

Roundtable Speakers—Phoenix, AZ

November 7 - 9, 2018



Neal C. Hogan, PhD, Chairman and Senior Advisor

Greenrobe, Inc.

BDC Advisors

New Hampshire

Neal is a nationally recognized health care industry thought leader and strategist, who works with executive teams and boards to develop fresh thinking on organizational opportunities, market strategies, and potential partnerships. Working with over 500 health care organizations in the last 25 years, Neal serves as a trusted advisor to health systems, academic medical centers, multispecialty physician groups and health plans.

As Chairman of GreenRobe Inc., Neal works with clients to design approaches for health systems to enhance their brands and create new profitable revenue streams in consumer products and services markets.

Neal is a member of the board and Chairman of the Strategy Committee for INTEGRIS Health, which operates 16 hospitals and has health providers in 49 Oklahoma towns and cities. He is Vice Chairman of the board of Health Payment Systems, which transforms health care billing with an all in one solution. He is a private equity investor in several healthcare IT startups, including Pascal Metrics, which pioneered the use of real-time triggers from the EHR, EMR, and other health IT to support patient safety and quality improvement, and allow responsive risk management.

Neal also consults with leading healthcare organizations as a Senior Advisor for BDC Advisors. In this capacity he has partnered with a broad range of organizations to develop strategic plans, and to lead specific projects including ACOs, CINs, physician networks, retail clinics, and partnerships and mergers. Neal is the founder of the Collaborative Care Colloquium a group of over 20 clinically integrated networks that meets regularly to share best practices on operating physician networks.

Prior to this, Neal worked as a Principal and Managing Director of the Advisory Board Company and was part of the team that took the company public in 2001. Neal led the team's annual CEO Sessions and taught thousands of healthcare executives through that program. He oversaw the breadth of the firm's educational programs and developed the firm's consulting capability, H*Works, and its leadership development programs, Advisory Board Leadership Academy (which includes programs such as Nursing Leadership Academy and the Physician Leadership Academy).

Neal has worked on healthcare issues with organizations ranging from the Massachusetts General Hospital and The Mayo Clinic, to United Healthcare and the Blues, to IBM and the US Navy. He is sought after as a speaker and facilitator for board retreats, executive education programs and national meetings.

Neal has a PhD in the History of Science from Harvard University where he also taught courses in the history and sociology of medicine. He has lectured at Cambridge University and Tufts University and has served as an adjunct faculty member in executive education at the Johns Hopkins School of Nursing. He has several publications, including his book on the history of medical malpractice, *Unhealed Wounds*.

Neal lives with his wife and daughter on the seacoast of New Hampshire, where he maintains a music studio and plays guitar with a local band. Neal can be reached at nhogan@greenrobeinc.com, or at his personal email nchogan@icloud.com. His direct dial number is 603.203.0451.

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Rob Cottrell, Research Associate

Cleveland Research Company (CRC)

Cleveland, OH

Rob Cottrell is a Research Associate on the Health Care team at Cleveland Research Company (CRC) covering the Managed Care, Vision Care, and Life Science industries. His responsibilities include tracking the Commercial, Medicare, and Medicaid markets and writing investment and market research on publicly traded health insurers. He began his career as a sales representative at ING where he sold medical stop loss insurance and specialty benefit programs to large employer groups.

Rob graduated from the College of William and Mary in Virginia with a degree in Economics and Finance.

He lives in Willoughby, OH with his wife and daughter.



Tarek Elsawy, M.D., FACP, President & CEO

Reliant Medical Group

Cleveland,
OH

Since joining Reliant Medical Group in 2016, Dr. Tarek Elsawy has overseen system transformation through the implementation of a team-based primary care clinical model married with the establishment of nine new, state-of-the-art medical facilities designed specifically for delivery of team-based care. In 2018 he entered Reliant into a unique joint venture with two regional healthcare companies to open an Ambulatory Surgery Center, providing a lower-cost setting for high-quality surgical care. In that same year Dr. Elsawy negotiated the acquisition of Reliant by Optum, a national healthcare innovation company, which has assured Reliant's future ability to provide its unique brand of value-based care in its Central and Metro West Massachusetts service area.

Before joining Reliant, Dr. Tarek Elsawy was a physician executive at the Cleveland Clinic, where he was the Vice President of Regional Medical Operations and Affairs. In this role he had direct responsibility for eighteen family health centers, as well as a leadership role in the operation of eight hospitals. At the Clinic, he launched and led operations for one of the nation's largest clinical integration programs, the Cleveland Clinic Quality Alliance (CCQA). He has also served as Vice President and Medical Director for a 160-physician, multi-specialty group at the Cleveland Clinic. Among his priorities was enhancing care delivery system in both the inpatient and outpatient arenas through seeking ways to decrease length of stay, while enhancing care coordination, patient safety, and medical outcomes.

Dr. Elsawy received his medical degree from Case Western Reserve University School of Medicine. He performed his internship and residency in Internal Medicine at the University of Virginia Medical Center and engaged in a research fellowship at John Hopkins University. Prior to embarking on his executive career, he spent 10 years in private practice.

