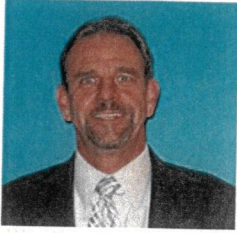


SPEAKER BIOS

Robert Zubrod, RN, BSN, CCM



Robert Zubrod, Director of Clinical Resource Management / ED Care Management / Transitional Care Unit (TCU) / Utilization Review has been with Parkland Health & Hospital System for 22 years. He has held multiple roles in Emergency Department Clinical and Case Management. He holds a Bachelor of Science in Nursing from University of Texas Arlington, Critical Care Medicine.

Lisa S. Cross, RN, BSN



Over the last 3.5 years, Lisa Cross has been employed at Parkland Hospital as Director of Post-Acute Services. She is responsible for the oversight of 29 long-term care nursing facilities and a team of licensed master social workers (LMSWs) who support outpatient clinics' social services. Lisa instituted "It takes a village" post-acute collaborative and developed the Parkland Post-Acute Network (PPN) and Quarterly Nursing Home Sessions. She is a federally certified long-term care surveyor and previously worked for the Centers of Medicare and Medicaid Services (CMS) as a faculty member for the Long-Term Care Surveyor Basic Course, national dementia care survey coach, and a long-term care data collector. Lisa earned a Bachelor of Science in Nursing degree from Dillard University in New Orleans, LA and is currently enrolled in the Master of Public Health program at Purdue University Global.

Sheryl R. Mathew, LCSW, ACM-SW



Sheryl Mathew, Manager of Post-Acute Services, joined Parkland Hospital six and a half years ago as she embarked on her social work career. Sheryl began the Parkland high utilizer program in 2017, which focuses on inappropriate emergency department utilization. She currently oversees the complex case program, which encompasses the high utilizer program and inpatient complex case program and supervises Parkland's specialty outpatient clinic social workers. Sheryl obtained her Bachelor of Social Work degree from the University of Texas at Austin and a Master of Social Work degree from Baylor University. Sheryl is a licensed clinical social worker, an accredited case manager, and is a native Dallasite.

Nicole M. Bernard, LMSW



Nicole Bernard is the Complex Case Social Worker on the Post-Acute Services team and first joined Parkland Hospital two and a half years ago. Nicole leads the Parkland high utilizer program with the primary goal of reducing inappropriate utilization of the emergency services department. She partners with departments across Parkland and community-based organizations in DFW to accomplish this goal. Throughout her time working with high utilizers, Nicole has learned that nothing happens in a silo and collaborative efforts truly lead to the best outcomes for the patients. Prior to her move to Dallas, Nicole spent 3 years working on the Preventable Admissions Care Team at Mount Sinai Hospital in NYC. Nicole holds a Bachelor of Arts in Sociology and Psychology from St. Bonaventure University and a Master of Social Work from the Silberman School of Social Work at CUNY Hunter.

