

CURRICULUM VITAE

Mary Claire Hoppe Dominiak, PhD, MBA, RN

Professional Experience:

LOYOLA UNIVERSITY OF CHICAGO NIEHOFF SCHOOL OF NURSING 1990 – 2013

Adjunct Faculty School of Nursing 2013 - 2016

- Served as faculty in Undergraduate Health Systems Management Program

Director, Undergraduate Health Systems Management Program & Assistant Professor
2006 – 2013

- Directs undergraduate non-nursing Health Systems Management major including curriculum development, marketing of program, student advising, course teaching, and establishing relationships and negotiating internship sites with health care partners

Adjunct Faculty Graduate Program 1990 – 2006

- Developed and implemented the Healthcare Marketing course for MSN / MBA program.
- Developed and managed a Baxter – based clinical practicum for MSN / MBA students.
- Member, Dean's Board of Advisors.
- Member, Advisory Board for PhD Education Project.
- Developed and launched new undergraduate degree in Health Systems Management
- Served as Program Advisor for undergraduate Health Systems Management degree

Research Assistant 2003 – 2006

- Supported and participated in faculty research, teaching, and grant writing

BAXTER HEALTHCARE CORPORATION Deerfield, Illinois 1988 – 2003

Global Director of Marketing Oncology 2002 – 2003

Accomplishments:

- Created a plan for the U.S. launch of generic oncology drugs leveraging Baxter's device platforms to create product differentiation.
- Identified drugs in portfolios, provided market analysis on targets as part of business development efforts, and worked cross-divisionally to develop and execute the plan.
- One deal signed and one pending at time of leaving company.

Accountabilities:

- Lead the strategic marketing direction for building upon specific areas of the U.S. oncology platform .
- Directed marketing activities related to assessment of potential business development deals

Global Director of Marketing Specialty Therapies

1997 – 2002

Accomplishments:

- Directed development of the global ambulatory infusion business, contributing to sales growth of \$36 million over 5 years.
- Launched 2 new products that generated sales of \$1.6 million over 2 years.
- Conducted market research on a product concept that terminated the project and saved in excess of \$800,000.

Accountabilities:

- Responsible for the product/marketing management of a \$70 million global product line.
- Lead global business unit oncology and product line strategic planning, operating plan development, budget control, product development prioritization, and related marketing activities in conjunction with regional and country staff.
- Responsible for supporting market segment growth and geographic expansion goals.
- Managed a marketing/product management staff of three.

Director of Marketing, Homecare Alternate Care Team

1996 – 1997

Accomplishments:

- Created and executed strategies to drive growth of the segments in this market.
- Developed and directed programs that positioned the products and supported the sales organization through marketing communications.
- Directed launch of a drug delivery program resulting in first year sales of \$300,000.
- Led a cross-business unit team that developed and implemented a customer visit program that resulted in two new national account gains.

Accountabilities:

- Responsible for developing and implementing a Home Infusion strategy
- Managed division's matrix of business unit marketing to bring products and services to Home Infusion customers.

Manager, Market Development Alternate Care Team

1992 – 1996

Provided marketing team leadership for a cross-functional product development team. Managed the global oncology product line.

- Led the development of a global product launch for a state-of-the-art ambulatory infusion pump including market and competitive analysis, product requirements, marketing mix strategies, and regulatory compliance requirements for entry into the \$100 million ambulatory pump market.
- Increased the global oncology product line sales 12% year over year. Developed business in Europe and Japan.

**Senior Market Manager, Infectious Diseases
Ambulatory Infusion Business**

1990 – 1992

Managed the inter-divisional marketing activities of the global Infectious Disease market. Was also responsible for managing the sales training and clinical services function.

- Launched disposable drug delivery systems into the alternate site market as part of new business, resulting in sales of \$20 million over two years.
- Achieved 120% of plan in 1991 and 130% of plan in 1992 with 30% growth over 1991.
- Launched a product line extension with first year sales of \$1.1 million and a gross profit of \$750,000.
- Established business unit's clinically focused product sales training function and trained more than 40 sales people in this new technology.

Manager, Nursing Consulting Services

1988 – 1990

Directed divisional nursing consulting program, which provided product sales support through value-added services. Managed operating budget and staff of internal and external nursing consultants.

- Instrumental in the development and execution of the needleless system cost benefit analysis to launch the company into a leading edge position.
- Increased sales impact of infusion device consultations from \$2.5 to \$5 million by performing clinical product consultations and sales support.
- Integrated two functional nursing groups resulting in tripling of consultations and 25% reduction in costs.
- Developed and implemented Nursing Network in-service support group that grew from four temporary nurses to nine on staff and 400 temporaries.

