



Denise Haynes

For more than 30 years, Denise has been improving health care – from the personal experience of the individual patient in her care at the moment, through the organizational provider level, to enhancing health care efficiency and effectiveness at the state and national levels.

Her expertise propelled her into various administrative roles – including clinical leadership, quality, staff development, and executive roles in strategic planning, revenue cycle management, and corporate compliance. Denise is a highly acclaimed trainer who has facilitated the Baldrige Board of Examiner training at the national level on numerous occasions, and she travels across the country providing training and facilitating improvements based on quality principles including Lean, Six Sigma, Appreciative Inquiry, and IDEALS. Denise continues to work as a staff nurse in a busy Intensive Care Unit (ICU), both for the love of patient care, and to remain grounded in the realities of the patient and workforce experience.



Doug Serrano

A retired US Army Colonel, Doug now serves our country through helping organizations improve and attain performance excellence. As a commanding officer, Doug led the efforts of the first Government organization to ever win the Gold-Level "Eureka" Award from the California Awards for Performance Excellence (Baldrige-based) program.

While assigned to The Pentagon, he initiated the actions that created the US Army's Performance Excellence Award, based on the Baldrige Criteria. Since his military retirement, Doug has worked with organizations in all sectors and sizes to improve their performance through the use of the Baldrige Criteria. As a highly effective and light-hearted trainer and facilitator, he has led strategic planning, leadership development, and process improvement activities in a variety of award-winning organizations. Doug's diverse history of Baldrige-based roles and experience, with over 12 years' service on the Baldrige Board of Examiners; years of service as a judge for multiple Baldrige-based award programs; executive leadership of an award-winning applicant; program administrator; and now consultant, provides Doug with a perspective of the Baldrige Program that no one else shares.