

COLIN P. HIGHLAND PT, DPT

Innovator · Health Care Strategist · Operational Transformation Leader

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PROFESSIONAL PROFILE

Doctor of Physical Therapy and enterprise health care strategist with an 11-year tenure at CenterWell Home Health (Humana) and a 26-year career arc from frontline clinician to national strategy leader. Known as an innovator and unconventional thinker who consistently identifies and solves problems others haven't named yet. Proven track record leading enterprise transformation initiatives — from helping to deliver eight-figure contingent labor cost reduction to national program rollouts spanning a nationwide branch network. Combines rare clinical credibility, operational depth, and technology fluency to drive outcomes at every level of a complex organization.

CORE COMPETENCIES

- Enterprise Strategy & Transformation · AI & Automation Strategy in Health Care
- Home Health Operations — Nationwide Scale · Initiative Architecture & Deployment
- Contingent Labor Program Governance · Process Automation & Workflow Engineering
- Cross-Functional Executive Collaboration · EHR Integration & Change Management
- Clinical Program Design & Rollout · Technology Training & Adoption Programs
- Regulatory Navigation — PDGM, CMS, CoPs · Data Visibility & Operational Intelligence Tools
- Workforce Management & Retention Innovation · Best Practice Research & Playbook Development

PROFESSIONAL EXPERIENCE

CenterWell Home Health (Humana)

South Carolina / National Remote · 11-year tenure across four progressively senior roles — field clinician to enterprise strategy leader

↑ Associate Director, Home Health Strategy Advancement Aug 2022 – Apr 2026

- ▶ Served as driving force in standardizing CenterWell's nationally fragmented contract clinician program — establishing vendor bill rate controls, utilization approval workflows, and enterprise governance policy in partnership with Humana Procurement, regional presidents, and finance leaders
- ▶ Helped deliver an eight-figure cumulative cost reduction in contract labor across a two-year period compared to the prior-year program baseline — the single largest financial impact initiative of the role
- ▶ Co-led an Enterprise-wide Retention and Operations Best Practice Initiative — conducted site visits to highest-performing national branches, extracting retention and operational best practices that were synthesized into a formal toolkit
- ▶ Led pilot-to-national-scale rollout of centralized after-hours triage system across a 300+ location on-call program network — established phone triage standards, call center coordination, and communication frameworks; eliminated the need for leadership coverage at each location and reduced burden on RNs on call while ensuring 24/7 patient care continuity
- ▶ Designed and deployed automated resignation escalation workflow during post-COVID clinician turnover crisis — enabling real-time coordinated response from area, regional, and divisional leadership at the moment of each departure
- ▶ Scaled clinician orientation program from pilot to national deployment across 300+ locations — standardizing onboarding experience and reducing early-tenure attrition
- ▶ Co-developed real-time branch worker productivity tool using HomeCare HomeBase data — providing schedulers and branch leaders with live capacity visibility and color-coded performance tracking, compressing response time from hours to minutes

↑ **Area Director of Operations, South Carolina** Aug 2018 – Aug 2022

- ▶ Directed clinical and operational leadership across 10 home health branches with average daily censuses ranging from 200 to 1,000 — overseeing branch directors, clinical operations, and multi-site workforce strategy
- ▶ Pioneered an agile peer-referral recruitment strategy that removed friction from the referral process by requesting only a name and contact, then deploying clinical operations leaders for direct candidate outreach; proof of concept at a single Charleston branch yielded 11 hires including 8 vacancy fills in one month. Scaled nationally.
- ▶ Led the organization's operational response to COVID-19 onset across 10 branches — managing workforce continuity, PPE protocols, census protection, and staff communication through acute uncertainty
- ▶ Navigated full operational transition to PDGM (Patient-Driven Groupings Model) — one of the most transformative regulatory and reimbursement shifts in home health history — across the SC area

↑ **Area Rehab Director, South Carolina** Dec 2017 – Aug 2018

- ▶ Led rehabilitation clinical program across the South Carolina area — overseeing therapy staffing, clinical quality, and discipline-specific outcomes
- ▶ Achieved CMS 5-Star quality ratings at two branch locations during tenure — reflecting sustained clinical excellence and outcomes performance
- ▶ Led area-wide therapeutic fall prevention program — maintaining clinical fidelity, program integrity, and consistent outcomes performance across multiple sites

