

Alvin Gregory McCray

Qualifications for Police Board of Accountability or Police Charging Committee

My qualification for participation on either the Police Board of Accountability or Police Charging Committee stem from four specific areas:

- Education
- Work/Life Experience
- First hand exposure to law enforcement officer
 - Brother Retired Maryland State Trooper and FBI Task Force Member
 - Friend/ Classmate Retired Maryland State Trooper
 - Cousins Husband Virginia State Trooper
- Desire to see fairness in decisions relative to a police officer's accountability as in relates to complaints from citizens and fellow officers; and the questions of appropriate response based on the law and the circumstance that dictated the response by the officer.

I am a product of the Maryland Educational System and Graduate from the George Washington University with B.S. Degree in Radiology Science and Administration and DeVry University with a BS in Information Technology. Additionally, I have participated in several military schools over a 20-year career.

My education has been a foundation that taught me to follow the facts and make decisions that often affected the wellbeing of individuals from a healthcare perspective or the financial health of the various organizations where I have been employed. (E.I. DuPont de Nemours, AGFA Healthcare and Philips Healthcare a Division of Philips, URAC a Health Care Accrediting Body)

During my military career I held various positions of leadership and the enforcement of rules. The first position was Master-at -Arms in Boot Camp for 12 weeks. In that responsibility I provided security for our training area and basic law enforcement duties as it related to other recruits in my Training Platoon and Training Area.

During progression in my military career with specialized training after Boot Camp as a Hospital Corpsman with the Marines, I had accountability not only for managing their health, but I also had the responsibility for managing a team of other Hospital Corpsman that reported to me. As ranking Petty Officer, I was required to make decision concerning discipline for rule infractions when they occurred. At the occurrence of rule infractions, I would be required to evaluate the infraction as it related to regulations and determine what type of punishment was required as it related to my level of authority or if the infraction warranted the individual being reported to my Commanding Officer. When reporting the incident to my Commanding Officer, punishment would be handed out based on the incident, my recommendation and the military regulation for such infraction.

The following event in my military service provides me insight as to how split decision are often made quickly and can affect an individual life. I was on a training mission at night in a mountainous region and

a Marine was seriously injured. I had to go through a decision tree that required me to evaluate the injury, determine its severity, if he could be stabilized until morning or evacuate him at that moment and not jeopardize his life or cause him permanent injury. There was a short window to make the decision because of weather to bring in the helicopter from the ship and other protocols related to night flying in the mountainous region. I made the decision to call in the helicopter. The point is if I had made the wrong decision the individual, I was treating could have conceivably lost his leg and or his life from an in action or incorrect action. I believe this experience and others like it will serve me and my colleagues well if I am appointed.

My experience in the Private Sector /Corporate America has sharpened the skills I bring in following facts and looking at all factors that affect the decision both the objective and subjective, to make the most honest, fair ethical decision based on the criteria.

Example:

- When I was with E. I. DuPont my Title was Marketing Technical Specialist giving me National Responsibility for Imaging Solutions
- A problem was identified that produced an unwanted result on Xray's at the time under specific conditions at that time
- It was my job to lead the team in a decision to determine if the company should keep the product in the market for release after spending hundreds of thousands of dollars at the time; or stop the product release scrap and implement a resolution and release a few months later
- I lead the decision that the right thing to do was scrape the release and issue a new resolution a few months later

Additionally in my various positions I have been responsible for negotiating contracts with large Health Systems and other Fortune 500 Companies that have required me to look at everything that can affect the out come of the negotiation. When doing this I was not alone but this was done in conjunction with a team of individuals.

When negotiating and addressing issues I have a process that I have always followed, and I believe it would be appropriate if I were appointed to one of the committees:

- Listen
- Ask Questions
- Research
- Identify the issues and understand the ramifications
- Understand everyone's perspective, and ideas
- List the workable solutions (options)
- Evaluate the options
 - Pros
 - Cons
- Select an option or options.
- Document the selection
- Agree on contingencies, monitor and evaluate

Finally, knowing police officers on a personal level and having family members in law enforcement, having discussed the issues they are required to address provides me some perspective on how many officers look at the law as they enforce it. In general police officers want to do the right thing and I recognize they are people trying to do the right thing. This affords me some insight into how police officers think and act. I believe this will enable me to evaluate information with a more insightful perspective when combine with the training I am provided for this appointment and understanding the laws.

In conclusion I present myself as an individual that brings a balance of seriousness, education, intellect and life experience to represent Montgomery County Citizens.

Alvin Gregory McCray

Senior Sales Professional

An accomplished sales professional that leverages experience, expertise in technology, technical marketing, manufacturing, training, large account management and relationship building to increase market share, profitability and a competitive advantage.