ABBOTT LABORATORIES Abbott Park, Illinois

1983 – 1988

Business Development Manager, Abbott Homecare

1987 – 1988

Responsible for targeting, negotiating, and implementing joint business arrangements with key hospital customers. Directed activities of field sales in partnership accounts.

- Established four partnership ventures with key hospitals for homecare including risk-sharing contracts generating first year sales of \$200,000.
- Negotiated and implemented I.V. therapy contracts with key homecare customers resulting in \$500,000 in sales.

Manager, Partnership Program

1985 – 1987

- Developed and launched marketing program materials to support the sales organization for home I.V. therapy hospital partnerships.

Manager, Nursing Practice

1983 – 1985

- Launched a new market, a national home I.V. therapy nursing service, creating a 24-hour support line staffed by nurses.
- Managed a nursing staff of 10 and all training programs.

FOSTER G. MCGAW HOSPITAL Maywood, Illinois

1980 – 1983

Clinical Nurse Specialist Nutrition Support Team

- Created and launched the Nutrition Support Team consisting of nursing, dietetics, and pharmacy.
- Responsible for the nursing management of patients receiving advanced parenteral and enteral nutrition.
- Created and managed the home TPN program that reduced hospitalization costs for GI diseased patients.

ST. MARY OF NAZARETH HOSPITAL Chicago, Illinois

1975 – 1980

Nurse Specialist Nutrition Support Team

1977 – 1980

- Responsible for nursing management of patients requiring advanced nutritional support.
- Created staff education programs for infection control, management of central catheters,

uses of advanced nutritional support.

Instructor Critical Care

1975 – 1977

- Revised and updated curriculum for critical care course.
- Conducted critical care course for senior level students.

Staff Nurse Intensive Care Unit

1975

- Provided nursing care to patients in Intensive Care Unit.

Education:

| <u>Institution</u> | <u>Years</u> | <u>Degree</u> | <u>Date</u> |
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| Loyola University Chicago | 2003 – 2006 | Ph.D. | 8/2006 |

DISSERTATION (2006) Utilizing Branding Theory to Explore the Relationship between Personal Values and Perceptions of Nursing as a Career

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|---------------------------|-------------|--------|------|
| Loyola University Chicago | 1986 – 1989 | M.B.A. | 1990 |
| Loyola University Chicago | 1977 – 1980 | M.S.N. | 1981 |
| Loyola University Chicago | 1971 – 1975 | B.S.N. | 1975 |

Honors:

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| President's Engaged Scholar, Loyola University Chicago | 2008 |
| Alpha Sigma Nu, National Jesuit Honor Society | 2005 |
| President's Award, Abbott Laboratories | 1984 |
| Sigma Theta Tau (STT), National Nursing Honor Society | 1977 |
| Illinois State Scholarship | 1972 –1973 |

Research Interests:

Branding and nursing image
Recruitment and retention of underrepresented populations into healthcare
Women and leadership in healthcare
Nursing and healthcare leadership impact on staff and patient outcomes

Research and Funding:

Leadership in Home Healthcare: The Impact of the Nurse Manager on the Professional Practice Environment. (PI). with Co-Investigator, F. Vlasses, PhD, RN. American Nurses Foundation (\$3500.00, under review)

Leading to Excellence: Describing manager impact on staff and patient outcomes. Co-Investigator with PI: F. Vlasses, PhD, RN. American Nurses Foundation. (\$4961.52, under review).

FLASH: Fostering Lifelong Advocacy and Service in Healthcare. Funded by Loyola University Chicago President's Engaged Scholars Program (\$2000)

The Relationship between Nurse Manager Academic Preparation and Staff Outcomes. Co-Investigator with F Vlasses, PhD, RN (PI). Funded by AONE (\$3500)

Creating a Nursing Brand Through Exploration of Nursing's Essence. Funded by Alpha Beta Chapter, Sigma Theta Tau (\$1000)

Utilizing Branding Theory to Explore the Relationship between Personal Values and Perceptions of Nursing as a Career. Dissertation Research, funded by Alpha Beta Chapter, Sigma Theta Tau (\$650)

Grants Reviewed (not funded):

QSEN Pilot School Learning Collaborative, University of North Carolina at Chapel Hill, 2007 (\$25,000)

Courses Taught:

