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FOR IMMEDIATE RELEASE

## ERDMAN Announces a new Healthcare Advisory Council

Madison, Wisconsin. (October 10, 2017) – ERDMAN announces the creation of a new Healthcare Advisory Council to provide strategic insight for our healthcare clients and input to the planning and strategy for ERDMAN.

“The healthcare industry is changing at an accelerated pace. Consolidation, ambulatory growth, strategic patient experience planning, physician engagement, and clinical innovation are all impacting the delivery of healthcare services which requires the need for creative and innovative thought leadership.” says Brian Happ, ERDMAN’s President and CEO. “As a result, we formed an Advisory Council with proven experience in these key dynamics to provide strategic insight and consultation to our clients and our Company.” Happ further explains, “this dynamic collaboration between these leaders with such relevant experience will provide invaluable insight to our clients during these times of change, growth and uncertainty.”

The members of the Advisory Council include, Allen D Kemp, M.D., MBA, William Petasnick, FACHE, Mike W. Bukosky MSHA, FACMPE, Frank Byrne M.D., MMM, FACHE, Rustin Becker, EVP ERDMAN, Rob Moss, SVP ERDMAN, and Brian Happ, CEO of ERDMAN as Chair.

Allen D Kemp, M.D., MBA, served as the CEO & President of Centura Health Physician Group (CHPG). Prior to joining Centura Health, Dr. Kemp was a Managing Director of Physician Strategy at Navigant Consulting, a national consulting firm, where he worked with key health care clients, addressing critical business issues and enhancing value to their patients. Prior to that, Dr. Kemp worked for Dean Health System for more than 27 years, first as Clinical Anesthesiologist, then as Physician Administrator. He later led in several executive roles, including chair of Dean Medical Center; chair of Dean Health Plan; and CEO/board chair for Dean Health System. Dr. Kemp also served on the board of the American Medical Group Association (AMGA) from 2000 to 2008; and served as chair in 2007. He has also served as a director on the AMGA foundation board from 2008 to 2016.

William Petasnick, FACHE served as the President and CEO of Froedtert Health Inc, Milwaukee, WI., a regional network including a partnership with the Medical College of Wisconsin, an academic medical center, with community hospitals and physician groups. Mr. Petasnick also served as chair of the American Hospital Association Board of Trustees, the Council of Teaching Hospitals of the Association of American Medical Colleges, and the Wisconsin Hospital Association. Prior to becoming the CEO & President of Froedtert Hospital, Mr. Petasnick other professional roles were Administrator of the University of Iowa Hospitals and Clinic, Director of Operations at the University of North Carolina Hospitals and clinics, special assistant to the Director at University of Michigan Hospitals, and Commissioned Officer with the United States Public Health Service in Washington D.C..

Michael W. Bukosky MSHA, FACMPE, is the former Chief Administrative Officer, USMD Holdings, Inc. and President, USMD Physician Practice Management. Prior to USMD, Mr. Bukosky was the CEO of University of Louisville Physicians, where he managed the integration of 25 physician practices; developed new organizational, management and operations structures; and built the processes of supporting infrastructure required for an integrated group practice. And prior to that Mr. Bukosky served as executive vice president and chief administration officer of the Carle Clinic Association. Mr. Bukosky also served in leadership roles at Scott and White including Executive Director and Chief Operating Officer. He has held several positions within the American

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Medical Group Association, including Treasurer, Secretary, Chair Elect, Chairman of the Board and currently a part of the Executive Committee.

Frank Byrne M.D., MMM is president emeritus of SSM Health St. Mary's Hospital in Madison, Wisconsin, after serving as president of St. Mary's since 2004. Prior to St. Mary's, Dr. Byrne held a variety of clinical, administrative and governance leadership roles at Parkview Health in Fort Wayne, Indiana. Earlier in his career, he practiced pulmonary and critical care medicine in Fort Wayne for 12 years. Dr. Byrne has been active in a number of professional organizations, and served on the board of the American College of Physician Executives (now the American Association for Physician Leadership) and the Board of Governors of the American College of Healthcare Executives (ACHE). Dr. Byrne was a board member on the Wisconsin governor's strategic leadership team for Healthiest Wisconsin 2020, the Wisconsin Medical Society, the Wisconsin Hospital Association. He chairs the Hospital Advisory Board for MedPro Group, a Berkshire Hathaway company, and was the founding chair and remains a current member of the ACHE Physician Executive Forum.

As a leader in the healthcare market, ERDMAN looks forward to utilizing the collective knowledge and insight of our Advisory Council for the benefit of our clients and their consumers. We will look to add expertise and thought leadership to the Advisory Council as we continue our journey of strategically helping our clients address and plan for the continual changes in the healthcare market. As consumerism and technology continue to advance the delivery of Healthcare, we envision entirely different methods for the delivery of healthcare serves in our future.

## **About ERDMAN**

At ERDMAN<sup>SM</sup>, we believe the questions of new service offerings, population health, patient experience, new care models, and facilities are not separate, isolated challenges. We believe by looking at these challenges through multiple perspectives simultaneously, we come up with more effective and efficient solutions. Through our Integrative Thinking, we take on the complex challenges of healthcare to help our clients build healthier communities. [www.erdman.com](http://www.erdman.com).

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