

LISA L. CONKLIN

RN, WCC PCHA

Expert Witness · Nursing & Long-Term Care Standards · Senior Living Operations

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AREAS OF EXPERT WITNESS TESTIMONY

Available to consult and testify on matters involving:

- Nursing standards of care in skilled nursing, assisted living, memory care, and PACE settings
- Long-term care regulatory compliance (federal CMS and Pennsylvania state regulations)
- Wound care management and documentation standards
- Infection control and patient safety protocols
- Medication administration practices and nursing policy compliance
- Re-hospitalization prevention and care transition protocols
- Staffing, supervision, and workforce management in healthcare facilities
- Executive and administrative oversight in senior living communities
- Care plan development, evaluation, and implementation
- Quality assurance and continuous quality improvement programs
- End-of-life care and hospice standards

PROFESSIONAL SUMMARY

Registered Nurse with 30+ years of clinical and administrative leadership experience across skilled nursing, personal care, assisted living, PACE, home health, hospice, and acute care settings. Holds advanced credentials including, WCC (Certified Wound Nurse, and PCHA licensure). Has served as Executive Director, Regional Director of Clinical Services, Director of Nursing, and Regional Care Transitions Lead — providing deep familiarity with regulatory standards, institutional practices, and clinical protocols at every level of the continuum of care. Available for case review, written opinions, depositions, and trial testimony.

CREDENTIALS & LICENSURE

RN License: Registered Nurse – Active (Compact State License)

Wound Care: CWCN – Certified Wound, Ostomy, Continence Nurse (WCC, Oct 2006 – Oct 2027)

Education: Bachelor of Science in Nursing (BSN) – Waynesburg University, 1994

Additional: ACLS Certified | CPR Certified

PROFESSIONAL EXPERIENCE

Regional Director of Clinical Services

Oakdale Seniors Alliance, Pittsburgh, PA | August 2025 – Present

- Oversight of all clinical operations for Pennsylvania CCRCs, ensuring high-quality patient care
- Develops and implements protocols and procedures to improve clinical service delivery and patient satisfaction
- Collaborates with finance to develop clinical services budgets while maintaining cost-effective, quality care

Market Lead – Care Transitions (Pennsylvania)

Genesis HCC Corp, Pennsylvania | July 2022 – 2025

- Leads utilization management and population health operations for 22 Skilled Nursing Centers across Pennsylvania
- Implemented strategic initiatives reducing re-hospitalization rates by 8%
- Achieved re-hospitalization budget targets within 13 months of program launch

Executive Director

Traditions Management | January 2021 – December 2023

- Launched 131-bed senior living facility; achieved 65% occupancy within 12 months through strategic marketing
- Led cross-functional team managing sister community's licensure and transition, improving operational efficiency by 15%
- Designed and facilitated Executive Director training initiatives, fostering organizational leadership development

Executive Director

JEA Senior Living – Whitetail Springs Alzheimer's | January 2019 – December 2021

- Oversaw launch of a 66-bed Alzheimer's unit from construction through full operational status
- Recruited and onboarded all management and clinical staff positions
- Leveraged CRM and relationship-building strategies to drive a 30% increase in external referrals

Director of Resident Care Operations / Staff Development

Integracare Corporation, Wexford, PA | January 2016 – December 2019

- Oversaw regulatory compliance and clinical standards across facility operations
- Developed policy and procedure frameworks consistent with state and federal regulations
- Implemented continuous quality improvement methodologies

Nurse Administrator / Director of Wellness

LifeServices Management, Washington, PA | February 2014 – November 2016

- Led care coordination for assisted living residents, fostering a collaborative, holistic care approach
- Achieved deficit-free state survey through rigorous preparation and continuous quality improvement

Executive Director

SENIOR LIFE, Greensburg, PA | August 2015 – February 2016

- Led Pennsylvania's largest PACE (Program of All-Inclusive Care for the Elderly) provider
- Supervised a team of 150+ healthcare professionals serving 5,000+ elderly patients annually
- Streamlined census and utilization processes for managed care delivery

Executive Director

Paramount Senior Living at South Hills, Peters Township, PA | January 2013 – December 2015

- Managed operations for two 120-bed personal care and assisted living facilities
- Improved overall resident satisfaction by 25%
- Authored nursing policy and procedure manual for 16-bed skilled unit

Director of Nursing

Charles Morris Nursing and Rehabilitation Center, Pittsburgh, PA | January 2011 – December 2013

- Spearheaded facility management program focused on reducing hospital readmissions and improving patient satisfaction
- Coordinated use of INTERACT tools for effective care communication and transitions

Care Transitions Coordinator / Account Executive

Amedisys Home Health and Hospice, Morgantown, WV | January 2009 – December 2011

- Served as RN Liaison to diverse healthcare facilities, improving inter-facility collaboration and patient outcomes
- Developed quality relationships with hospitals and physicians
- Ranked #1 for Medicare referrals in the region

Director of Nursing

PennMed Corp., Washington, PA | January 2002 – December 2009

- Orchestrated interdisciplinary healthcare team collaboration, promoting a culture of patient-centered excellence
- Ensured compliance with state and federal regulatory guidelines

CLINICAL COMPETENCIES & TECHNICAL EXPERTISE

Clinical: Wound care (WCC), medication administration, IV insertion, catheterization, patient assessment, acute care RN, ICU, critical care, surgical care, labor & delivery, hospice/end-of-life, behavioral health, memory care, telehealth

Regulatory & Compliance: State and federal healthcare regulations, CMS survey preparation, nursing policy compliance, ICD-10, infection control, quality audits, healthcare compliance

Operations & Administration: Budgeting, revenue cycle management, EMR systems (PointClickCare), healthcare management, staffing, performance management, process improvement, project management

Leadership & Education: Staff development, orientation & onboarding, adult learning, instructor-led training, curriculum development, mentoring, conflict management

Technology: Microsoft Office Suite (Word, Excel, PowerPoint), CRM software, data analytics, dashboard creation, telehealth platforms

EXPERT WITNESS AVAILABILITY

Lisa Conklin is available for:

- Case review and preliminary consultation
- Written expert opinions and affidavits
- Deposition testimony
- Trial testimony
- Review of medical records, policies, and procedures

Geographic availability: Pennsylvania and surrounding states; willing to travel nationally for cases.

Contact: 724-998-8449 | lisalconklin@gmail.com