

CAREER SUMMARY

Health Care Strategy and Business Development Executive/ Consultant with a broad base of experience developing health delivery systems at the local, regional and national levels. Particularly strong in strategic planning, marketing strategy and project management. Foundation built on six years as a health care strategy consultant with top-tier national firms, followed by over 20 years senior-level experience with leading hospitals and hospital systems in various markets across the U.S. Extensive managed care theme runs throughout career. MBA in Marketing (Northwestern / Kellogg) complemented by MS in Health Planning (UCLA).

PROFESSIONAL EXPERIENCE

McCARTHY HEALTHCARE CONSULTING, LLC, Ann Arbor, MI

2001 - Present

A healthcare management consulting practice specializing in business strategy, planning and marketing for health care delivery organizations and firms which serve them.

President

Client engagements and professional activities include:

- Formulated a comprehensive brand management strategy and implementation plan for Saint Joseph Mercy Health System, Ann Arbor, MI, resulting in a clear direction for improved market positioning.
- Served as Project Coordinator for Blueprint for Aging Services Partnership, a consortium of 33 non-profit, public and private organizations serving older adults in Washtenaw County, Michigan.
- For the Provider division of The MEDSTAT Group, a nationally prominent health information company, served as Project Coordinator of the 2004 strategic planning cycle.
- For Foote Hospital, Jackson, MI, developed criteria and methods to streamline facilities investment decision-making by integrating facilities master planning with capital allocation and budgeting.
- Conducted environmental assessment of national health care trends, challenges and opportunities, for TCS America (the U.S. arm of an international strategy consulting and information services firm).
- Lecturer in Health Planning at Eastern Michigan University.

SAINT JOSEPH MERCY HEALTH SYSTEM, Ann Arbor, MI

1998 - 2000

Local system of three hospitals which together comprise over 700 beds and revenues of \$500 million. Member of Trinity Health (*formerly Mercy Health Services*).

Chief Planning Officer

Responsible for strategic and business development plans. Accomplishments include:

- Orchestrated design and implementation of annual operating plan which focused upon key one-year priorities that support SJMHS's strategic objectives.
- Initiated and managed site and facilities master planning project covering all campuses (over two million square feet of space), resulting in clear direction and phasing of over \$110 million in future facilities development along with direct linkage to annual planning and capital budgeting cycles.
- Led team that designed and initiated a well-coordinated provider relations program linking SJMHS more strongly with its 800 affiliated physicians. Program built by re-deploying existing resources.
- Led team that completed competitive market assessment of high-growth region that accounts for \$100 million in SJMHS revenues (i.e. Livingston County), resulting in clear role and program direction for local Hospital and activation of six implementation projects advancing market presence in region.

NORTHWESTERN HEALTHCARE NETWORK, Chicago, IL

1990 - 1997

A holding company formed in 1989 by four leading hospitals. Grew to become the largest hospital system in the Chicago area with nine hospitals, \$1.8 billion in revenues. Affiliated with Northwestern University.

Vice President, Planning

Initial and only full-time professional employee of Network for first 18 months. Accomplishments include:

- Developed strategic plan which established blueprint for future Network direction, staffing and funding, and which served as the basis for Board approval of operational start-up of the Network.
- Established first Network office, recruited initial staff, managed day-to-day operations and made orderly transition to new full-time CEO.
- Coordinated development of Information Technology Strategic Plan in support of key Network strategies for linking with physicians, tracking patients across the continuum and managed care.

CHRIST HOSPITAL AND MEDICAL CENTER, Oak Lawn, IL

1987 - 1989

An 824-bed tertiary care major teaching hospital. Largest hospital in EHS System (*now Advocate Healthcare*).

Associate Administrator, Market Development

Responsible for strategic planning, physician development, marketing communications, public relations, managed care contracting, facilities and construction. Managed 150 employees and \$11 million budget.

- Completed strategic plan targeting six specialized programs, and integrated plan with budget.
- Managed site and facilities master planning process, resulting in orderly campus development.
- Reorganized and downsized facilities department resulting in annual cost savings of \$1.7 million.

DAUGHTERS OF CHARITY HEALTH SYSTEM

1982 - 1987

The then-largest not-for-profit Catholic-sponsored health care system in the U.S., with 35 hospitals and revenues of \$2.6 billion. (*Now Ascension Health*).

Director, Alternative Delivery Systems (i.e. Managed Care), National Office, St. Louis, MO, (1984-1987)

Developed national System-level strategy and support programs for managed care:

- Persuaded all five semi-autonomous regional offices to support and fund managed care initiative.
- Established information clearinghouse and advisory service for managed care contracting.
- Developed comprehensive business plan for national health insurance products and programs.

Director of Planning Services, Seton Medical Center, Daly City, CA, (1982 -1984)

SAINT FRANCIS MEMORIAL HOSPITAL, San Francisco, CA

1979 - 1982

Director of Planning and Marketing

MANAGEMENT CONSULTANT, Los Angeles/San Francisco, CA

1973 - 1979

A.T. Kearney, Inc.; and Cresap (now part of Towers Perrin).

EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL

M.B.A. in Marketing. Distinguished Scholar

University of California, Los Angeles

M.S. in Health Planning (with distinction), Internship, Kaiser Foundation Medical Care Program

University of Illinois, Urbana

B.S. in Marketing with added concentration in Economics