

MICHELE ANN WOODS MSN, RNC-OB, NE-BC, C-EFM, C-ONQS, FAWHONN

Executive Profile

Experienced and highly accomplished Nurse Leader with over 30 years of progressive experience in hospital environments. Proven expertise in overseeing patient care delivery, operational planning, budgeting, staffing, and coordinating all aspects of departmental functions across diverse clinical settings.

Demonstrated excellence in healthcare leadership, with a strong background in:

- Strategic planning and administrative operations
- Program and project management
- Interdisciplinary team collaboration
- Fixed and flexible budgeting
- Shared governance and professional development
- Quality improvement, risk management, and regulatory compliance (including Joint Commission Standards)
- Benchmarking, data analysis, and performance metrics
- Evidence-based practice, research translation, and theory-guided care models
- Acuity-based staffing, workload measurement, and reimbursement navigation
- Patient- and family-centered care model implementation
- Educational program development with measurable impact on care quality and safety

Skill Highlights

- Strategic and Operational Leadership
- Patient Safety and Risk Management
- Budgeting and Resource Allocation
- Performance and Quality Improvement (PI/QI)
- Data-Driven Decision Making
- Interdisciplinary Collaboration
- Evidence-Based Practice Implementation
- Educational Program Development
- Staff Engagement and Retention
- Regulatory and Accreditation Readiness (TJC, CMS)
- Crisis and Emergency Management
- Acuity-Based Staffing and Workload Balancing
- Shared Governance and Professional Development
- Patient and Family-Centered Care

Professional Experience

**Director of Women's and Children's Services/NICU/Pediatric/Lactation
UNC Health Blue Ridge**

**12/2023- Present
Morganton, NC**

- Responsibilities included overall management of Labor and Delivery, Mother-Baby, NICU, lactation and Childbirth Education

Accomplishments and Outcomes

- Implemented Postpartum Hemorrhage Role Cards, improving team readiness, role clarity, and adherence to clinical protocols during obstetric emergencies.
- Led the development and implementation of multiple unit-based programs, including the standardization of care for the late preterm infant, resulting in improved clinical consistency and neonatal outcomes.
- Developed and executed annual strategic goals, operational objectives, and departmental budgets, identifying cost-saving opportunities and driving efficiencies without compromising care quality.
- Mentored and empowered charge nurses and team leaders, fostering leadership development and significantly enhancing interdepartmental communication, collaboration, and accountability across maternal-child health units.

**Nurse Manager: Labor and Delivery/ Special Care Maternity
Novant Health- Presbyterian Medical Center**

**09/2022- 12/2023
Charlotte, NC**

- Responsibilities include managing the Women's Service line including Labor and Delivery and Special Maternity with over 200 FTEs and 8,000 annual births.
- Implementation of standardization role cards for PPH OB emergencies.
- Analyze workflow for optimization and standardization
- Serve as a mentor for novice leaders.
- Analyze workflow for optimization and standardization.
- Facilitator for CSA
- Implementation of discharge Narcan program and community support program

**Administrative Director of Women's and Children's Services/ Level III NICU/ Lactation
Maternal/Child Health Outpatient Education and Support
Frye Regional Medical Center**

**10/2018- 09/2022
Hickory, NC**

- Responsibilities include the overall management of Women's and Children's Service line including Obstetrics/ Level II NICU/ Lactation/ Women's Education.
- Implementation of care process models using evidence-based practice including cross-training staff for LDRP model of care.
- Implementation of standardization of Neonatal hypoglycemia algorithm, Neonatal sepsis calculator, and treatment and Postpartum hemorrhage Quantitative Blood loss measurement for every delivery.
- Analyze workflow for optimization and standardization.
- Facilitator for RCA utilizing just culture to analyze process issues.
- Implementation of role cards used for PPH OB emergencies standardizing processes and improving quality outcomes. Role cards implemented throughout the hospital including Code Blue, Code Stroke, and Malignant Hyperthermia.
- Facilitates second victim committee and workflow process for staff throughout the hospital.
- Innovative unit competencies including Escape game competencies to help the team develop high reliability with in situ training and facilitate multiple learning styles