Health Care in America, Loyola University Chicago Health Systems Management
Health Care Marketing, Loyola University Chicago MSN/MBA program
Professional Nurse Leader II, Loyola University Chicago Niehoff School of Nursing
Introduction to Project Management, Loyola University Chicago Health Systems Management
Introduction to Global Healthcare, Loyola University Chicago Health Systems Management
Management of Health Care Organizations, Loyola University Chicago Health Systems Management
Healthcare Workforce Environment, Loyola University Chicago Health Systems Management

Publications:

Books/Book Chapters:

Hoppe, M.C. Role of the nurse on a metabolic support service. Handbook of Clinical Nutrition. ed. M. V. Kaminski, Jr., Marcel Dekkar, Inc. New York, New York, 1982.

Hoppe, M.C. Psychosocial Support of Patients on Home Nutritional Support. Handbook of Total Parenteral Nutrition. ed. J.P. Grant, W. B. Saunders, Philadelphia, PA., 1980.

Articles:

Dominiak, M.C. (2004) The concept of branding: is it relevant to nursing? Nursing Science Quarterly, 17: 295-300.

Stotts, N.A., Englert, D., Crocker, K.S., Bennum, N.W., Hoppe, M.C. (1987) Nutrition education in schools of nursing. Part 2: the status of nutrition education in schools of nursing, Journal of Parenteral and Enteral Nutrition, 11: 406-411.

Hoppe, M.C. (1986) Nutritional support in the home, Hospitals Materiel Management Quarterly, 7(3): 72-79.

Hoppe, M.C. (1983) Home parenteral nutrition: an overview, RxHomeCare, 5 (2): 27-30.

Hoppe, M.C., Descalso, J. (1983) Gastrointestinal disease: nutritional implications, Nursing Clinics of North America, 18 (1): 47-56.

Hoppe, M.C. (1983) Nutritional management of the trauma patient, Critical Care Quarterly, 6 (1): 1-16.

Hoppe, M.C. (1981) Nurse, Nutrition Support Services, 1 (2).

Hoppe, M.C. (1981) Grow professionally in a growing field as a nutrition support nurse, Nursing, 11 (5):108 – 110.

Hoppe, M.C. (1980) Product survey: the new tube feeding sets, Nursing, 10 (3).

Griggs, B.A., Hoppe, M.C. (1979) New and improved: nasogastric tube feeding, American Journal of Nursing, 79 (3):481-485.

Monographs:

Griggs, B.A., Chernoff, R., Hoppe, M.C., Wade, J. (1979) Enteral Alimentation, American Society for Parenteral and Enteral Nutrition, Rockville, Maryland.

Kaminski, M.V., Hoppe, M.C. (1978) Catheterization techniques and site care in intravenous hyperalimentation. Medical Directions, Chicago, Illinois

Presentations:

Dominiak, M.C. Branding: How to Brand Nursing for Recruitment of the Next Generation. Illinois Organization of Nurse Leaders Mid-Year Meeting, Bloomington, IL, May, 2008 (invited)

Dominiak, M.C. The Brand Image of Nursing Among Racial/Ethnic Groups. 19th Annual Ruth K. Palmer Research Symposium, Marcella Niehoff School of Nursing, Chicago, IL, March, 2007 (invited)

Dominiak, M.C. Can Branding Capture the Essence of Nursing? Purdue University, Calumet Alumni Reunion, Calumet, IN, October 6, 2006 (invited)

Dominiak, M.C. Branding: An Inside Look. Midwest Business Administration Association, Chicago, IL, March 17 – 19, 2004. (invited)

Poster Presentations:

Dominiak, M.C. & Bufalino, J.N. Creating a Nursing Brand through Exploration of Nursing's Essence. Ruth K. Palmer 20th Annual Research Symposium, Loyola University Chicago, Oakbrook, IL. April 24, 2008

Dominiak, M.C. & Androwich, I.M. The Promises and Pitfalls of Web-Based Surveys. International Nursing Administration Research Conference. Indianapolis, Indiana. October 17-20, 2007.

Dominiak, M.C. The Relationship between Personal Values and Perceptions of Nursing as a Career. 17th International Nursing Research Congress, Sigma Theta Tau. Montreal, Quebec. July 20, 2006.

Vlasses, F. & Dominiak, M.C. Minority Nurse Transition into Practice. Ruth K. Palmer 18th Annual Research Colloquium, Maywood, IL, March 16, 2006

Dominiak, M.C. The Economics of Brand Choice: Implications for Recruitment and Retention. Nursing Administration Research Conference. Tucson, Arizona. October 8, 2005.

