

YOUR **PARTNER** IN
PROVIDING PERSONALIZED
C-SUITE SOLUTIONS



- + STRATEGIC & OPERATIONAL GROWTH
- + OPERATIONAL PERFORMANCE IMPROVEMENT
- + C-SUITE CONSULTING
- + C-SUITE LEADERSHIP FORUM



HEALTHCARE
C-SUITE
CONSULTING



CEO Advisory Network



We Have the Experience to Provide You with Real, Actionable Solutions not Just Assessments. We Work with You and Your Management Team to Achieve Results.

Healthcare organizations are facing an unprecedented environment where the strategy and tactics they employ can significantly affect organizational success and sustainability. The CEO Advisory Network Partners are experienced in assisting CEOs/COOs in returning their organizations from operational losses to profitability.

Our accelerated performance improvement methodology has proven to be very successful in both small and large healthcare systems. Our clients include University of Toledo, Naples Community Hospital, WellStar, Centegra/Northwestern Medicine, MultiCare Health Systems and many more.

Strategic & Operational Growth



We provide assessments of organizational strategic performance including identifying market performance, failing operational processes, clinical services and opportunities, setting goals, and implementing solutions. Our strategies include:

- Strategic Growth Strategy Assessment
- Development of Clinical Service Lines as Engines of Growth

Operational Performance Improvement



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

- Organizational Performance Assessment
- Comprehensive Organizational and Financial Turnaround
- Cost Center Improvement Strategies

C-Suite Consulting




Having organized complex organizations and participated on some of the leading healthcare boards in the country, the 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
- Executive Coaching
- Governing Board & Executive Leadership
- Organizational Alignment
- Epic and IT Organizational Management

PROVIDING THE HIGHEST QUALITY C-SUITE EXECUTIVE EXPERIENCE TO HEALTHCARE ORGANIZATIONS

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.



At CEO Advisory Network, we Provide Personalized Solutions that Focus on the Issues that Matter to You. Your Goals are our Goals.

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 leadership team with management skills needed to drive change in their organizations that is required by the new healthcare environment. Our collective 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.



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MEET OUR SENIOR PARTNERS



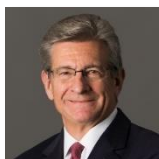
A. David Jimenez, FACHE, Senior Partner – David is an accomplished executive with a proven track record in clinical transformation. Named by Modern Healthcare among the Top 25 Minority Healthcare Executives and the 100 Most Powerful People in Healthcare, David has held a number of prominent healthcare 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.



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.



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.



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 aggressively grow PeaceHealth.

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

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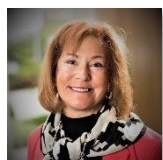
William Considine, FACHE, Partner – Bill, CEO Emeritus of Akron Children’s Hospital and CEO for the past 40 years, is one of the longest-tenured hospital chief executives in the country and is an internationally known advocate for issues affecting children’s health and well-being. He is widely consulted 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.



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.



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.



Rebecca Sykes, Partner – Becky is an accomplished senior management executive with information management, information systems and hospital management experience. She possesses a unique combination of information technology, data acquisition and healthcare process knowledge. Most recently, she served as COO, Senior VP of Resource Management and CIO at Mercy Health Select in Cincinnati, OH, where she managed \$11 million in Medicare shared savings in their first year of operation and oversaw a \$400 million initiative to implement the Epic EHR system. She led the consolidation of Mercy Health’s information technology function merging their seven health systems into one centralized organization called Mercy Health Information Technology (MHIT).

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