

DR. BRENDAN BICKLEY

PsyD, M.A., C.A.T.S., CADC II, CSS, ICADC, ICCS
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ABOUT:

Experienced in being the driving force behind innovative clinical program design, growth, clinical expansion, integration, clinical operations, business development, and marketing. Over 25 years of administrative healthcare related experience. Commonly retained as a consultant, but currently seeking full-time employment.

EXPERTISE:

- Fiscal Management
- Marketing Team Management
- Admissions /Outreach Development
- Telehealth Development
- Integrating multi-department and multi-site operations
- Personnel Hiring
- State, CARF, and JCAHO Compliance
- Outcome Measures and Company Metrics
- Recruitment & Employee Selection
- Job Training
- Company Performance
- Multi-State Licensing & Accreditation

CAREER SUMMARY

CEO/FOUNDER 2000-Current
Creative Treatment Consultants, LLC – Independent Consultant
United States – Texas, CA, NJ, NV, AK, FL, AZ, OK, MN, TN

My personal independent behavioral healthcare consulting company. I am retained by companies, investors, and venture capital firms to assist in clinical program and business development, as an interim CEO, VP, COO, CLINICAL DIRECTOR, PROGRAM DIRECTOR, EXECUTIVE DIRECTOR, etc., to assist in the following:

- Behavioral Healthcare Clinical/ Business Design & General Operations
- Insurance Reimbursement Strategy and Revenue Maximization
- SUD/Mental Health Clinical Program Design and Structure
- Psychological Assessment & Diagnostic Testing Center Set-Up
- Performance Management and Enhancement
- Home and Telehealth Healthcare Development
- Pain Management Program Design
- Licensing, Accreditation, Operations Management
- Growth Development – (**Scaling-Up Method**)
- Clinical Program Design for Behavioral Health
- Marketing and Advertising
- Company Goal/Objective Development –Measurable Metrics
- Promote and Facilitate Clinical and Business Strategic Initiatives
- Fiscal Management, Budgeting, Insurance Reimbursement
- Revenue Projection and Maximization
- Talent Acquisition and Selection
- Company Expansion Strategy
- Advance Integration of Services
- Facilitate Multi-Site Integration
- Develop and Implement Evidence-Based Clinical Processes
- Maximize Clinic Efficiency and Clinical Outcomes
- Ensure Compliance and Accountability – (MEDI/MEDI, JCAHO, ASAM, CARF, STATE)
- Evaluation of capital requests, and new service/program requests
- New Facility Licensing and Accreditation
- Employee Development and Training
- Employee Culture Development (**If Disney Ran Your Hospital** methods)
- High Complexity Lab Creation and Operations
- Behavioral Healthcare Acquisitions & Mergers

****See Partial List of Contracted Employment at End of CV***

ADDITIONAL CAREER SUMMARY – Contractor Highlights

DIRECTOR OF OPERATIONS

2021-CURRENT

*Magnified Health Systems
Florida/California*

Hired to help design programs, expand business, programs, and facilities. Develop 2-Year exit strategy at 400+ beds.

EXECUTIVE DIRECTOR

2022-CURRENT

*Discovery Point Retreat
Texas*

Retained to help restructure business in Texas and expand programs. Increased patient retention and capacity by 100%.

DIRECTOR

2021

*Be Well OC/Telecare Corp.
Orange, CA*

Retained to help start the **Be Well OC** mental health and addiction treatment facility in Orange, CA by Telecare Corp.

Duties Include:

- Community networking, promoting with Orange County Police Departments, Sheriffs, and Hospitals (Hoag, St. Josephs, College Hospital, UCI Hospital, etc.)
- Program design and operations
- DHCS and Orange County HCA communications and development
- Marketing and Business Development
- Intakes and Admission Department
- Staff Recruiting
- Overall Planning and Development of Facility including training of new staff

VP of CLINICAL OPERATIONS/COO

2018-2019

*Vitality Healthtech/Vitality Biopharma -
Beverly Hills, CA*

Retained by investor group and biopharma company to write initial business plan and investment prospectus for Pain Management Treatment start-up. \$7,000,000 in capital funding acquired. Hired as VP of Clinical Operations after funding success. **Company Closed** due to failure of FDA approval for new drug being developed. Duties included:

Dr. Brendan Bickley

- Acquire Funding for Project from Pharma Board
- Develop Clinical Programs
- Initial Business Plan/Prospectus Including Pro Forma
- Virtual healthcare development
- Create Administrative Clinical Structure
- Licensing
- Policies and Procedures
- Revenue Projections

CEO – (Florida and New Jersey)

2011-2014

American Addiction Centers (AAC Holdings Inc.)

