



LYNNE CUNNINGHAM, MPA, FACHE

BIOGRAPHY

With over 30 years of healthcare experience, including 25 years as a strategic planning and marketing consultant, Lynne is uniquely qualified for her role as both coach and business development link. She has worked with hospitals, health systems, and medical groups all over the country to define, measure, and evaluate the perception of quality among patients, employees, physicians and the community. Lynne brings a broad base of experience and views to her clients.

Lynne works with health systems to create the roadmap and design of the Studer Group coaching model, which will be successful as each partner organization works with Studer Group to continue its service and operational excellence journey from good to great. A skilled facilitator with keen insight into group dynamics, Lynne is able to work individually with organizations to help them determine the best way to apply and integrate Studer Group processes as they create their own “fingerprint” for their cultural change journey. With Lynne’s broad perspective of how to apply the Studer Group process in a variety of healthcare settings, she is a frequent speaker on Studer Group basics and how to measure return on investment with application of Studer Group’s Evidence-Based LeadershipSM tools.

Lynne is the author of several books and many journal articles on topics including: “The Impact of Patient Satisfaction on Malpractice Exposure,” “Physician Involvement in Marketing” and “Marketing Best Practices in a Variety of Service Lines.” Prior to joining Studer Group, she was a staff administrator at Kaiser Permanente in Northern California and at Sutter Health.

RECENT REVIEW

“Lynne is a great speaker, our staff loved her. She incorporated our results in her talk and it was just what we asked her to do.”