

Robert D. Zitsman

NHA, MBA, RCFE

Director of Healthcare Excellence | California

PROFESSIONAL SUMMARY

Over thirty-five years' experience promoting excellent, evidence-based patient care outcomes and creating positive experiences for patients, residents, families, and staff. Work experience spans the continuum of care from critical care to long-term care including inpatient acute rehab, post-acute rehab, dementia care, assisted living, and entry fee model continuing care retirement communities. Twenty-five consecutive years of CMS Medicare-Medicaid recertification surveys within substantial compliance.

PROFESSIONAL EXPERIENCE

Administrator, Community Memorial Hospital - Ojai's Continuing Care Center, D/p Snf 2022 – 2026
Ojai, California

- Responsible for all aspects of operating this 75-bed skilled nursing facility. Successfully improved quality to achieve a Medicare Compare Star rating from 3 stars to 5.
- As of March 2025, facility achieved Medicare 5 Star ratings for Health Inspections, Staffing, Quality Measures, and Overall.

Interim Administrator, B.e. Smith At Westland House 2022
Westland, Michigan

- 28 bed D/P SNF of Community Hospital of the Monterey Peninsula.

Administrator, Escondido Post-acute Rehab 2019 – 2022
Escondido, California

- Responsible for all aspects of operating this 180-bed skilled nursing facility including census development and quality improvement.

Executive Director, Life Care Services At University Village Thousand Oaks Ccrc 2017 – 2019
Thousand Oaks, California

- Promoted to Executive Director in December 2017. Responsible for all aspects of operating this 367-unit, life plan continuing care retirement community including oversight of OakView Health Center, a 48-bed skilled nursing facility and 49 unit assisted living facility.

Administrator, Life Care Services At Glenbrook Health Center 2013 – 2017
Carlsbad, California

- Responsible for all aspects of operating this 94-bed skilled nursing facility and 74 unit assisted living facility (RCFE); the contracted health center for La Costa Glen, a continuing care retirement community (CCRC). Continuously maintained Medicare "5 Star" skilled nursing facility rating, without exception.

Administrator, Palomar Heights Post-acute Rehab

2009 – 2013

Escondido, California

- Responsible for all aspects of operating this 98-bed skilled nursing facility including census development and quality improvement. Achieved outstanding licensing and certification surveys; four annual surveys with six or less deficiencies. Improved facility's Medicare Compare rating from 1 star to 4 stars

Interim Director, Case Management & Social Work, Sharp Memorial Hospital

2008 – 2009

San Diego, California

- Responsible for discharge planning, utilization review, and social work services for Sharp Memorial Hospital; 464 bed acute care hospital and trauma center.

Director, Cabrillo Skilled Nursing Center Of Sharp Memorial Hospital

2007 – 2009

San Diego, California

- Administrator responsible for all aspects of operating Sharp Memorial Hospital's 76-bed, distinct part skilled nursing facility at the former Sharp Cabrillo Hospital. Increased occupancy, revenue, and patient satisfaction for fiscal year ending September 30, 2008, compared to prior year.

Administrator, Lemon Grove Care & Rehabilitation Center

2001 – 2007

Lemon Grove, California

- Responsible for all aspects of operating Lemon Grove's 158-bed skilled nursing facility with an operating budget exceeding \$8 million and over 130 FTE's.

Pre-opening Community Manager, Belmont Village Sabre Springs

2000 – 2001

San Diego, California

- Assisted with pre-opening leasing and special events, staff recruitment, and licensing for a Belmont Village Sabre Springs' 165-unit residential care community.

Executive Administrator, Alvarado Convalescent & Rehabilitation Hospital And San Diego Rehabilitation Institute

1999 – 2000

San Diego, California

Administrator, Brighton Place Spring Valley Snf

1995 – 1999

Spring Valley, California

Health Service Director, Cardiovascular Services / Director Of Rehabilitation Services, Sharp Grossmont Hospital

1989 – 1994

La Mesa, California

EDUCATION

Master Of Business Administration

1984

Wright State University, Dayton, Ohio

Bachelor Of Science, Business Administration

1977

The Ohio State University, Columbus, Ohio

LICENSURE & CERTIFICATIONS

- Nursing Home Administrator - California License #6110 (expires 8/24/2027)
- RCFE Administrator, inactive – California Certificate #6028625740 (2013 – 2021)

PROFESSIONAL ASSOCIATIONS & MEMBERSHIPS

- California Association of Long-term Care Medicine

References and case experience available upon request.