Vlasses, F.R., Dominiak, M.C. Minority Nurse Transition into Practice. Nursing Administration Research Conference. Tucson, Arizona. October 8, 2005.

Vlasses, F.R., Androwich, I.M., Haas, S., Dominiak, M.C., Honey, D. The Relationship Between Nurse Manager Level of Academic Preparation and Staff Outcomes. Nursing Administration Research Conference. Tucson, Arizona. October 8, 2005.

Dominiak, M.C. Branding as a Tool to Support Nursing Image. Ruth K. Palmer 17th Annual Research Symposium. Loyola University Chicago, Chicago, Illinois. March 17, 2005.

Consultations:

Graduate School of Business, Loyola University Chicago

Developed proposal for new program: Master's in Business Administration with a specialty in Health Care Management; Proposal accepted

2004

Professional Organizations (alphabetical):

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| American College of Health Care Executives | 2004 - 2007 |
| American Organization of Nurse Executives | 2004 - 2008 |
| American Society for Parenteral and Enteral Nutrition | 1977 - 1985 |
| Founding Member, Nursing Committee | 1977 - 1983 |
| *Membership Committee – Nursing Chair | 1979 - 1980 |
| *Chair, 5 th Clinical Congress Nurse's Program | 1980 - 1981 |
| Member, 6 th Clinical Congress Committee | 1981 - 1982 |
| Member, Newsletter Committee | 1981 - 1982 |
| Editorial Board <u>Journal of Parenteral and Enteral Nutrition</u> | 1981 |
| *Member, Board of Directors | 1982 - 1983 |
| Chair, Ad Hoc Committee on Core Curriculum Development | 1980 - 1982 |
| Member, Select Committee on Standards of Professional Practice | 1980 – 1982 |
| Association of University Programs in Healthcare Administration | 2006-present |
| Member, Undergraduate Program Committee | 2007-present |
| Center for Nursing Advocacy | |
| *Member, Board of Directors | 2006-present |
| *Chair-Elect, Board of Directors | 2007- 2008 |
| Chairman, Board of Directors | 2008 |
| Council on Graduate Education for Administration in Nursing | 2005 – 2008 |
| Healthcare Businesswomen's Association | 2006 -- 2007 |
| Illinois Joint Practice Committee | |
| Member | 1982 |
| Illinois Nurses' Association | 1980 - 1982 |
| Member, Bylaws Committee | 1982 |
| *Recording Secretary, Interdivision Council of Clinical Nurse Specialists | |
| Illinois Organization of Nurse Leaders | 2003 - 2008 |
| Sigma Theta Tau International | 1977 - 2007 |
| *Treasurer, Alpha Beta Chapter | 2005 - 2007 |
| *President, Alpha Beta Chapter | 1983 - 1984 |
| Member, Ad Hoc Research Committee, Alpha Beta Chapter | 1980 - 1981 |
| *Recording Secretary, Alpha Beta Chapter | 1981 - 1982 |
| <u>Service:</u> | |
| Loyola University Committee Service: | |
| <u>University:</u> | |
| Member, President's Civic Engagement Leadership Council | 2008 |
| Member, PhD Education Project Advisory Committee | 2003 - 2005 |
| Member, Graduate Student Advisory Committee | 2005 |
| <u>Niehoff School of Nursing:</u> | |
| Member, Dean's Blue Ribbon Panel on Endowed Chairs | 2003 – 2004 |
| Member, Undergraduate Program Committee | 2006 – 2008 |

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| Member, DNP Task Force | 2008 |
| Member, Academic Evaluation Committee | 2008 - 2010 |

Mercy Home for Boys and Girls (Chicago, Illinois):

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| Charter member, Leader Council | 2003 - present |
| Chair, Marketing Committee | 2003 - 2004 |

Special Religious Education for the Developmentally Disabled

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| Parish Chairperson, St. Peter Parish, Antioch, Illinois | 2002 - present |
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Healthcare Foundation of Northern Lake County

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| Member, Board of Directors | 2012 - present |
| Secretary, Executive Committee | 2015 - present |
| Chair, Nominating and Governance Committee | 2016 - present |

Antioch Area Healthcare Accessibility Alliance

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| Founding and Board Member | 2011 - present |
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Village of Antioch

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| Trustee*, Village Board | 2011 – present |
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Live Well Lake County Steering Committee

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| Member | 2013 - present |
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Date prepared: April 13, 2017

*elected office