



CEO Advisory Network

*PROVIDING PERSONALIZED
C-SUITE SOLUTIONS*



- + C-SUITE CONSULTING
- + REVENUE MANAGEMENT
- + PERFORMANCE IMPROVEMENT
- + INNOVATION AND ARTIFICIAL INTELLIGENCE
- + C-SUITE LEADERSHIP FORUM



**HEALTHCARE
C-SUITE
CONSULTING**



Our Services

C-Suite Consulting

Our CEO Advisory Network Partners provide C-Suite consulting by working side by side with CEOs and senior executives to achieve management and organizational goals including:

- Strategic Plan Implementation
- Market Evaluation & Clinical Service Line Growth
- Payer-Provider Collaboration Strategy
- Executive Coaching
- Innovation & Artificial Intelligence Product Assessments



Revenue Management

We assist healthcare facilities optimize their financial performance by maximizing revenue while efficiently managing costs and resources. Our services include:

- Revenue Cycle Management
- Revenue Integrity Realization
- Case Mix Index (CMI) Improvement Strategies
- Insurance Contract Assessment, Negotiation and Management
- Revenue Diversification Strategies



Performance Improvement

We develop and facilitate optimal leadership teams that address operational problems, drive performance improvement processes, and meet financial improvement goals. These include:

- Service Line Cost Improvement
- Supply Chain
- Labor Productivity
- Patient Flow and LOS
- Emergency Room
- Pharmacy and Laboratory



Innovation and Artificial Intelligence

We offer Innovation and Artificial Intelligence assessments, evaluations and recommendations in the following areas:

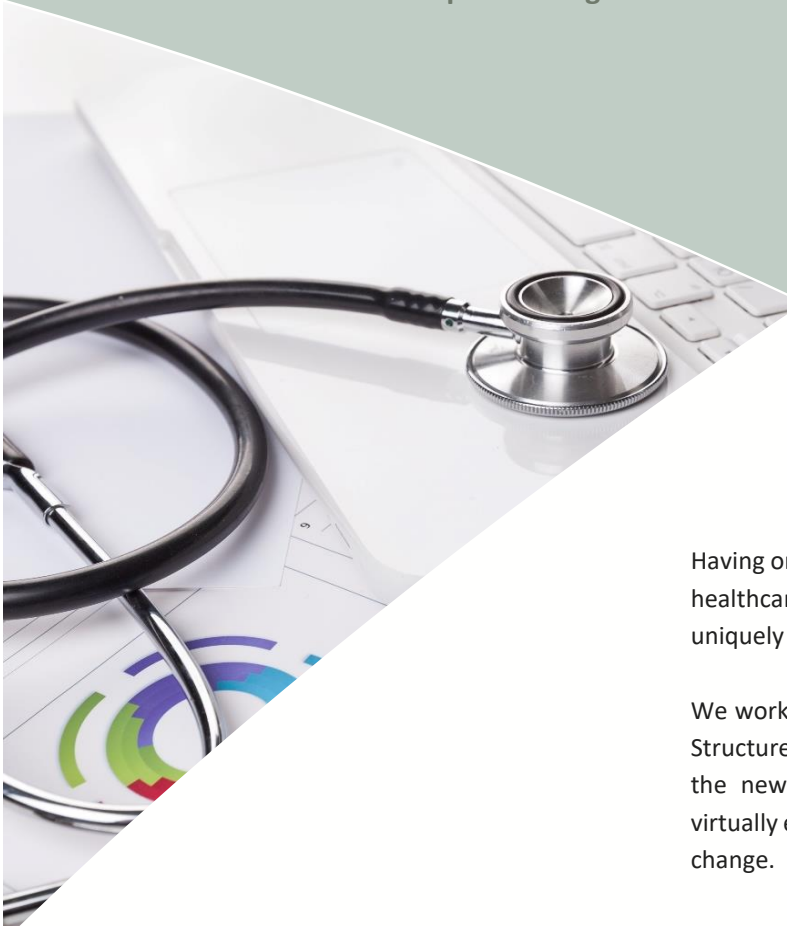
- Data Analytics for Clinical Care
- Operational AI products
- Virtual Nursing





CEO Advisory Network

The CEO Advisory Network is a team of highly accomplished healthcare leaders firmly grounded in senior level executive experience. Recognized nationally as healthcare leaders, our passion is to leave a lasting legacy by assisting today's forward-looking CEOs and senior executives in leading their organizations on their individualized path during these transformational times.



