well known public speaker at board meetings and conferences. Extensive experience in diverse international settings. Advanced degree from Yale University.

Core Qualifications

- Visionary and experienced leader
- Strategic and creative influencer
- Relationship builder
- Negotiator for mergers, acquisitions, partnerships, structuring deals
- Excellent communicator
- Strong business and financial acumen
- Strong analytic and business development
- Strong facilitator, listener, planner
- Professional, respectful, high integrity
- Experienced in all aspects of health care delivery
- Understands health care landscape

Professional Experience

LeadingAge California

President & CEO

California’s leading association representing housing, care and service to older adults. LeadingAge CA is transforming public policy, education and public awareness in partnership with its 650 member organization – providers, affiliates and business partners. In 2019, LeadingAge California launched a state-wide public relations campaign, Age On. Rage On. to raise awareness about the dramatic shift in the older adult population, their growing care needs, and related workforce.

The Corridor Group Holdings, LLC and Subsidiaries

Vice Chairman & Principal • CEO • President and Owner

TCG Services, LLC, TCG Media, LLC, TCG Compliance Consulting, LLC, Corridor International – Turkey

Consulting, education, talent and revenue cycle management services to the post-acute industry. Serve health systems, publicly traded companies, law firms, private equity companies, the US government, and Turkey.

- Transformed TCG to a focused, results-oriented company
- Achieved TCG standing as one of the “Top 3” post-acute consulting firms in US, and Inc. 500 Fastest Growing Co’s
- Participated in more than 20 mergers and acquisitions with nation’s largest providers and private equity groups
- Assisted largest US health systems with strategic planning resulting in successful company growth
- Developed the first post-acute system in Turkey, with successful sale in 2011
- Completed private equity transaction of TCG in 2012; completed acquisition of new TCG subsidiary in 2013

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Visiting Nurses and Hospice of San Francisco, CPMC (now Sutter Health)

President/CEO • Exec Dir, Hospice SF • Dir, AIDS Home Care & Hospice

Nation's leader in diversified home based services, and first AIDS home care and hospice program in US

Grew VNH to one of top 10 largest home care, hospice and private duty companies at that time

- Successfully managed executive team and more than 350 staff and 300 volunteers
- Pioneered AIDS care in America, negotiating more than \$5 million in city contracts, and Ryan White funding
- Developed care delivery model espoused by HCFA (CMS) as high quality, low cost, high patient satisfaction ☐ Negotiated facility licensure that was enacted into state law
- Testified at local, state and national levels, including US Presidential Commission

Yale New Haven Health System

System-wide AIDS Coordinator

- Managed first system-wide AIDS program on east coast
- Led all clinics, physicians, and meetings related to AIDS care delivery
- Successfully led and negotiated efforts for out-of-hospital care to and highly stigmatized AIDS patients
- Grew program to national prominence and a leader in continuum of AIDS care delivery

Georgetown University Medical Center – Washington, DC

Assistant Nursing Coordinator

- Propelled to ANC position 6 months after starting position as staff nurse
- Managed staff nursing on general surgery unit

Catholic Relief Services – New York City, NY / Thailand / Phanat Nikhom Refugee Camp

Public Health Administrator

- Published first study on emergency response and management of refugee camps
- Managed all aspects of public health services for camp of 17,000 refugees
- Coordinator – recruitment, identification of volunteers for refugee camps

Georgetown University Office of International Programs – Washington, DC / Guatemala

Coordinator & Teaching Assistant

- First GU student to represent university in Guatemala, at the Center for Family Integration
- Led first study abroad for GU Nursing students – Senior Nursing Practicum in Guatemala

Education

Yale University School of Medicine, Department of Epidemiology and Public Health

Master's Degree in Public Health, Health Services Administration

Emphasis on management and evaluation of local health services

Georgetown University School of Nursing

Bachelor of Science in Nursing

Emphasis on community health nursing services Sub-specialty in languages and linguistics; fluent in Spanish

Universidad Catolica, Quito, Ecuador

Georgetown University School for Summer and Continuing Education Summer Study

Anthropology and Spanish Literature

Speaker/Author Highlights

Jeanne has given more than 500 presentations to local, national and international organizations, and authored more than 50 publications. She is a frequent contributor to McKnight's Senior Living and other industry media outlets. Sample of recent keynotes and publications include:

- White House Invitation from Vice President to represent Coronavirus Commission Work. White House, Washington, DC September 17, 2020
- Federal Coronavirus Commission on Quality & Safety in Nursing Homes, Final Commission Report, September 2020
- California Master Plan for Aging, Stakeholder Advisory Committee Final Report, Lead Goal 2 Team September 2020
- Aging2.0: Moderator November 17, 2017
- Closing Keynote: 50 Years! What will the Next 50 Look Like? CAHSAH, Anaheim, CA May 12, 2016

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- Executive MBA: Designing the Ideal Healthcare Delivery System. Home Care 100, Austen, TX Feb 7, 2016
- General Session: Navigating the Payer Landscape. Home Care 100, Laguna Niguel, CA Feb 2, 2015
- Panel: Post-Acute Sector: Home Health, Hospice and LTAC Investments, McGuire Woods 12th Annual Healthcare and Life Sciences Private Equity and Finance Conference, Chicago, IL Feb 17, 2015
- Martin JP. Navigating the Payer Landscape: What would you do if you had no fear? Lincoln Healthcare Group February 2015
- General Session: The Coming Rollout of Payment Reform: A Debate. HCap HealthCare Services & Capital Conference, Washington, DC November 21, 2014

Awards and Recognition

- Retirement Housing Foundation, Outstanding Leader with Vision for Seniors Award 2018
- Rutherford B. Hayes High School, Hall of Fame 2018
- National Association for Home Care & Hospice, Hall of Fame 2012
- American Journal of Nursing, Book of the Year
- National Hospice Foundation, In Appreciation of Board Service
- The Corridor Group, Inc., 2010 In Appreciation of 15 years of Dedicated Service
- Kansas City Business Journal Top Area Women-Owned Businesses
- KBHK44, for Outstanding and Dedicated Service to the SF Bay Area Community
- Inc. 500 – 15th, 16th and 17th Annual Lists, Ranking of the Fastest Growing Private Companies
- *Ingram's Magazine* Top 25 Fastest Growing Companies – 1995, 1996, 1997, 1998
- Chamber of Commerce Top 10 Small Businesses of the Year
- Office of the Mayor, City and County of San Francisco, Proclamation for Service to the Community
- California Association for Health Services at Home, Lillian H. O'Brien Award for Dedication and Commitment
- National Association for Home Care, Special Award for Contribution to Hospice
- Cable Car Awards, Bob Cramer Award of Excellence
- National Association for Home Care, In Appreciation for Board Service
- Georgetown University School of Nursing, Distinguished Alumna Award
- Sigma Theta Tau Nursing Honor Society