

TIPPI ETZEL

Personal Information

Prefer Tippi (she/ her)
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Website

<http://www.tippietzel.com/>

Skills

Website design

Creative visualization

Website content development

Effective problem solving

Analytical and Creative

Effective communicator

Creative team leadership

Technologies

Commonspot/ Drupal

Google Analytics

HTML/CSS

Adobe Creative Suite

MAC and PC qualified

Microsoft Business Suite

Radiology: EPIC, Impax, PACS

Personal Summary

- Keen 3D visualization, technical expertise and a creative 'out of the box' thought processes coupled with analytical sense that can drive a wide scope of projects from conception to implementation.
- Flexible creative that adapts well to dynamic environments.
- Dependable, logical, detail-oriented professional who concentrates on completing projects steadily and on schedule.
- Enjoy working within organizational structures to improve procedures and processes resulting in improved logical frameworks.
- Proactively able to identify potential difficulties and determine means of lessening or avoiding them.
- 17 year OHSU career with extensive institutional knowledge.

Professional Accomplishments

Weekly Newsletter

Started a weekly newsletter using marketing software Constant Contact. "Too many emails" was a constant complaint of radiology's 360 employees. Emails came daily from multiple sources with no regular cadence. The Newsletter was designed to grab most information that could be funneled into one Friday email.

Website

- Currently manage and have increasingly developed the OHSU Radiology website for the past 9 years.
- 2018 rebuilt all OHSU Radiology pages in Drupal.
- Project lead and sole developer for four redesigns.
- Relaunched and combined health care and educational site.
- Co-Created and launched a brand new health care website directed towards patients.
- Created and launched a new radiology website directed first towards a medical professional audience and has since evolved to include patient experience.

Co-Director Radiology Employee Satisfaction committee

- Created a dynamic visual timeline for common yearly events.
- Cultivated the volunteers into a more proactive and organized group.
- Co-managed a team of technologists, nurses and office staff that recognize and implement ways to increase patient safety and satisfaction as well as organize and develop employee engagement activities. Required a high level of group organization, delegation skills and teamwork.

Yearly CME Radiology conference

- Created, developed and managed a yearly regional CME radiology conference for four years.

Education

Physics, University of Pittsburgh
Pittsburgh, PA
January 1997 - December 2001

Portland State University
Portland, OR
September 1993 - May 1994

American school In Japan
Chofu, Japan
August 1989 - May 1993

Languages

American Sign Language

Studied for a year at the University of Pittsburgh. Acquired valuable cultural sensitivity knowledge.

Japanese

3 years of experience living and attending high school in a foreign country. Sensitive and adaptable to cultural differences and varying communication styles

WORK EXPERIENCE

Communications Specialist
OHSU Portland, OR

December 2019- Present

- Created a social media resident recruitment campaign and managed it with Hootsuite software during the COVID-19 Pandemic.
@OHSURadiology @OHSURadChiefs
- Created a weekly newsletter in marketing software Constant Contact that incorporated OHSU Branding.
- Continued Web Specialist position with a greater focus on Social Media and promoting the Diagnostic Radiology Department internally and externally while no longer supporting the Neuroradiology Section.
- Reinforced parent branding importance in department.

Web Specialist
OHSU Portland, OR

May 2015- December 2019

- Create, maintain and continually update website for Diagnostic Radiology.
 - Original Educational Site designed for the medical professional audience (and frequently referenced from outside institutions).
 - Designed and developed the initial build and 2 redesigns projects.
 - Original Healthcare Site designed for patients.
 - Co-designed and developed the initial build.
 - Two sites were merged into one in June 2017.
- Initiate projects and coordinates steps to ensure participation of appropriate key stakeholders and groups.
- Provide project leadership for problems that require electronic solutions for dispersed departmental logistics.
 - Over 250 MRI Protocol pages added online for easy but non-editable access.
 - March 2015- Incorporating BOX for secure and more user-friendly storage of schedules and job classification specific information.
 - July 2019- Assisted with faculty schedule move from a manual system posted in BOX to an automated system, QGenda.
- Serve as a liaison between Web Strategies/ Marketing and department.
- Provide basic technical assistance to department users and make recommendations.
- Respond to visitor inquires via department email address.
- Created own graphical images in Photoshop.
- Review Google Analytics and uses information to tailor web pages to site visitors.
- Created content for Electronic Bulletin Boards
- Continued with all Neuroradiology Administrative duties.
- Promoted within the department

Neuroradiology Administrative Coordinator
OHSU Portland, OR

January 2007- May 2015

Manage group of 9 Staff Neuroradiologists:

- Maintain communication epicenter for Neuroradiology Staff.
- Provide outstanding customer service for other departments.
 - Meeting and appointment scheduling.
 - Compose, edit and handle sensitive and confidential documents and maintain electronic data.
 - Reconcile monthly faculty schedule reports in GQenda and track academic/clinic/Vac/Sik/Conf time.
 - Coordinate management of existing internal contracts with risk management.
 - New Faculty recruitment travel arrangements and schedules

Regional CME Conference for General Radiologists.

- Designed, developed and managed an annual Radiology CME Conference for four years.
- Created a database of contact information for over 400 regional radiologists and 100 Alumni.
- Orchestrated and negotiated off-site room reservation and catering.
- Managed all attendees' registration, communication and payment.

Neuroradiology Fellowship Coordinator

ACGME accredited fellowship program – three 1st year positions and one 2nd year non-accredited position.

- Develop and maintain data management, tracking, and reporting functions for ACGME accredited program.
- Develop and coordinate monthly fellow and resident rotation schedules for the year in Neuroradiology.
- Coordinate confidential meetings/discussions with departments and represent NR in GME coordinator group.
- Coordinate management of VA Off-Campus authorizations with risk management.
- Review existing methods and procedures, and modify for optimal fellow education.
- Coordinate yearly fellowship recruitment and selection process- complex multi interviewer/ interviewee scheduling group interviews.
- Provide information, support, and problem-solving for trainees and program faculty on all personnel and program issues.

Patient Access Resource Specialist - Pediatric Surgery
OHSU at Legacy Emanuel Portland, OR

July 2006 – January 2007

- Patient Scheduling, check-in and answered multi-line phones.
- Obtain insurance pre-authorization/ co-pay and wavers.
- Coordinated surgery schedule with Operating room and scheduled sedation for pediatric patients.
- I left for a new opportunity in Radiology. I also didn't feel like this job was a good fit for me. Changing jobs can be uncomfortable and un-stabilizing but personal happiness and job satisfaction is important to me.

Patient Access Services Specialist - Radiology
OHSU Portland, OR

October 2002- July 2006

- Reception: check in patients, answer multi-line phones and patient resource for general information.
- Scheduling duties (paid out of class as a resource specialist):
 - Schedule patients for Radiology and Ultrasound exams, Order Nuclear Medicine Pharmaceuticals.
 - Coordinated complex Nuclear medicine exams and sedation for pediatric patients.