**We Provide Innovative
Organizational Solutions that
Focus on the Issues that
Matter to You**

Having organized complex organizations and participated on some of the leading healthcare boards in the country, the CEO Advisory Network Partners are uniquely positioned to provide quality C-Suite consulting.

We work with CEOs and senior executives as they build the right Organizational Structure and Leadership Team needed to drive the changes that are required by the new healthcare environment. Our collective C-Suite experience spans virtually every challenge a healthcare leader will experience in a world of dramatic change.



C-Suite Leadership Forum



Our commitment to healthcare leaders has led us to develop an educational forum, "The CEO Healthcare Roundtable," for both seasoned and more recently appointed Chief Executive Officers still early in their careers. The Roundtable is an exclusive membership group of high-caliber Chief Executive Officers who lead non-competing hospitals and health systems throughout the nation.

Members meet twice a year to discuss the challenges, opportunities and uncertainties occurring in America's healthcare system. Each meeting features nationally recognized healthcare speakers, thought leaders, and industry experts offering innovative ideas and solutions. Members benefit from the in-depth educational sessions with ample time to discuss real-life, real-time problems and future issues that they will be facing.

+ YEARS OF C-SUITE EXPERIENCE + FOCUSED ON HEALTHCARE



CEO Advisory Network



HEALTHCARE
C-SUITE
CONSULTING

C-SUITE CONSULTING + REVENUE MANAGEMENT + PERFORMANCE IMPROVEMENT
+ INNOVATION & ARTIFICIAL INTELLIGENCE + C-SUITE LEADERSHIP FORUM

WWW.CEOAdvisoryNetwork.com

9000 Crow Canyon Road | Suite 169 | Danville | CA | 94506



HEALTHCARE C-SUITE CONSULTING

MEET OUR SENIOR PARTNERS



Cynthia Hundorfean, Senior Partner – Cynthia is an exceptional leader with over 40 years of healthcare experience. She has led large major integrated multi-hospital payor/provider health systems. Her innovative leadership led to redesigning care delivery through deep payer-provider partnerships. Most notably she served as the Chief Administrative Officer for the Cleveland Clinic, a nationally recognized multispecialty academic medical center with over 72,000 employees, 21 hospitals and over 5,000 physicians. More recently, she was the President and CEO of the Allegheny Health Network. A PA based health enterprise with over 23,000 employees and 14 hospitals, owned by Highmark Health.



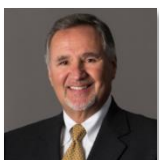
Frank L. Lordeman, Senior Partner – Frank has over 40 years of senior executive leadership experience in nationally recognized major integrated multi-hospital health systems. Most notably he served as COO of the Cleveland Clinic Foundation and Health System which, under Frank's leadership, were nationally recognized by US & News Report as a Top Five Hospital nationally in 15 specialties and awarded Truven Top 100 Major Teaching Hospital for six consecutive years. Most recently, Frank has worked with the WellStar Health system in its strategic expansion into the largest health system in Georgia. Frank has dedicated his career to transforming healthcare organizations.



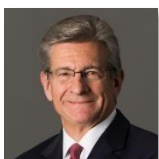
Randy Oostr, Senior Partner – Randy has more than 40 years of healthcare and management expertise, with 25 of those years spent at ProMedica, where he served as their CEO, President & COO. He is regarded as one of the nation's top leaders in healthcare and has earned a spot on several prestigious listings including *Modern Healthcare's* 100 Most Influential People for six consecutive years, *Becker's Hospital Review's* 100 Great Leaders to Know in Healthcare and *Modern Healthcare's* Top 25 Innovators. Randy is a visionary leader who truly believes community and service work hand in hand and exemplifies that in his professional life.



Thomas Strauss, Senior Partner – Tom is a strategically minded and financially focused proven executive with experience delivering high growth profits from entrepreneurial ventures including start-ups, joint ventures, partnerships, turnarounds, mergers, and integrations. Most recently, Tom served as President and CEO of the Sisters of Charity Health Systems in Cleveland, OH. He was the CEO of Summa Health System, which included a major Health Plan, SummaCare, with over 250,000 enrollees. Most notably, Tom served on the Board of Premier during its years of expansion into the largest national healthcare GPO and Quality Informational organization.