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Samantha Platzke, Senior V.P. of System Performance & CFO

Care Logistics

Cleveland, OH

Samantha is a senior healthcare executive with over 25 years of experience in revitalizing healthcare organizations through remarkable results in financial performance and operations. Her breakthrough strategies drive revenue growth, increase efficiencies and reduce costs for health care systems. Samantha has been progressively promoted throughout her career within accounting, finance, IT and operations improvement divisions with roles as Chief Financial Officer, Chief Executive Officer, Chief Transformation Officer and Senior Vice President of Operations and Systems Effectiveness. She has a comprehensive knowledge of diversified healthcare operations from both a provider and a payer perspective, with deep understanding of healthcare reform and its impact on the traditional delivery business model. Samantha holds a Bachelor's in Accounting from Adrian College and a Master's in Health Care Administration from Tiffin University. She is a member of Finance Committees of national and regional health systems.



Robert Gleason-Moore, RN, MN, Executive Advisor

Care Logistics

Cleveland, OH

Bob has been in healthcare for over 35 years in progressively more complex roles ranging from frontline clinician to his current role as Executive Advisor at Care Logistics. He is a master's prepared Registered Nurse and Lean Black Belt certified. His focus in healthcare has evolved including operations leadership, educator, teaching management and leadership in nursing at the bachelor's and master's level and technology / process designer in healthcare information technology. Utilizing his combined experience in clinical operations, healthcare leadership and technology he works as Executive Advisor with both senior and frontline leaders to facilitate change in hospitals to adopt new approaches to care coordination, throughput and performance improvement to successfully achieve strategic organizational performance goals.

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Member Case Study Presenters



Paul Hiltz, Interim President & CEO

Mercy Medical Center

Canton, OH

Experience in a faith system:

- 25 years in Catholic Healthcare. Served on the Sponsor Council for Sisters of Mercy School Ministry.

Building Relationships within the Community:

- Served on Chamber of Commerce Boards in Canton, Springfield, and Cincinnati. Founded a Catalytic Fund, Springfield and served as first Chairperson.

Creating Succession Plan for Senior Leadership Team:

- Have mentored four leaders who became CEO's for the first time. Very engaged in Coaching and developing leaders.

Developing System-wide Philanthropy:

- Have served as the president of two foundations and worked with philanthropy initiatives for years.

Five Talents/Skills:

- i. **Results Orientated:** Have shown significant financial and clinical improvement in last three CEO roles.
- ii. **Strategic Thinker:** Have developed unique strategies to achieve market wide success. Founded one of the first ACO's in America.
- iii. **Interpersonal Skills:** High visibility leader. Known inside and outside the organization as the "force" of the organization.
- iv. **Mission Driven:** Have successfully navigated the margin/mission decision and expanded mission effectiveness in leadership rolls.
- v. **Experience in Integrated Delivery System:** Have served as a key senior leader in moving from holding company to operating company.



Maureen A. Kahn, RN, MHA, MSN, President & CEO

Blessing Health System and Blessing Hospital

Quincy, IL

Maureen A. Kahn joined Blessing in 2001 as Blessing Hospital's senior vice president/chief nursing officer. She became president/chief executive officer of Blessing Hospital in 2005, and in 2014 she became the president/chief executive officer of the Blessing Health System and Blessing Hospital. Maureen brought 24 years of progressive health care experience to Blessing.

She began her career as a registered nurse in Philadelphia, earning a diploma from Frankford Hospital School of Nursing. She then obtained a bachelor's degree in business administration from Gwynedd Mercy University, a master's degree in health care administration from Hamilton University and a master's degree in nursing from the University of Phoenix. She has held various leadership positions in Philadelphia, New York and Boston during her career.

Maureen's accomplishments have been recognized locally and nationally. She holds an honorary Doctorate of Healthcare Administration degree from Culver-Stockton College, Canton, MO. Degree criteria includes having a national or international reputation of excellence in the area for which the individual is being recognized, having shown indications of leading the way to new achievements in the area for which the individual is being recognized and having performed important humanitarian, spiritual or administrative services for the betterment of mankind.

Maureen is also a member of the Studer Group's "Fire Starter Hall of Fame." Studer Group works with healthcare organizations around the world to help them achieve and sustain exceptional improvement in critical



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organizational outcomes. The Fire Starter Hall of Fame award recognizes a leader who, through their dedication and passion, guides and supports an organization's commitment to excellence while keeping the true spirit of an organization alive and flourishing.

Among her civic and professional involvement, Maureen is a board member of the Illinois Health and Hospital Association, where she serves on the Finance and Audit Committee as well as the Political Action Committee. She is also a board member of the American Hospital Association Region 5 Policy Committee, the Vizient/Mid-America Executive Board, the American College of Healthcare Executives and the BJC Collaborative Board. Maureen's local board memberships include the Great River Economic Development Foundation, Quincy University and Mercantile Bank.

Maureen and her husband, Barney, reside in Quincy. Their four children live in New York, Pennsylvania, Tennessee and Illinois. They also have seven grandchildren.