

# JAMES E. BOBBITT

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## PROFILE

Digital leader, storyteller and culture of complacency disrupter with more than 25 years of proven experience, specializing in omni-channel digital marketing innovation, strategy and project leadership. Superb ability to identify opportunities, conceptualize solutions and deliver solid digital products to help healthcare consumers convert to patients and site visitors to customers. Thrives in a self-starter, collaborative, highly creative and deadline-driven environment. Always willing to lean into any project that will enhance the healthcare consumer experience.

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## PROFESSIONAL EXPERIENCE

**Geaux Tech Digital Solutions, LLC**  
*Owner*

2004 - Present

Providers consulting services to a variety of organizations. Currently in the start-up phase.

**Willis Knighton Health – Shreveport, LA**  
*Director - Web & Digital Management*

2006 - Present

### ***Web & Digital Management***

Led design and development of a large variety of high-profile health system websites (100+) and projects from concept to completion by collaborating with all levels of the health system from senior administration to end-users.

- Serve as the only web project manager and developer for healthcare consumer facing websites for the entire health system including five hospitals, all service lines, 130+ physician clinics and a retirement community, performing all levels of web development, including but not limited to website and application design and development, graphic design, content management system (CMS) integration, testing, IIS administration, search engine optimization (SEO), search engine marketing (SEM), social media marketing and web analytics.
- Work directly with senior administration, marketing, physicians, health system service lines and retirement community to help establish the digital strategies.
- Responsible for all digital onboarding, digital marketing and reputation management for all new providers.
- Developed a custom web solution to allow patients to request an appointment online.
- Served as project champion, owner and developer for a project to allow patients to complete their required new patient paperwork online using Formstack while the health system transitions to a new EMR and the Luma solution.
- Served as a project champion for the health systems physician profile video project to allow consumers to learn more about the physicians and to help drive referrals from other providers. These videos are located on all available platforms across the Internet including a variety of third-party sites (Google, Healthgrades, WebMD, etc.) and this is now a standard procedure in the new physician onboarding process.
- Manage marketing emails using Eloqua and other marketing automation tools for the entire health system including our service lines, physician clinics and retirement community.
- Manage a team responsible for ensuring that provider and health system information is correct on all third-party sites.
- Worked daily with network security engineer to continuously harden web properties against external threats.
- Manage a multi-million-dollar budget vendor contracts.
- Currently in the build stage of a complete website redesign for the Willis Knighton Health website and implementing Piwik Pro.

### ***Digital Strategy***

Work with all levels of leadership, vendors and healthcare strategy advisors such as Ten Adams and Jarrard, a *Chartis company*, to identify opportunities, conceptualize solutions and deliver solid digital products to help healthcare consumers convert to paying patients. Worked directly with all stakeholders to identify and remove barriers to patient access and convenience, both online and offline, to increase new patient volume and current patient satisfaction. Some of the

vendors that I have directly worked with as project/product owner and contract negotiator to drive new patient volume and brand awareness include:

- Healthgrades.com to implement their top of funnel solution *Patient Direct Connect (PDC)*.
- WebMD to implement their top of funnel solution *Care Finder*. Personally convinced WebMD to expand their website to include video profiles of providers and to give providers the ability to respond to reviews left on WebMD and Vitals. [Read white paper about our success.](#)
- Unlocked Health (Eruptr) to manage our search engine marketing (SEM) and social media marketing (SMM).
- Unlock Health (Medicom) to implement and track various Health Risk Assessments (HRA) across multiple digital properties. These HRAs have been integrated into over 70 free standing clinic websites increasing their usage.

### **Reputation Management**

Serve as project champion and owner for the health systems reputation management program working with senior leadership to choose a vendor (Press Ganey (formally Binary Fountain)) to help us implement this product to generate positive reviews and to help us provide the best experience to our patients (PX). Through a series of presentations to our established providers, I was able to convince them to embrace reputation management as part of their digital strategy and this is now a standard with new provider onboarding.