A. David Jimenez, FACHE, Senior Partner – Emeritus – David is an accomplished executive with a proven track record in clinical transformation. Named by Modern Healthcare among the Top 25 Minority Healthcare Executives and the 100 Most Powerful People in Healthcare, David has held a number of prominent healthcare positions including COO for Catholic Healthcare Partners, now known as Mercy Health, which operates 23 hospitals across Ohio & Kentucky. David was elected in 2007 a Regent-at-Large for the American College of Healthcare Executives. He has leveraged his hospital CEO experience to transform quality, finance, and operations through extensive work with system governance structures.



Alan R. Yordy, FACHE, Senior Partner – Emeritus – Alan is a senior executive with a consistent and extensive history of positive business outcomes in turnarounds, start-ups, and merger & acquisition environments. Most recently, Alan served as the CEO of PeaceHealth, a 10-hospital health system located in the Western United States. An accomplished healthcare executive, he has significantly influenced healthcare policy initiatives and programs serving on numerous regional and national boards for major insurance and provider organizations. Alan has leveraged his change management skills to build a significant employed medical group, develop a health plan and grow PeaceHealth.

TO LEARN MORE ABOUT OUR PARTNERS AND SERVICE OFFERINGS, GO TO OUR WEBSITE AT:

WWW.CEOAdvisoryNetwork.com



HEALTHCARE C-SUITE CONSULTING

MEET OUR PARTNERS



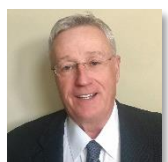
William Considine, FACHE, Partner – Bill, CEO Emeritus of Akron Children’s Hospital and CEO for the past 40 years, is one of the longest-tenured hospital chief executives in the country and is an internationally known advocate for issues affecting children’s health and well-being. He is widely consulted by policymakers in Columbus, OH and Washington, D.C. and he has served on the boards of many healthcare, educational and cultural organizations. Under his leadership, Akron Children’s Hospital today is a \$1billion enterprise with more than 7,000 employees. Its clinical staff provides care at more than 1 million patient encounters annually through two hospital campuses and a network of more than 60 primary care, urgent care and specialty care locations.



Dan Hannan, Partner –Dan is a results-driven, high energy healthcare leader specializing in hospital-based and free-standing Emergency Services. Through his insightful perspective, he has facilitated and sustained streamlined workflow processes to optimize patient throughput resulting in revenue, patient experience, and staff retention improvements. A former Chief Nursing Officer as well as a Vice-President, Professional Services and Nursing Institute Director, Emergency Services within the Cleveland Clinic Health System, Dan most recently served as a Senior Consultant with Philips Healthcare Transformation Services.



Marty Hauser, Partner – Marty is the Director and Facilitator of the CEO Healthcare Roundtable. He is the past VP, Business Development at ExactCare Pharmacy which specializes in comprehensive medication management for members with multiple chronic diseases on multiple medications. Marty was a founder and former President and CEO of SummaCare, Inc., a provider-sponsored health plan affiliated with Summa Health System in Akon, OH. Under his leadership, it grew to over 250,000 members with clients in five states and over \$500 million in annual revenue. In addition to his role at SummaCare, Marty served in a variety of roles at Summa Health System in the finance and planning areas and as System VP & Chief Government Relations Officer for all entities owned by Summa Health System.



Mark Janack, Partner – Mark is one of the country's foremost experts in the development of clinical programs and centers of excellence. He also has extensive experience in all facets of medical staff development and alignment, including the design of co-management and hospital-based outpatient department structures. In addition to his experience working with hospitals and health systems, Mark has a relevant clinical background. He is a CRNFA and has set up, developed, and managed COE’s in procedure-based specialties such as orthopedic and spine services. He also has extensive background in the management of physician groups, MSO’s, and ASC development and operations.



Nancy Steiger, FACHE, Partner - Nancy is a visionary and mission-driven leader who creates outstanding outcomes by creating high-performing teams and partnering and collaborating with all stakeholders from board members to individuals in the community. She is skilled at looking at the big picture and then solving systemic, process and resource issues. An authentic and courageous mentor and coach she has deep experience in healthcare starting out as an RN and most recently as CEO of PeaceHealth’s Columbia Network in Washington State. Her current efforts focus on being of service and making a profound difference in today’s changing healthcare environment. Nancy is a published author on wellness and the patient experience.

TO LEAN MORE ABOUT OUR PARTNERS AND SERVICE OFFERINGS, GO TO OUR WEBSITE AT:

WWW.CEOAdvisoryNetwork.com