Administrative Director of Acute Care/ ICU/Women's and Children's Services

Outpatient Infusion/Cancer Care/ Emergency Management Co-Coordinator

**12/2012 to 10/2018
McDowell Hospital-
Marion, NC**

McDowell Hospital Mission Health

- Responsibilities include overall management of Acute Care/ ICU/ Women's and Children's / Outpatient Infusion and Cancer Care Center/ and Co-Coordinator for Emergency Management.
- Responsibilities include aligning standardization and care process with Mission Hospital. Mission is a tertiary care facility with over 3,000 births per year.
- Define, measure, and analyze the family-centered approach in practice across all disciplines. Facilitate a collaborative multi-disciplinary approach to the family-centered and patient-focused care model with continuous process monitoring and adjustments as indicated.
- Provide team-building initiatives that support team collegiality and customer satisfaction.

Accomplishments and Outcomes

- Maintain primary C-section well below the national average of 30%. Award for best in the state (17%)
- Hard stop for any elective deliveries under 39 weeks.
- Presentation in 2013 for NC Hospital Association.
- Leadership rounds using the Studer model.
- FY2014- FY17 maintained Patient Satisfaction- 90th percentile.
- Initiation of several best practice programs including The Momma Hotline, Pre-admission at 36 weeks, Interdisciplinary rounds/plan for all high-risk patients including pre-delivery education and consultation, Mock codes, and Shared governance model in Specialty unit.
- Facilitated Tele NICU program in regional hospitals and implemented ongoing Tele NICU mock codes with staff utilizing role cards for defining roles during code.

Manager of Women's and Children's Services/NICU/Pediatric/Lactation

Blueridge Healthcare Grace Hospital

**01/2007 to 08/2011
Morganton, NC**

- Responsibilities included overall management of Labor and Delivery, Mother-Baby, NICU, Women's Education and Pediatric units.
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Accomplishments and Outcomes

- Patient Satisfaction maintained 90th percentile.
- Successful implementation and cross-training of labor nurses to Circulate/Scrub and recover on unit C-sections.
- Cross trained Pediatric staff to Mother-baby couplet care
- Implementation of several new programs including NICU interdisciplinary rounds, NICU graduation education program, Hard stop of under 39-week elective deliveries and lactation program.
- Created annual goals, objectives, and budget and made recommendations to reduce costs. Facilitated new graduate education preceptor program on the unit.
- Mentored and challenged team leaders to approve communication across the units.

OB Nurse Manager/House Supervisor

Ashe Memorial Hospital

**01/2002 to 01/2007
Jefferson, NC**

- Responsibilities included overall management of the Obstetrical Unit.

Achievements and Outcomes

- Facilitated committee with OB redesign and marketing.
- Facilitated Education programs at the hospital including NRP, ACLS, and PALS certification and recertification classes.

**OB Staff Nurse/ House Supervisor
Ashe Memorial Hospital**

**01/2001 to 01/2003
Jefferson, NC**

Responsible for the care of the obstetric patient and newborn.
Certified childbirth educator. Designed and created outreach childbirth education classes for the community.

Certified Car Seat technician- Provided community outreach opportunities for car seat safety checks and installation.

**LPN/Scrub Nurse
Naples Community Hospital**

**01/1989 to 01/1997
Naples, FL**

Responsible for the low-risk obstetrical patient and responsible for scrubbing on all C-Sections performed on the unit.

Education

**Master of Science Nurse Educator
Western Carolina University**

**2016
Cullowhee, NC, USA**

**Bachelor of Science Degree: Nursing
Winston Salem University**

**2002
Winston Salem, NC, USA**

**Associate Degree: Nursing
Wilkes Community College**

**2001
Wilkesboro, NC, USA**

**Licensed Practical Nurse: Nursing
James Lorenzo Vocational Tech**

**1989
Naples, FL, USA**

Certifications

ANCC Board Certified Nurse Executive
NCC – Certified Obstetrics and Neonatal Quality and Safety
NCC- Certified- Electronic Fetal Monitoring
NCC- Board Certified- Inpatient Obstetrics
NCC- Certified OB Emergencies
NRP Instructor
Fetal Monitoring AWHONN Instructor
Obstetrical Patient Safety Workshop AWHONN Instructor
Certified Childbirth Educator 2001 - 2013
Certified Car Seat Technician 2001 – 2011
2021- AWHONN Fellow

Presentations

Nursing Advocating for Civility and Change

October 2025 NC AWHONN

Driven by Why: Leading with Purpose, Advocating with Passion

April 2024 NC AWHONN

Hold the line: Nursing Impact on Maternal Mortality

March 2023 NC AWHONN

August 2023 AWHONN

YOU make a difference: Self-care and resiliency for OB nurses.

