



Yvette Branch
MBA, CLSSMBB

Ms. Branch is an Executive Consultant and Subject Matter Expert with CMA. She is a consultant specializing in measurement system design, operational excellence and performance in public sectors. Her client list spans federal, state and local agencies including: Department of Health in Washington State, California Department of Motor Vehicles, Veterans Healthcare Administration, Georgia Department of Health and Human Services, Internal Revenue Services, the Army, the City of Atlanta and the Michigan Agricultural Statistics Service.

Ms. Branch holds a Masters of Business Administration (MBA) from the University of Texas at Austin. She also holds a Bachelor of Science in Mathematics from the University of Detroit. She is a certified Lean Six Sigma Master Black Belt who teaches, trains, mentors, coaches and manages continuous improvement resources.. In addition to Lean Six Sigma certification, she has been trained in Artificial Intelligence, Deep Learning, Machine Learning, Natural Language Processing, Project Management (PM), Change Management (Prosci), Agile Project Management, Design Thinking and Leadership by the preeminent Leadership guru, John Maxwell.

Her career started in healthcare more than 10 years ago as an Systems Delivery Reform Consultant, redesigning 26 departments with a patient centered healthcare lens. She led matrixed operational groups in various regions at multiple levels and disciplines to drive decisions regarding operational efficiencies, customer strategies and profitability. While supporting multiple business areas across the continuum, her analysis served as a foundation for strategic execution. Her solutions have been developed to grow leaders and create, maintain and optimize human resources, organizational processes, and the technology infrastructure.

Yvette has consistently measured strategic impact in terms of speed, fewer errors, less variability, lower cost, increased revenue, improved EBITDA, improved customer satisfaction and enhanced employee experience. Solutions are scaled from the flagship hospital systems to outpatient, urgent care and satellite facilities. Leaders are equipped with roadmaps to successfully integrate change and innovation in their departments. Performance is measured to determine the impact of recommendations and change efforts. Below are measurable impacts:

- Reducing CMS Penalties
- Leading ISO 9001:2015 Certification
- NCQA Accreditation
- Improving Leapfrog Score
- JCAHO Accreditation
- Reducing Harm
- Reducing Readmission
- Enhancing HCAHPS, CAHPS and NPS scores

Yvette's analysis has also produced growth opportunities for a number of private sector customers as well. Clients include Coca-Cola, Hewlett Packard, Ford Motor Company, Mercedes Benz Consulting Group Southwest Airlines. Health Care Services Corporation (the parent company of Blue Cross Blue Shield of Illinois and Texas) and several hospital systems. A few banking clients include Capital One and Wells Fargo banks.

Ms. Branch's has recently shifted focus to include modernizing and transforming operations by using data to support artificial intelligence, deep learning, machine learning and natural language processing. In addition to providing general recommendation for organizations, her capabilities include utilizing internal data for predictability and automation of non-automated processes..

Yvette Branch has been on the forefront of transforming data into information for strategic decision making and organizational growth. She has created organizational frameworks for leaders that serve as a foundation for answers to the most challenging decisions and issues facing companies for decades to come..

Certificate of Completion

Lean Six Sigma Master Black Belt Certified

The Board of Trustees of the Management and Strategy Institute has conferred upon

Yvette Branch

*The status of 'Certified' with all of the rights and privileges thereunto
appertaining to this professional development certification.*



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