

Shelby Herling

Contact
shelbyherling@icloud.com
(631) 747-2400
www.linkedin.com/in/shelbyherling

Work Experience

Patient Navigator | July 2025 – Present

Healogs, LLC. | Northwell Huntington Hospital Wound Care Clinic | Huntington, NY

- Run daily non-clinical operations for a high-volume hospital-based wound care and hyperbaric clinic serving ~30 patients daily, coordinating schedules for 8 physicians and 10+ clinical staff.
- Manage all scheduling, intake, insurance verification, prior authorizations, and referrals in iHeal EHR, ensuring accuracy, compliance, and uninterrupted clinic flow.
- Serve as central liaison among patients, providers, hospital departments, and long-term care facilities—communicating updates, coordinating records, and ensuring continuity of weekly treatment.
- Navigate real-time operational challenges like medical emergencies, transportation delays, and extended procedures while maintaining full schedule, minimizing wait times, and optimizing patient experience through proactive problem-solving.

Admin Support Associate | June 2024 – July 2025

Northwell Health | New Hyde Park and Melville, NY

- Contributed to enterprise-wide employee communications, managing internal digital channels—including the intranet, Instagram, Facebook group, and Viva Engage—that reached 100,000+ employees across 20+ hospitals.
- Developed and edited internal content, including employee spotlights, leadership announcements, and departmental updates, ensuring alignment with Northwell’s brand voice and compliance standards.
- Produced and scheduled the weekly *Northwell Now* newsletter, coordinating with Marketing, PR, and Executive Communications to maintain consistency, design quality, and on-time delivery.
- Joined the Epic Transformation Team to support Northwell’s systemwide EMR rollout, overseeing training registration logistics for 40,000+ employees across hospital and outpatient locations.
- Streamlined issue resolution processes through ServiceNow, analyzing and routing employee training tickets to appropriate teams, improving clarity, and ensuring timely resolution during phased implementation.

Education

Master of Science, Marketing
Baruch College/CUNY, Zicklin School of Business
Aug. 2025 – Present

- Concentration in Digital Marketing
- Relevant Coursework: Data-Driven Marketing Management, Business Communications

Bachelor of Arts, English and American Literature
New York University, College of Arts & Sciences
Aug. 2019 – May 2023

- Concentration in Creative Writing
- Alpha Epsilon Phi: VP of Philanthropy, Mental Health Chair

Skills

Healthcare Operations & Administration: Patient Navigation, Clinic Workflow Efficiency, Scheduling Management, HIPAA Compliance, Patient Experience Optimization, EHR/EMR Systems (iHeal, Soarian, Epic)

Digital Communications & Technical Proficiency: Internal Communications, Brand Storytelling, Intranet and Newsletter Management, Project Coordination, Change Management, Data Accuracy and Reporting