

B. LEE BASINGER

SENIOR LIVING OPERATIONS & GROWTH LEADER

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EXECUTIVE PROFILE

Senior living and healthcare leader with 18+ years of experience spanning regional operations support, business development, census growth, service-line development, regulatory corrective action, and organizational performance. Combines a strong nursing background with executive-level experience across Assisted Living, Memory Care, Skilled Nursing, Independent Living, and post-acute care. Known for connecting operations, clinical capabilities, market strategy, and leadership accountability to improve occupancy, revenue quality, resident experience, and organizational growth.

SELECTED IMPACT

39%	69%	32%	280%
Companywide census increase	Total monthly SNF admissions increase	High-payer admissions increase	Website inquiry increase

CORE EXPERTISE

Portfolio Performance | Community Operational Support | Census Recovery | Executive Director & Administrator Coaching | Sales, Clinical & Operations Alignment | Program Integration | Strategic Initiatives | Service Monetization | Regulatory Survey Response & Corrective Action | Special Projects | Referral Network Development | Digital Rebranding

PROFESSIONAL EXPERIENCE

Tullock Management | Director of Business Development & Marketing 2023-Present

Regional leadership supporting senior living operations, census growth, marketing, service-line development, organizational performance, regulatory response, and strategic initiatives across a multi-community portfolio.

- Contributed to a 39% average companywide census increase through portfolio-level performance analysis, community-specific growth plans, referral development, operational support, and leadership accountability.
- Spearheaded the launch of two Memory Care units, coordinating market positioning, operational preparation, referral outreach, and census development to exceed budgeted occupancy timelines.
- Reduced resident attrition by 20% through the development and launch of a resident satisfaction and engagement program focused on early issue identification, communication, and service recovery.
- Increased lead generation by 67% through referral-network development, professional relationship building, community outreach, and partnerships with regional hospitals, surgical groups, and senior-care organizations.
- Increased website inquiries by 280% through a companywide online rebranding campaign incorporating website redevelopment, digital advertising, social media strategy, and improved lead-management practices.
- Supported Executive Directors and community leaders with census recovery, interdepartmental alignment, policy development, corrective-action planning, and time-sensitive operational initiatives.

Insight Driven Research | Independent Consultant 2020-2025

Advised senior living, healthcare, and startup clients on market positioning, business development, quality improvement, customer experience, brand strategy, and organizational performance, including market-penetration strategy, resident-feedback systems, portfolio rebranding initiatives, and skilled nursing QAPI development.

White Oak Manor | Director of Business Development 2017-2023

Directed admissions, referral development, payer strategy, and clinical-marketing alignment for skilled nursing and short-term rehabilitation, with emphasis on value-based relationships, revenue quality, and census recovery.

- Increased total monthly skilled nursing admissions by 69%, raising the average from 32 to 54 admissions per month through disciplined referral development, provider communication, and admissions-process management.
- Increased high-payer admissions by 32% through B2B collaboration and strengthened referral relationships with Atrium Health and Novant Health.

- Negotiated an out-of-network service agreement with Blue Cross Blue Shield that expanded access to HMO members reimbursing at episodic rates and contributed to a 7% increase in high-value admissions.
- Integrated clinical and marketing workflows to reduce average length of stay by 40% while maintaining census goals and expanding short-term rehabilitation capacity from 18 to 28 beds.
- Played a key leadership role in post-COVID census recovery, exceeding North Carolina Health Care Facilities Association benchmark performance.

ADDITIONAL LEADERSHIP & HEALTHCARE EXPERIENCE

ExaCare | Advisory Board Member - Advised a software startup developing CRM, EMR, and reporting solutions for healthcare and senior living. **2023-2025**

NC Medicaid Advisory | Advisor - Participated in workgroup efforts addressing NC PCS reimbursement realignment for consolidated living and home-care services. **2023-Present**

Initial Impact Games | Board of Directors - Provided board-level support to a software development startup focused on recreational applications. **2016-2022**

HSI Glendale Gardens | Documentation Nurse / Wound Nurse - Supported skilled nursing documentation, wound care, quality oversight, and interdisciplinary coordination. **2014-2017**

Christian Health Care | Charge Nurse / Nurse Supervisor - Led nursing teams and resident-care operations in skilled nursing and rehabilitation settings. **2008-2014**

EDUCATION & CREDENTIALS

Nursing | Gibson Technical College **2008**

Licensed Practical Nurse | Missouri State Board of Nursing **2008**

Clinical Specialist | Missouri State Board of Nursing **2010**

Diploma in Project Management | Alison, Galway **2022**

Cellular & Molecular Biology Coursework | Southwest Missouri State University **2003**

LEADERSHIP VALUE

- **Portfolio Performance:** Evaluates operational, financial, marketing, and occupancy indicators to identify practical improvement opportunities across communities.
- **Operational Support:** Provides hands-on leadership during transitions, underperformance, staffing challenges, leadership gaps, and organizational change.
- **Growth Alignment:** Connects sales, clinical capabilities, operational readiness, resident expectations, and financial objectives.
- **Regulatory Response:** Leads root-cause analysis, corrective-action planning, policy revision, implementation, monitoring, and documentation following survey findings.