- Setup automated omni-channel campaigns (text and email) for providers, clinics and urgent care centers to send out request for reviews from the patients on third-party sites. So far, in a 48-month period, the program has generated over 65,000 reviews for our providers with 97.3% being 5-star reviews on Google, Healthgrades.com and WebMD.
- In a 52-month period, our urgent care centers have generated more than 10,000 reviews on Google moving our average rating from 1.9 stars to 4.3 stars.
- Recently named "Best In Class" by Press Ganey for reputation management and solicited surveys.
- Worked with Press Ganey & WebMD/Vitals to have both vendors work together to develop an API solution to allow us to consume/respond to reviews at WebMD/Vitals from the Press Ganey solution.
- Currently working with Press Ganey on a plan to improve the hospital and health system online reviews while navigating the rules and regulations on contacting hospital patient post-release established by CMS for HCAPS reporting.

### **CRM (Customer Relationship Management)**

Served as project co-champion and co-owner with the director of marketing to encourage the health system to adopt a digital first strategy using a CRM solution for the first time in the history of the health system.

- Evaluated various healthcare specific CRM products to identify the best solution for the health system based on a variety of factors including budget, staffing and system culture.
- Negotiated all pricing and contracts to get the best possible price while protecting the best interests of the health system.
- Continuously collaborate with all stakeholders, along with the compliance committee, to establish a process to identify which patients' information could be safely loaded in the system and those patients which could be marketed to based on their omni-channel preferences.
- Share responsibility with the director of marketing to work directly with senior administration, physician clinics and health system service lines to identify and implement omni-channel marketing strategies using the CRM solution.

### **James Bobbitt, LLC**

1997-2024

*Independent Consultant, Digital Strategist, Full Stack Web Developer*

Successfully managed web projects from concept to completion for several regional businesses, government agencies, nonprofits and educational organizations. Acquired by Geaux Tech Digital Solutions, LLC in 2024.

### **Louisiana State University in Shreveport**

1999-2006

*Webmaster, Full Stack Web Developer*

Led design and development of a variety of high-profile university websites from concept to completion by collaborating with committee members, division heads and end-users.

## **EDUCATION AND TRAINING**

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**Louisiana State University in Shreveport** – Shreveport, LA

Master of Science (2003) & Bachelor (1999)

### **Professional Training**

Microsoft MVC Development and SQL Server Programming, Adobe Photoshop, Google Analytics and AdWords Training. Designing Websites for Section 508 Accessibility Compliance. Attended multiple events related to digital consumerism in healthcare including the annual Healthcare Internet Conferences (HCIC) and Healthcare Marketing & Physician Strategies Summit.

## **INDUSTRY SPOTLIGHTS & CONFERENCE PRESENTATIONS**

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**WebMD Ignite White Paper “Competitive blunting for a considerable edge”**

[Read Online](#)

**Formstack Practically Genius Podcast & Case Study**

[Watch Online](#)

**Binary Fountain (Press Ganey) Case Study**

[Read Online](#)

**HCIC (Healthcare Internet Conference), Miami, FL, November 2022**

"Master Data to Create Meaningful Patient Digital Experiences"

## **SOFTWARE**

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### **Programming Languages**

MVC, C#, Core, Blazor, ASP.net, HTML5, CSS3, JavaScript, JQuery, AJAX, XML, TSQL and Web Services (API)

### **Development & Database Software**

Microsoft Visual Studio, Team Foundation Server (TFS), Telerik (Progress) Tools and Microsoft SQL Server

### **Content Management Systems**

Sitefinity (front-end/back-end/custom development), Drupal (front-end).

### **Server Software**

Microsoft Windows Server and Internet Information Services (IIS)

### **Graphic Software**

Adobe Photoshop

### **Other Software/Services**

Formstack Forms & Documents (Certified), CallRail, Marchex, Callcap, BrightEdge Search Engine Optimization (SEO), Schema, Google Analytics, Google Adwords, Meta Advertising, Microsoft Office & Visio, Adobe Acrobat and Captivate, Critical Mention Media Monitoring, Reputation.com, Press Ganey Binary Fountain, Eloqua, Twillo, WebDAM, PayPal Payflow Pro/Link, Authorize.net, Able Commerce, Page Freezer, Constant Contact, Agile (Scrum) Programming, strong understanding of cross-platform/browser compatibility issues and website accessibility rules

## **REFERENCES & PORTFOLIO**

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Available upon request.