

**FOR IMMEDIATE RELEASE**

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**Contact:** Amanda Byrd

**Phone:** 608.410.8005

**Email:** abyrd@erdman.com

## **Kerry Swanson Joins ERDMAN's Advisory Services Group as Managing Director**

Madison, Wis. – Kerry Swanson is ERDMAN's new managing director for our Advisory Services group. Kerry most recently served ERDMAN as an executive advisor. In her new role, Kerry will leverage her unique background in clinical operations, program development, and healthcare construction to create and implement effective systems of health. Her expertise in strategy development will also be invaluable to support ERDMAN's clients in developing solutions that address their most pressing issues in today's complex healthcare environment. As a former CNO, hospital and regional president, Kerry will additionally serve as a clinical advisor on design and design-build projects, as well as provide valuable insights on industry thought leadership.

"We're incredibly excited to have Kerry on our team," says ERDMAN Senior Vice President of Healthcare Robert Moss. "She is a strategic and visionary thinker who will be instrumental in helping us rethink the future of healthcare so leaders can build healthier communities."

Kerry has over three decades of healthcare experience. She has served in executive roles for SSM Health, Aultman Hospital, and Alliance Community Hospital. As part of her impressive career, several of Kerry's achievements include developing strategy and tactics to lead a successful financial turnaround of a failing region, leading a team to plan, build, and develop operations, plus open a greenfield hospital in 2012 that now has a five-star rating with the Center for Medicare & Medicaid Services. In her former role as a CNO, Kerry worked with nursing staff to develop a shared governance structure to increase nursing and patient satisfaction. Kerry is looking forward to being a part of such a dynamic, well-known organization that brings Integrative Thinking™ to the complex challenges in healthcare today.

### **About ERDMAN**

At ERDMAN®, we believe the questions of new service offerings, population health, patient and resident experience, new care models, and facilities are not separate, isolated challenges. We believe that 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 and senior living to help our clients build healthier communities. [www.erdman.com](http://www.erdman.com).

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