

TAMPA BAY HEALTHCARE STATE OF THE SYSTEMS

MODERATOR



Bill Hercules, FAIA, FACHA, FACHE
President and CEO



BIOGRAPHY

Bill Hercules inspires healthcare leadership teams, by shaping their future places of care. Having planned and/or executed work for healthcare clients totaling 25.9-msf and \$9.9B (Pv), Bill leads leaders to achieve their mission and improve their communities by focusing new ideas on implications and results.

After leading successful architectural practices, Bill founded WJH Health, a global consultancy which resolves the nexus of mission, health, performance, and experience for future-oriented healthcare facilities. He is the only practicing global triple-Fellow in the American Institute of Architects (AIA), the American College of Healthcare Architects (ACHA), and the American College of Healthcare Executives (ACHE).

He was the 2018 President of the ACHA, the national certification body for the practice of healthcare architecture, is also regular faculty and active within the ACHE, and led inter-organizational initiatives between various national healthcare professional organizations. He was recently elected to the AIA's National Strategic Council, served on the AIA COVID Rapid Response Taskforce – work which was subsequently translated and promulgated globally by the U.S. State Department, and also recently served on the international Facility Guidelines Institute taskforce for Hospital Surge Capacity.



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PANELIST



Everet Simmons

Director of Design and Construction



BIOGRAPHY

Everet Simmons serves as the Director of Design and Construction at Moffitt Cancer Center. Moffitt currently averages over 80 active and potential capital projects in design or construction in support of a capital plan exceeding \$1B.

Prior to serving at Moffitt, Everet held roles in accounting and finance, real estate development, commercial and healthcare construction, and supply chain. When not delivering projects on budget and on schedule, he enjoys spending time with his wife and three children.



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PANELIST



Tamara Rice, AIA

Manager Architectural Design & Planning



BIOGRAPHY

Tamara is a graduate of University of Florida with a Masters of Architecture (Go Gators!) and has focused exclusively on healthcare architecture in the Tampa Bay region for the past 24 years. She has had the privilege of designing close to a billion dollars of local healthcare projects at all varieties of scale and technical complexity. She currently leads the in-house design and planning team at Tampa General Hospital.

As one of the largest hospitals in Florida, Tampa General is licensed for 1,007 beds, and with more than 8,000 team members, is one of the region's largest employers. TGH partners with the USF Health Morsani College of Medicine to pioneer breakthrough treatments, conduct game-changing clinical research and train the next generation of healthcare professionals. Tamara works diligently to exemplify TGH's core values of integrity, compassion, accountability, excellence and courage.



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PANELIST



Dave Kistel

Vice President of Facilities & Support Services



BIOGRAPHY

Dave Kistel is Vice President of Facilities & Support Services at Lee Health in Lee County, Florida. He is a graduate of Furman University. Dave is responsible for the integrated facilities and support service operations of a multi-hospital system including four acute care hospitals and two specialty hospitals with a total of 1,865 beds, 4.4 million square feet of physical plant, one nursing home, and over one hundred (100) outpatient and physician office sites. His division includes 65 employees and five departments: Facilities Management Administration, Plant Operations, Facilities Planning & Design, Construction, and Environmental Safety.



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PANELIST



Deana Nelson

*Sr. Vice President of Administration &
Corporate Initiatives*



Lakeland Regional **Health**[®]

BIOGRAPHY

Deana is a graduate of Bowling Green State University with a bachelor's in nursing, The Ohio State University with a Master's in Health Care Administration and the University of Alabama at Birmingham (UAB) with a doctoral degree in Health Services Administration. In addition to having responsibility for administrative departments at LRH, she is also responsible for managing the implementation of large scale projects based on the health system's priorities and strategic plan. Currently, those priorities include the startup of graduate medical education and residency programs, and overseeing the design and construction of a new 96-bed freestanding behavioral health hospital, located on the LRH main campus.

LRH consists of an 864-bed medical center, a free-standing cancer center, multiple ambulatory care centers, and a 200+ member provider group.



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PANELIST



Jordan Smith, CHFM, CHC, CHE
Facilities Director, Dade City | Zephyrhills



BIOGRAPHY

Jordan is a Certified Healthcare Facility Manager (CHFM) and Certified Healthcare Constructor (CHC) by the American Hospital Association and holds a bachelor's degree in healthcare management. He has worked at AdventHealth for the last seven years, where he currently leads the facilities team at their Dade City and Zephyrhills campuses. In his role as facility director, Jordan is chair of the environment of care (EOC) and safety committees, oversees compliance of the Joint Commission's environment of care and life safety chapters, and is responsible for maintenance and repairs, emergency management, bio-medical equipment, and construction for the two licensed hospital campuses.

The Dade City campus was acquired by AdventHealth in April of 2018 where Jordan led the renovation efforts after acquisition. These renovations included remodeling of the main lobby, refreshing nursing units, as well as imaging equipment additions and replacements. Prior to his work at Dade City and Zephyrhills, Jordan was the construction manager for AdventHealth Tampa, where he led various clinical renovation and addition projects totaling over \$40 million. Prior to his work in Healthcare, Jordan was a licensed master plumber in the State of Nebraska where he owned and operated a Plumbing/Mechanical contracting business.

Additionally, Jordan serves on the East Pasco Habitat for Humanity board, helping to provide affordable housing to underserved members of his community. He is also the current Vice-President (2021) and President-elect (2022) for the Florida Healthcare Engineering Associations (FHEA) district III board, and serves as the district's representative to the FHEA state board.

Jordan is married to his wife Julie. Together they have two biological children, and recently adopted a 3rd child from India. They enjoy working in the children's division at their local church, traveling, and spending most weekends on the water.



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PANELIST



Guillermo Ramos

Director, Facilities Design & Construction



BIOGRAPHY

Guillermo is an accomplished construction and facilities management leader with 25+ years of demonstrated experience incorporating innovative and state-of-the-art facility design and construction techniques representing the owner.