Experience includes Business Development, Technology Sales, PACS/Medical IT Solutions, Capital Equipment Sales in healthcare and the Marketing of Clinical and Diagnostic Services to physicians. Effectively works with senior executives, managers, clinicians, and end users to obtain business objectives.

Capability

- Strategic & Consultative Sales
- Relationship Management
- Account Conversion
- Managing Change
- Technical Proficiency
- Business Development
- Market Penetration
- Project Management
- Information Gathering
- Flexibility
- Business Case Analysis & Development
- P & L Management
- Analytical Thinking
- Entrepreneurial Spirit

A proven performer and leader in developing relationships utilizing competence, trust and candor while focusing on client needs to further business growth. An employer of Strategic Account Analysis to plan and create solutions that meet customer needs. A creative, analytical, polished presenter with excellent interpersonal skills and team contributor with a solid reputation for team work, integrity, leadership and professionalism. Track record of successfully leading sales, marketing and manufacturing project teams to meet sales objectives with a clear knowledge of sales and marketing principles. Served in the United States Navy and Naval Reserves with various levels of responsibility and leadership experience serving as a Senior Navy Corpsman in clinical settings. Premier assignments at National Naval Medical Center, Bethesda, MD and Naval Medical Center San Diego, CA

URAC

May 2018 to Present

Senior Business Development Executive Washington, DC

Represented URAC promoting healthcare accreditation and certification products across a wide area of healthcare developing business strategy and tactics executing in the following areas:

- Health Plans
- Pharmacy
- Accountable Care
- Clinical Integration,
- Utilization Management
- Case Management
- Independent Review Organizations

- Telemedicine
- Responsibilities included utilizing resources such as social media (LinkedIn etc.), professional journals and the internet to uncover potential new leads and the existing CRM to mine previous clients for business opportunities. Position URAC as the accreditation solution of choice through education by understanding their business needs and how URAC accreditation supports needs
- Built relationships utilizing a consultative selling approach that challenges prospects to improve their business process via accreditation incorporating effective communication and presentation skills, executing an effective plan to achieve accreditation product sales goals.
- Lead the Telehealth Accreditation Program for the URAC sales team developing business opportunities working with the Sales Director, Product Development and other team members through collaborative discussion.

Accomplishments:

- Lead Sales Team Surpassing Target 30%
- Lead in Sales six (6) Qtrs. Over the past 2 years
- Conceived and Developed Idea for Strategic Partnership Initiative with Group Purchasing Organizations, Pharmacy Management Companies and Pharmacy Distribution Companies to grow URAC Accreditation in Pharmacy and Specialty Pharmacy

National Spine & Pain Centers, Maryland

Provider Liaison

October 2016 to May 2018

Responsible for marketing Pain Management services to referral physicians in Montgomery County Maryland. Interacted with Primary Care Physicians, Neurologist, Orthopedic Surgeons, Podiatrist and other specialist presenting value proposition for allowing us to triage and treat their pain patients.

Responsibilities:

- Develop relationship with Clinical Referral Coordinators, physicians and other office staff responsible for referring and scheduling patients for referral
- Design travel plan and call schedule to cover territory
- Disseminate information that presents the “Value Proposition “for why their patients should be referred to our facilities
- Develop marketing plan and collateral literature that supports the “Value Proposition” and Sales Strategy for the National Spine and Pain Centers

Accomplishments:

- Increased referrals month over month 31% after being in position only 3 months
- Identified referral opportunities in the VA Choice Program for NSPC and provided direction to assure all NSPC Centers are Registered with the VA
- Developed a Partnership for NSPC with Chiropractic Group for an exclusive referral relationship

Progressive Radiology
Clinical Liaison, Illinois

April 2015 – September 2016

Responsible for marketing the MRI services to referral physicians in Lake County, Illinois. Interacted with Primary Care Physicians, Pain Management Specialist, Neurologist and Neurosurgeons, Internist, Podiatrist, Orthopedist, Cardiologist and Pediatricians.

Responsibilities:

- Develop relationship with Clinical Referral Coordinators, physicians and other office staff responsible for referring and scheduling patients for their outpatient MRI Examinations
- Design travel plan and call schedule to cover territory
- Disseminate information that presents the “Value Proposition” for why patients should be referred to our network of MRI Centers
- Develop marketing plan and collateral literature that supports the “Value Proposition” and Sales Strategy for the Progressive Radiology Business Objectives

Accomplishments:

- Increased referrals the 3rd month in position by 10%
- Increased referrals month 11 in position by 17%
- Average Referral Rates Increase 20%

The AGM Group, LLC
Sales and Marketing, Illinois

March 2011 - March 2015

The AGM Group is an Independent Sales Organization that represents OEM, Distributors and solution providers in healthcare.