Headquarters Nashville, TN

Managed all aspects of one of the largest, publicly traded behavioral healthcare companies in the United States. Managed Florida and New Jersey operations (Adult and Adolescent), managed over 300 employees. Duties included:

- Developed effective internal controls designed to promote adherence with applicable laws, accreditation agency requirements, and federal, state, and private health plans.
- Creating and managing sales and business metrics
- Writing company's business and clinical policies and procedures
- Marketing, advertising and sales development
- Expansion planning
- Licensing and accreditations
- New property and facility acquisitions
- Companywide training
- Doctoral program implementation
- Financial planning, including cost and revenue analysis
- Outcome measures

(GAP – 1 Year - Completing PhD Research & Dissertation, Moved to Florida)

PROGRAM DEVELOPMENT DIRECTOR &

2006-2010

Clinical Director

National Therapeutic Services/Northbound

Southern California

Recruited by owners to help with a start-up behavioral healthcare company. Helped grow company from 1 patient in 2006 to 100 patients by 2010. Accomplishments included:

- Healthcare administrative organization structure
- Staff Recruitment and Development
- Clinical Program Design and Planning
- New Clinical Program Development
- Managed all clinical services

DEVELOPMENT DIRECTOR

1998-2006

Sober Living By The Sea

Newport Beach, CA

Created first clinical program that combined college with behavioral healthcare treatment. Helped company grow from 40 beds in 1998 to over 120 beds in 2006 before company sold for 10x's EBITDA. Business Development Accomplishments Included:

- Created first program to combine college with addiction treatment
- Innovative Clinical Product Development
- Clinical Outcome Optimization
- Program Development – Adult program, adolescent program, professionals program, eating disorder program, Christian Program

EDUCATION

PsyD American School of Professional Psychology - Clinical Psychology 2014

Dissertation: *“Evaluating the effects of addiction treatment coupled with higher education: An innovative treatment approach”*

MA American School of Professional Psychology - Clinical Psychology 2007

Thesis: *“The perceived role of college classes combined with addiction treatment as it relates to facilitating or impeding healing from substance abuse”*

BA University of California Irvine - Criminology, Law & Society/Psychology 2004

- Graduated Summa Cum Laude
- *Phi Beta Kappa*

AS Saddleback College - Addiction Studies/Human Services 2001

- Graduated Summa Cum Laude
- *Phi Theta Kappa*
- International Honor Society

ADDITIONAL PROFESSIONAL LICENSES/CERTIFICATIONS

International Certification & Reciprocity Consortium
CCBADC – Counselor

International Certification & Reciprocity Consortium
Internationally Certified Clinical Supervisor

California Board of Alcohol and Drug Counselors
Certified Clinical Supervisor

California Board of Alcohol and Drug Counselors
Certified Alcohol and Drug Counselor II

California Association for Alcohol and Drug Educators
Certified Addiction Treatment Specialist

Certified Eating Disorder Treatment Specialist
Board of Registered Nursing and CAADAC

PATENTS

- **ELZEY INTERNET BASED URINALYSIS MONITORING SYSTEM 2011**
Application based system for behavioral health and urine analysis compliance utilizing virtual treatment. U.S. Patent filed 2011. All other information confidential.
- **ELZEY VIRTUAL BEHAVIOR HEALTH SYSTEM 2012**
Complete behavioral healthcare internet based treatment system designed for all levels of care.

AWARDS/HONORS

- **Phi Beta Kappa Honor Society** - University of California Irvine Chapter
- **Golden Key International Honor Society**
- **Magna Cum Laude**
- **American Scholars National Honor Society**
- **Phi Theta Kappa International Honor Society**
- **REACH Foundation** – Full Scholarship – UCI – 1999 – 2004
- **Dustin Jacobs Memorial Award**

HEALTHCARE MANAGEMENT EXPERIENCE & TRAINING

- **Rockefeller Habits/Scaling-Up** = Business Management Methodology
- **Six Sigma** - Business Management Methodology
- **Healthcare Administration - Disney Management** – *If Disney Ran Your Hospital* Methodology applied to Behavioral Healthcare Management

*CONSULTING PROJECTS (Partial List):

<ul style="list-style-type: none">• SYNZI - Virtual Healthcare Platform• FLORIDA STATE HOSPITAL• WHITNEY HOUSTON FAMILY• HOAG HOSPITAL• WARNER BROS. ENTERTAINMENT• WARREN BOYD• AMTRAK – TELEHEALTH Development• ALERE Toxicology – High Complexity Laboratory Development• ANCHOR Diagnostics Laboratory• AVEE Toxicology – Application Development• BETTY FORD CENTER• PROMISES MALIBU• PINEGROVE BEHAVIORAL HEALTH	<ul style="list-style-type: none">• HOPE BY THE SEA• KIPU – EMR System development• BEST NOTES – EMR System Development• CHANGES PRIVATE RECOVERY CENTER TEXAS - CEO• LIGHTENING STEP EMR System• INFINITE RECOVERY - CEO• AMERICAN TREATMENT SERVICES INTERNATIONAL - CEO• MORNINGSIDE RECOVERY – Clinical Director• CHANGES REHABILITATION -CEO• RED ROCK FOUNDATION – Native American Tribunal• REACH FOUNDATION• BRIDGES - COO
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REGISTERED CONSULTANT:

- GUIDEPOINT RESEARCH – New York
- THIRD BRIDGE – New York
- COLEMAN RESEARCH GROUP – Boston, San Francisco, Hong Kong

- ALPHASIGHTS- Global Knowledge Consultant Firm - Global

LICENSING/ACCREDITATION EXPERIENCE

- MEDI/MEDI
- JCAHO
- CARF
- STATE LICENSING All Levels of Care – California, New Jersey, Nevada, Texas, Florida, Utah, Rhode Island, Oklahoma
- CLIA Laboratory – Low/Medium Complexity
- CLIA High Complexity Laboratory Policies and Procedures