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FOR IMMEDIATE RELEASE



SOUTHWEST ALLIANCE FOR EXCELLENCE ANNOUNCES NEW BOARD MEMBERS

PHOENIX, AZ (March 28, 2016) – The Southwest Alliance for Excellence (SWAE) recently announced five new members elected to their Board of Directors.

The Southwest Alliance for Excellence (SWAE) is an organization that empowers businesses in Arizona, Nevada and Utah to pursue performance excellence, improve outcomes and contribute to the economic strength of their community and state. As such, SWAE called for public nominations to fill volunteer Director positions on its non-profit Board. Members of the Board of Directors are elected to three-year terms.

New Board Directors include:



Rich Failla, MS, CEO Montevista Hospital, Las Vegas, NV

Rich is the Chief Executive Officer of Montevista Hospital and Red Rock Behavioral Health, Strategic Behavior Health located in Las Vegas, NV. Rich holds a Master's of Science degree and is responsible for 162 bed Psychiatric Hospital, including Outpatient Programs with ADC of +40 and 21 bed Geriatric Unit. Rich has been with the organization since 2014. Prior to 2014 Rich was the CEO of the Research Psychiatric Center , HCA

MidAmerican Division for 6 years. Rich led the 100 bed Research Psychiatric Center in its quality initiative culminating with the organization receiving the 2012 Missouri Quality Award and being recognized by The Joint Commission as a Top Performer on Key Quality Measures for 2012.



William LaFollette, LSSMBB, CQE, Accumen, Inc., Phoenix, AZ

William LaFollette has over twenty five years of experience in delivering quality and organizational excellence programs in the health care, automotive, and telecommunications industries. He is an accomplished leader, strategist, public speaker, teacher, and author. Will

also serves the American Society for Quality (ASQ) and the Association for Business Process Management Professionals (ABPMP), building education and certification programs, developing professional collaborative teams, leading execution of global quality initiatives and accomplishing strategic goals. William is the Operational Excellence Leader at Accumen Inc. Accumen partners with health systems to deliver excellence in laboratory and comprehensive patient blood management. Will holds a MS in Quality Management and is a Certified Lean Six Sigma Master Black Belt and Certified Quality Engineer.

SWAE Board of Directors

Jean Hammelev, MBA
Chair
*Sonora Quest
Laboratories*

Carl F. Herring III, CQE
Vice-Chair
*Raytheon Missile
Systems*

Adrian Juchau, M. Ed
Secretary
LDS Business College, UT

Charles McLane, CPA
Treasurer
*CBIZ, Mayer, Hoffman
McCann, P.C.*

Chetan Date, PhD PE
Honeywell

Susan Duffy, MBA/HCM
HonorHealth

Bristol S. Ellington, AICP
City of Henderson, NV

Rich Failla, MS, CEO
Montevista Hospital, NV

William LaFollette, CQE
Accumen, Inc.

Ahmad Pardazi, MHSM
HonorHealth

Jerry Parker
*Medical Security Card
Company*

Cherryl Paul, M. Ed
*Deer Valley Unified
School District*

Charles Shillingburg, MBA
*APN Staffing &
Employment Solutions*

Karen L. Shepard
Executive Director



**Ahmad Pardazi, MHSM, PMP, CPHQ, CSSBB
HonorHealth, Scottsdale, AZ**

As Network Manager of Regulatory & Accreditation at HonorHealth, Ahmad’s responsibilities include ensuring compliance with state licensing regulations for all five

HonorHealth acute-care hospitals, surgical specialty hospital, and outpatient treatment centers and standardization of the organization’s Accreditation program with responsibility for HonorHealth’s 90+ physician office practices and other outpatient offices. Ahmad also provides organization-wide support for accreditation and licensing initiatives such as the ISO 9001 internal audit program and continuous improvement activities linked to non-conformance ‘opportunities’ discovered during accreditation and licensure surveys. Ahmad holds a Masters of Health Sector Management and active certifications as a Project Management Professional and Certified Professional in Healthcare Quality, and is a certified Six Sigma Black Belt. Ahmad has 10 years’ healthcare across healthcare research, hospital, laboratory, blood banking, and physician office environments.



Jerry L. Parker, VP, Information Technology & Client Operations, Medical Security Card Company, Tucson, AZ

Jerry is a member of Executive Team of Medical Security Card, Company with responsibility for Information Technology and

Operations, including software development, database management, network management, enterprise quality, implementation, claims adjudication, and client services. He participates in enterprise strategy development/execution, business planning & budgeting, product development, and leadership of corporate initiatives.

Jerry has experience in insurance, healthcare, and PBM business operations, including specialization in core functions such as claims management, benefit configuration, prior authorization, implementation, provider credentialing, client services, information systems, and call center. Jerry has also served on the SWAE Board of Examiners.



Charles Shillingburg, MBA, APN Staffing & Employment Solutions, Phoenix, AZ

Charles is the VP of Marketing, Business Development, Government Administration & Quality Assurance at APN Staffing and Employment Solutions in Phoenix, AZ. Charles is an experienced Business Developer,

Change Manager, Marketer, Public Relations Manager, Quality Manager, Program / Project Manager, Researcher and Analyst helping organizations increase capability and capacity, efficiently and effectively, to deliver more value to their customers. With over 20 years’ experience, Charles employs practical solutions that link strategy and tactics to achieve organizational outcomes. Experience includes: government, automotive, publications, consumer goods, health care, retail sales and service operations, finance and call centers.

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