Accomplishments:

- Developed Channel Partnership and established contract for \$30 Million with major Healthcare Manufacture(OEM) to resell and distribute RFID Technology
- Sold first RFID solution to Surgical facility for managing/tracking the 4 P's (People, Procedures, Products/Assets and Processes)

Key Responsibilities:

- Developing Business Plan
- Developing Marketing Literature, Mission Statement, Vision and Branding
- Identifying Target Market and Customers
- Selling Consumables, IT and Capital Equipment solutions (Imaging, RFID Technology, Surgical Solutions and Asset Management Solutions)

Medical Applications Specialist- Bolingbrook, IL
Sales and Marketing

June 2009 - January 2011

Responsible for the Sales and Marketing of MAS product line and services. Duties include brand enhancement, vendor relationships and sales force development. Developed agreements with device manufacturers and distributors for MAS to act as a Sales Agents or Reseller for their organizations.

Established pricing policy, discount guidelines and commission schedule for sales staff. Responsible for selling consumable, medical equipment and solutions at various call points in healthcare facilities. Directed and worked with sales staff setting objectives and covering accounts.

Philips Healthcare – Roselle, IL

June 2005 - January 2009

Account Manager – Full Line

Sold a balanced portfolio of MR, CT, Cardiovascular, General Radiography and Nuclear Medicine Equipment to Radiology, Cardiology, Radiation Oncology and the OR in a Territory that was open with limited coverage prior to my assignment. Developed Business plan for territory formulated strategy and tactics to meet business objectives. Directed project management meetings addressing stake holders and solution implementation. Established successful relationships with the Executive Suite (CEO, CFO & COO) Materials / Purchasing Management and IT Departments. Performed presentations ranging from business to technical depending on the audience and their area of need. Utilized CRM tool Siebel to manage territory, develop and configure customer solutions.

Key Achievements:

- Increased Sales in a realigned/challenged territory from a base of \$ 2MM in previous yr. to \$4 MM sales in 2006, \$8.7 MM sales in 2007
- Increased sales into Visin 12 Veterans Administration facilities through 2008 a three-year period by \$8M, the four years prior to my coverage only \$1M sold into the VA organization.
- Developed relationships and sold \$5M into prestigious account previously unavailable to Philips.
- Lead Sales Team closing 1st 3T MRI \$2.5 MM sale in District at VA Hospital.

Key Responsibilities:

- Respond to RFP's and Develop Customer Proposal's
- Selling a balance Portfolio

E.I. Du Pont / Sterling Diagnostic Imaging / AGFA Healthcare – Hoffman States, IL

Senior Account Executive (40-60% Travel Overnight)

October 1995 - February 2005

Sold diagnostic imaging systems, film, PACS Enterprise Solutions, Software and thin client solutions to hospital radiology departments, IT departments, healthcare enterprises, GPOs' IHNs and other healthcare providers in the Midwest. Directed Distributor network providing training/sales support for digital solutions and consumable products. Performed Power Point presentation to direct and in direct customers. Developed Strategy and Tactics for reaching territory sales objective based on Business Plan Developed. Interfaced with the Executive Suites and Materials /Purchasing Management. Worked with Dealer/Distributor sales force to close sales. Made joint calls with Representatives to increase their sales of my products to end use hospitals and medical facilities.

Key Responsibilities:

- Sell Consumables, Capital Equipment, PACS Enterprise Solutions to GPO's and IHN network facilities
- Develop Sales Plan, Strategy and Tactics for Territory
- Contact with Department Directors, End Users, Materials Management, IT

- Identify and Develop New Business Opportunities
- Develop and Host Customer Site Visits
- Training and Coaching Dealer /Channel Partners sales representatives to increase sales in territory
- Product Demonstrations and Customer Presentations
- Responding to RFP's and Generating Proposal's

Key Achievements:

- Increased consumable business 10% first year from \$2M to \$2.2M in a previously open territory, negotiating contracts with multiple facilities.
- Sold and negotiated SW /Equipment \$2.5M PACS Solution for Kishwaukee Health System implementing three sites over 18 months assisting with project management.
- Assisted in the design, configuration, implementation and project management of the three Kishwaukee Health System sites.
- Successfully bid the Cook County Supply, Film and Chemistry Agreement \$2.5M /contract three times maintaining continuity over a nine-year period.
- Received AGFA Gold Rush Awards for exceeding Sales in Revenue in consumables, digital networks and service contracts
- Completed third degree Bachelor of Science Information Technology

E.I. Du Pont De Nemours– Wilmington, DE

June 1991 – September 1995

Marketing Technical Specialist-National Responsibility (65% Travel Overnight)

Manager responsible for technical issues and marketing of the Consumable Product Line (Quanta and Premier intensifying screens, cassettes and x-ray film products) North America. Assisted in the development of business strategy, product competitiveness and product launches. Provided technical training to Sales Force on product line and technical changes. Taught and developed curriculum for instruction to sales organization on Product Line and Solution Sales. Provided Project Management of Projects Worked closely with internal sales organization, customers and distributors North America. Provided coaching and support to sales members during travel to achieve sales objective