April 2021 NC AWHONN

Mission Critical – Managing a Post-Partum Hemorrhage

Feb 2021 Duke Medical

June 2023 AWHONN

Dec 2024 North Carolina Healthcare Foundation

Postpartum Hemorrhage: Defining Roles to Build High Reliability Team

November 2020 National AWHONN Convention- Poster

“Help!!!! My Patient has HELLP!”

June 23, 2019 National AWHONN Convention- Poster

“The Momma Hotline: Increasing Patient Education and Support during the Antenatal through Postpartum period to decrease Er and OB Triage Visits.”

September 29, 2014 21st Annual NC/SC Perinatal Association

April 29, 2015 North Carolina Organization of Nurse Leaders

March 9, 2017 National Perinatal Association

June 26, 2017 National AWHONN Convention- Poster

Award for Best Practice- North Carolina Nurses Association- 2015

“The Well Informed Obstetric Patient: How Implementation of a Preadmission Process Keeps Patients Well Informed, Breaks down communication issues and allows nurses to focus on bedside care during admission. ”

September 29, 2014 21st Annual NC/SC Perinatal Association

April 29, 2015 North Carolina Organization of Nurse Leaders

Small rural hospitals can make a difference- McDowell Hospital's journey to standardize care in the preeclampsia patient

October 7, 2015 Perinatal Quality Collaborative of North Carolina Annual State Conference

All in Due Time- Hard stop elective deliveries under 39 weeks

January 2014- North Carolina Hospitals Association

Organization Membership/ Board Member

Association of Women's Health Obstetric and Neonatal Nurses AWHONN

Ethics and Compliance Committee Chair- AWHONN 2025-

NC AWHONN Conference Chair 2026-

Section Chair- NC AWHONN 2019- 2025

Convention Committee- 2023- 2025

Corresponding Convention Committee 2022-2023

Finance Committee 2022- 2023

Public Policy Committee – 2021- 2022

By-Laws Task Force – 2020

Nominating Committee Member 2019-2020

Corresponding Convention Committee 2018-2019

Secretary/Treasurer- NC AWHONN 2016-2019

Co- Chair Western North Carolina Region 2014- 2016

North Carolina Organization of Nurse Leaders

Co- Chair Western Carolina region 2015- 2018

Leadership Committee Chair- 2021- 2024

Impact Rotary Caldwell

Member 2021- present

Caldwell County Chamber of Commerce

Board Chair 2025- 2027

Executive Board Member 2023 - present

Board Member 2022- Present

Chair for Leadership Caldwell- 2022- present

Chair for Caldwell Women's Forum 2023-present

Perinatal Quality Collaborative of North Carolina

Board Member- 2021-2023

Community Outreach

Caldwell Leadership Program Facilitator 2022-Present

Safe Kids Community Car Seat Technician 2001 - 2007

Ashe Memorial Hospital, Jefferson, NC

Associate Degree Nursing Advisory Committee 2007 - Present

Wilkes Community College, Wilkesboro, NC

McDowell Tech Nursing Advisory Committee 2017

Marion, NC

Women's and Children's Community Educational Events 2012 - 2018

The McDowell Hospital, Marion, NC

Childbirth Instructor 2001 - 2013

Ashe Memorial Hospital, Jefferson, NC

The McDowell Hospital, Marion, NC

Teen Pregnancy Coalition 2012-2018

Marion, NC

Caldwell Chamber of Commerce 2022- Present

Chair- Leadership Caldwell

AWARDS

- **2024 NC AWHONN Leadership in Action Award**
- **2023 AWHONN Fellow**
- **2021 NC AWHONN Legacy Award**
- **2020 Nurse Leadership Award- Frye Regional Hospital**
- **2016 Leadership Excellence Mission Health System**
- **2016 Best Practice Transforming Care – NCNA (North Carolina Nurses Association)**
- **2015 Leadership Excellence Mission Health System**
- **2014 Quality Award – Mission Health System**