

Jenna Coffman

Fruita, CO 81521

Skills

- Behavioral Health and Physical Health Systems Leadership
- Provider & Stakeholder Relations
- Medicaid & Regulatory Strategy
- Contract Development & Oversight
- Cross-Sector Collaboration
- Data Analytics & Outcome Measurement
- Value-Based Care & Payment Reform
- Program Development & Implementation

Dynamic executive leader with 15+ years driving large-scale transformation at the intersection of behavioral health, education, and community systems. I've led countywide behavioral health strategy, built multi-agency collaborations, secured public and philanthropic funding, and founded a nonprofit focused on upstream prevention and youth resilience. As a school board leader, strategic planning chair, head of school hiring committee member, and youth coach, I've stayed deeply connected to the realities facing kids and schools today. My work is grounded in equity, driven by mission, and shaped by the belief that every child deserves the chance to rise and that when we identify exceptional potential, we have a responsibility to meet it with exceptional opportunity. I bring not only leadership experience but the vision, tenacity, and discipline required to build something that changes lives.

Work History

Deputy Director

*Mesa County Behavioral Health,
Grand Junction, CO*

2024 - Current

- Executive leader overseeing countywide behavioral health systems integration, strategic partnerships, and data-driven care coordination. Focused on improving access, equity, and efficiency for high-acuity populations through Medicaid-aligned innovation and cross-sector collaboration.
- Architected a single-point-of-access model to streamline entry into behavioral health and substance use services, particularly for high-acuity and justice-involved populations. Integrated systems across medical, crisis, judicial, and social sectors to reduce fragmentation and improve care continuity.
- Forged formal partnerships with the judicial system, public safety, and local crisis response teams to develop coordinated intervention pathways for individuals at high risk of hospitalization, incarceration, or homelessness.
- Directed multi-agency platform implementation (Julota) to centralize data across providers, establish shared accountability, and enable live care coordination for complex cases.
- Co-led development of a behavioral health data research agenda, collaborating with community partners and claims data aggregators (e.g., CIVHC) to quantify system outcomes, high-utilizer trends, and cost-saving interventions.
- Facilitate high-level strategy sessions and cross-sector workgroups involving public health, judicial leaders, hospital systems, and local providers to address complex cases and align service strategies.
- Actively serve on regional leadership boards and behavioral health councils, offering systems-level input on crisis stabilization, care access, and coordinated community response models.

- Present findings, strategic plans, and systems recommendations to elected officials, funding agencies, and collaborative stakeholders to drive regional innovation and secure continued investment.

Value-Based Care Contract and Analytic Director

Primary Care Partners,

2019 - 2023

Grand Junction, CO

- Directed contract strategy, payer alignment, and performance analytics for a multi-specialty provider group. Led organizational transition to value-based care models and positioned the organization as a data-driven, population-focused leader in healthcare transformation.
- Negotiated and operationalized value-based payer contracts, transitioning the organization from fee-for-service to capitation and risk-sharing models across multiple commercial and Medicaid payers.
- Developed and implemented executive dashboards to track performance metrics, financial impact, and quality outcomes—empowering leadership to make informed, real-time decisions.
- Integrated multisource healthcare data systems to identify population trends, gaps in care, and opportunities for intervention, driving strategic improvement in equity and access.
- Advanced Medicaid-aligned strategies through local innovation, ensuring that service delivery models reflected state behavioral health reform priorities, value-based care objectives, and equity considerations.
- Unified commercial payer relationships under a single, outcomes-based model, simplifying reporting, maximizing incentive payments, and supporting long-term sustainability.
- Led internal transformation initiatives, including culture shift toward value-based thinking, internal metric development, and strategic roadmap alignment with national and state-level policy.
- Researched and addressed population health disparities, leveraging claims data, SDoH analytics, and provider input to develop targeted quality improvement strategies.
- Presented strategic recommendations to the board of directors, earning leadership buy-in for high-impact care redesign initiatives.

Healthcare Data Analyst | Medicaid & Medicare Director | Assistant Administrator

Larchwood Inns and PARC,

2010 - 2023

Grand Junction, CO

- Held progressive leadership roles across data analytics, compliance, and facility operations for a 200+ employee skilled nursing and post-acute care facility. Directed policy implementation, regulatory alignment, and workforce performance across multiple departments and high-risk care populations.

- Oversaw day-to-day operations for all facility divisions, managing staff performance, departmental budgets, and compliance with evolving Medicare and Medicaid policies.
- Led regulatory strategy and provider education efforts, ensuring the facility remained compliant with CMS requirements and state/federal policy shifts while maintaining high standards of care delivery.
- Directed multimillion-dollar budget planning processes in partnership with the financial department, using per-patient-per-day forecasting and cost modeling to support operational sustainability.
- Spearheaded large-scale software implementations, including EMR and practice management systems, to improve documentation accuracy, reporting consistency, and audit readiness.
- Developed and institutionalized wellness programming for staff, fostering a culture of retention, wellbeing, and workforce stability across high-stress clinical teams.
- Founded and led the region's largest Alzheimer's fundraiser, the Memory 5K Easter Event, generating significant community engagement and fundraising for the Alzheimer's Association.
- Championed process improvement initiatives that reduced documentation errors, increased care plan compliance, and streamlined workflows across therapy and nursing services.
- Implemented training infrastructure through a train-the-trainer model, empowering department heads to guide their teams through regulatory changes and software transitions.
- Represented the organization at community outreach events and regional forums, strengthening partnerships and public trust.

Research and Development

*ResCare Software LLC,
Grand Junction, CO*

2005 - 2013

- Served on a specialized three-member team responsible for designing and deploying enterprise software solutions across national post-acute care facilities. Focused on enhancing clinical workflow, billing efficiency, and patient care through innovative platform development and end-user training.
- Co-developed a custom electronic medical record (EMR) and practice management (PM) system tailored for skilled nursing and rehabilitation facilities, ensuring compliance with clinical and regulatory documentation standards.
- Built and tested software modules for medication delivery, therapy tracking, and billing automation, directly improving operational accuracy and reimbursement timelines.

- Launched system-wide implementation across facilities with 200+ staff members, including on-site training, performance evaluation, and ongoing technical support.
- Created user-friendly data visualization and reporting tools to support executive leadership in monitoring care delivery and compliance metrics.
- Collaborated closely with clinical, billing, and administrative teams to ensure seamless integration of software tools into existing workflows, reducing documentation burden and improving decision-making.
- Pioneered approaches to translating policy into system logic, laying early groundwork for your career in regulatory strategy and healthcare transformation.

Education

Creighton University at Omaha, NE

Master of Public Health

Colorado Mesa University at Grand Junction, CO

Bachelor of Science in Biology

Certifications

- Certified Health Data Analyst, In Progress
- Board of Directors, Caprock Academy, 01/01/20, Present
- President and Founder, Memory 5K Easter Festival