Key Achievements:

- Identified and defined a major manufacturing artifact issue with phosphor in Premier film/screen product line before it became an FDA recall issue saving several million dollars.
- Developed, tested and implemented test procedure to consistently identify artifact problem (Phosphor Lag).
- Lead R & D team in establishing new Product Release Specifications
- Saved \$2M in product replacement by developing cost effective replacement strategy to customers

Key Responsibilities

- Lead Project Management of New Hirano Screen Coater Installation Team in developing quality testing procedures for internal and external evaluation / field testing of manufactured screen / film product prior to commercial release.
- Developing Technical Training Programs for sales force and national distributors.
- Worked on RSNA display booth design team for product/system promotion.

- Lead monthly quality product team discussions with Manufacturing and the Research Development Group
- Develop and Host Customer Site Visits
- Develop Technical Data Sheets and Marketing Literature
- Manage Product Life Cycle, customer requirements, working with R&D and manufacturing

E.I. Du Pont De Nemours & Company – Washington DC June 1981 – September 1991

Sold Diagnostic Imaging Systems, Consumables and Capital Equipment to Radiology Departments and Healthcare providers. Interfaced effectively at all levels within the customer organization. Worked closely with distributors' management personnel and their sales force to increase dealer sales of product to end user. Provided training and technical assistance to end user organizations and distributors. Developed power point presentations

Key Achievements:

- Medical Products Marketing Excellence Award E.I. Du Pont de Nemours for expanding
- Consumable film business \$300 K during a recessionary market with price increase competing against lower price systems and selling \$200 M equipment 1989-1990 and as part of the #1 District in the country increasing market share from 32 to 39 percent over a three-year period.
- Du Pont Oval Club for Top 10% of Contributors in Country 1985 (ranked #10), 1986 ranked #5) out of 200 for selling consumable x-ray film, processors, chemistry, laser system and service contracts.
- Top performer in company one year for New Business Gains (ranked #1 out of 200) for \$500 K in film sales while maintaining a \$600 K territory of existing business
- Awarded membership "Northeast Region Top Sales Team" for leadership and exceeding sales goals by 20% over four (4) consecutive years
- Appointed to special Product Committee for evaluating new products before introduction into market.
- Provided Market Center team with technical support performing product demonstrations and product updates.
- Converted George Washington University Medical Center to one of the first Linx Digital networks selling 4 Linx Digital Lasers

Key Responsibilities:

- Selling consumable product and capital equipment solutions to Hospitals, Physician Offices, Orthopedic Practices and Imaging Centers
- Product Demonstrations and Customer Presentations
- Interface with Distributors, training and coaching sells staff to increase sales in territory

United States Navy and Naval Reserves

1971-1982

Hospital Corpsman ,FMF Corpsman, Radiologic Technologist)

- Supervised staff in training activities during Drill Weekends and Active Duty for Training. Recalled to active duty for operation Desert Storm reporting to Bethesda Naval Hospital. Supervised Radiology Enlisted Staff in the performance of radiographic procedures and departmental operations. Operation Desert Storm

- Staff Technologist performing radiology procedures in Imaging Department and Emergency Department and OR.
- Managed enlisted staff performing nursing patient care on Medical, Surgical and Orthopedic floors at Bethesda Naval Hospital, Fleet Marine Force Camp Lejeune, NC. Directed healthcare delivery for 150 Marines, with a staff of 3 Corpsmen. Managed healthcare delivery team in treatment of sick/injured Marines and maintained the Platoon's medical records (Includes 1-year deployment to the Middle East and Mediterranean)
- Supervising Petty Officer at Bethesda Naval Hospital Department of Radiology managing departmental annual budget for the purchase of consumable supplies and equipment

Education

B.S. Information Technology (Networking Concentration) • DeVry University

B.S. Radiology Sciences and Administration (Business Management Concentration) •

The George Washington University

A.S. Radiology Technology • The George Washington University

Professional Training

- Sales Training Programs: **Principles of Sales Mastery, Selling the Business Impact of Your Solution**, Heart Beat of Communication, **Xerox Training Program, Miller Heiman Strategic Selling**, Forum Corporation Face to Face, Negotiable Selling **Titian Principle, Selling at the Executive Level-SAS**
- Manufacturing and Business Training Courses: Product and Cycle Time Excellence(PACE), PACE for Excellence, Decision and Risk Analysis, **Financial Fundamentals for Business, Microsoft Suite Siebel CRM and Salesforce CRM**

Military Training:

- Naval School of Health Sciences
- Field Medical Service School
- Radiology Technology
- Physician Screener
- Field Medical Service School