

Contact: Vjollca “Viola” Hysenlika
Vjollca.hysenlika@baycare.org
(727) 519-1341 Office
(727) 432-7461 Cell Phone

BayCare Names New Vice President of Managed Care

Clearwater, Fla., (February 12, 2018) – [BayCare Health System](#) has named Donna P. Ghobadi the new vice president of Managed Care. BayCare is a leading not-for-profit organization comprised of 15 hospitals and hundreds of other convenient locations throughout Tampa Bay and central Florida regions.

Ghobadi, who was the vice president of Managed Care and Revenue Cycle at Baptist Healthcare System, is responsible for planning and directing all aspects of managed care at BayCare. She oversees the negotiations of contract reimbursement rates, structures, language and terms. She also leads the managed care fee for service and value based contracts and compliance.

“We’re thrilled to bring Ghobadi to the BayCare family,” said Janice Polo, executive vice president and chief financial officer at BayCare. “Her experience and leadership will help us move forward our strategic goals in managed care across the system.”

Ghobadi brings more than 20 years of managed care experience to BayCare. In her various roles at Baptist Health, she led the coordination, negotiation and implementation of commercial contracts with managed care organizations for facilities, medical group and other entities. She also successfully led multiple strategic initiatives, denial management and prevention activities as well as developed analysis of data and market information.

“I joined the BayCare team for its reputation and commitment to achieving health care excellence,” said Ghobadi. “This is a team that is innovative, compassionate and dedicated to achieving superior rankings in both patient care and team member engagement. I am excited to lead a team that plays such an integral part in shaping reimbursement models that will lead us into the future.”

Ghobadi completed her bachelor’s degree in business administration at the University of Louisville and master’s degree in healthcare administration at the University of Phoenix.



About BayCare Health System

BayCare is a leading not-for-profit health care system that connects individuals and families to a wide range of services at 15 hospitals and hundreds of other convenient locations throughout the Tampa Bay and central Florida regions. Inpatient and outpatient services include acute care, primary care, imaging, laboratory, behavioral health, home care, and wellness. Our mission is to improve the health of all we serve through community-owned, health care services that set the standard for high-quality, compassionate care. For more information, visit www.BayCare.org.

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