↑ **Home Health Field Clinician** May 2015 – Dec 2017

- ▶ Delivered home health physical therapy services across a complex caseload while demonstrating early operational and innovation instincts — founded a Solutions Committee at the Charleston branch to surface operational improvements and technology efficiencies, which scaled area-wide and remains active today
- ▶ Served as field clinician representative during the HomeCare HomeBase EHR enterprise integration — contributing frontline perspective to implementation design and serving as post-deployment change agent across four states
- ▶ Designed and delivered annual technology and efficiency training across 10 branch locations — building digital adoption capacity across the clinical workforce

Visiting Nurse Association of Boston

Senior Home Health Physical Therapist · Jun 2007 – May 2015 · Boston, MA

- ▶ Delivered expert-level home health PT services across complex caseloads for nearly eight years — developing mastery in care coordination, OASIS documentation, and home health delivery models that later directly informed strategic and operational leadership roles
- ▶ Functioned as a senior clinical resource across the organization — mentoring staff clinicians and contributing to care quality and operational efficiency at the branch level

Core Medical Group

Travel Physical Therapist · Aug 2003 – Jun 2007 · Multiple Locations Nationally

- ▶ Served across multiple clinical settings and geographies as a traveling PT — building adaptability, rapid clinical assessment capability, and breadth of exposure across diverse patient populations, care environments, and organizational cultures

Spaulding Rehabilitation Hospital

Staff PT → Senior Physical Therapist, Musculoskeletal & Trauma Unit · 2000 – 2003 · Boston, MA

- ▶ Launched clinical career on one of Boston's premier acute rehabilitation units — advancing from Staff to Senior PT within the musculoskeletal and trauma specialty, establishing the clinical foundation and systems thinking that would define a 26-year career arc

EDUCATION

Doctor of Physical Therapy (DPT) 2003 – 2006

Massachusetts General Hospital Institute of Health Professions · Boston, MA

BS, Physical Therapy 1995 – 2000

Northeastern University · Boston, MA

ADDENDUM: VOICE AI INNOVATION PRACTICE

In parallel with enterprise strategy leadership at CenterWell, Colin has built an independent Voice AI consulting practice — entering the field in September 2023, among the earliest independent practitioners in the space. Self-taught through personal curiosity and rapid experimentation, he has developed three proprietary methodologies now being formalized for broader developer training. His signature differentiator: agents that are technically sophisticated yet unmistakably human in conversation.

Independent Practice — Client Industries

- ▶ Healthcare & Medical/Dental — patient intake, appointment scheduling, and clinical communication agents
- ▶ Government & Municipalities — constituent services and public agency voice automation
- ▶ Hospitality — guest experience and service automation for hospitality brands
- ▶ National Home Services — real-time in-call address verification via live API integration; industry-first implementation maintaining fully humanized conversation throughout the verification sequence
- ▶ Life Legacy Preservation — AI characters commissioned by estates of notable public figures, authors, and personalities for use alongside documentaries and biographical productions (clients confidential)
- ▶ Custom GPTs — built for enterprise clients as internal resources for policy/procedure reference and social media copy development
- ▶ 250+ agents deployed · 51K calls handled · 114K+ minutes of AI conversation

Proprietary Methodologies

Modular Prompting Architecture

A structured prompting framework that reduces token consumption while increasing contextual accuracy and response consistency across complex multi-turn conversations. Addresses one of the core efficiency and cost challenges in deployed voice agent infrastructure.

Knowledge Base Entanglement

A tabbed keyword system for RAG (Retrieval-Augmented Generation) knowledge base optimization that dramatically improves retrieval precision and reduces off-topic responses in deployed agents. Developed through extensive field testing across multi-industry client deployments.

Open-Prompt Scripting

A character- and intent-driven scripting philosophy that replaces rigid line-by-line scripting with dynamic behavioral guidance — producing conversations that are indistinguishable from human interaction. Exact wording is reserved only for compliance-sensitive scenarios such as professional surveys, regulated intake, and required legal disclosures.

Currently training fellow Voice AI developers on these methodologies. Beginning to formalize curriculum and knowledge-sharing frameworks. Available for consulting, advisory, and development partnerships across healthcare, enterprise, and emerging technology contexts.