

BURKE & ASSOCIATES

SUMMARY OF QUALIFICATIONS

TYPES OF CONSULTING ENGAGEMENTS PERFORMED

<u>Negotiation / Mediation Services</u>	
Managed Care Contracting on behalf of Clinical and Facility Providers Hospital/Physician/Home Care contracting affiliations Physician Group Partnership affiliations/partnerships Insurer/Provider Medical Claims Reimbursement	
<u>Marketing / Strategic</u> Acquisition reviews Turnaround/divestiture strategies Competitor analysis Market Analysis/Industry Profiles	<u>Programmatic / Operational</u> Project objectives, tasks and deliverables Phased approach Detailed Fee Estimates Ongoing Status Reports/Client meetings

PARTIAL CLIENT LISTING

<u>Radiology Providers</u>	<u>Physician Groups</u>
Oracle Imaging Services, Inc.	City of Hope Oncology Network
Princeps, Inc.	Mercy Physicians Medical Group
Plano Diagnostic Imaging, Inc. Rothman-Chafetz Medical Group, Inc. Ultra Imaging of North Carolina Multi -Planer Diagnostic Imaging (MPDI)	University of California, Irvine (UCI) Primary Care and Multi specialty Groups Paradise Valley Primary Care Physicians
<u>Pharm./Medical Supplies Companies</u> Baxter General Health Care-Home Care Schering	<u>Home Care Providers</u> Mercy Home Health, Sacramento California Association of Health
Zimmer	Services at Home

Hospitals and Health Care Systems

Catholic Healthcare West
City of Hope National Medical Center
Heritage Health Systems
Hoag Memorial Presbyterian Hospital

Mercy Healthcare Sacramento
Massachusetts General Hospital
UCLA Medical Center/Granada
Hills Community Hospital

Burke & Associates: Consultants to the Healthcare Industry
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***BACKGROUND AND EXPERTISE OF
SUSAN BURKE, PRINCIPAL***

B. A.	Smith College, 1977
M.H.A.	George Washington University School of Hospital Administration, 1980
Master s Certificate	Southern Methodist University, Graduate Program for Negotiation and Dispute Resolution, 2000
Certificate	Harvard Business School, Advanced Management Program

Thirteen (13) years experience as an independent consultant specializing in contract negotiation, mediation, strategic planning, and marketing issues for health care providers. Five (5) years experience with American Medical International, Beverly Hills, CA as (1) Assistant Vice President, Strategic Planning, (2) Associate Director of Alternative Health Care Services Division, and (3) Corporate Director, Government Contracts Development Department. Two (2) years experience as a Presidential Management Intern in Washington, D. C. assigned to the White House Office of Management and Budget, Medicare/Medicaid division.

SELECTED PROJECT CITATIONS BY CLIENT TYPE

Radiology Providers

- Preparation of Diagnostic Imaging Center Company Business Plan
- Due diligence for acquisition of imaging centers
- Negotiation of managed care contracts for imaging center providers
- Negotiation of hospital radiology contracts for professional radiology groups
- Development of business plan to obtain venture capital financing for a statewide radiology network
- Development of a contracting network of 45 MRI/CT imaging centers
- Establishment of operating procedures and utilization tracking programs for radiology groups

Physician Groups

- Development of business plan to expand a local oncology group into a regional network
- Developed and managed primary care physician owned IPAs and staff model medical groups
- Completed feasibility study to merge a group of cardiology practices

Regional/Multi-state Health Care Systems

- Business Plan to expand a leading regional, university-affiliated cardiac surgery program by opening a satellite program at a community hospital
- Development of managed care strategy for diabetes education services to support an integrated network of 5 hospitals and 3 core medical groups
- Acquisition review/negotiation regarding the purchase of a multi-specialty, multi- location physician group
- Strategic and financial plans to expand a large hospital-affiliated medical group

Acute Hospitals

- Business plan to develop a multispecialty breast center

Financial and marketing analysis for a radiation therapy center

Home Care Providers

Home care strategy development for a multi- state hospital system

Development of a statewide home health network and preparation of a

contracting proposal in response to a request for proposal for statewide capitated home health by an HMO

Development of a strategic positioning plan for a large regional system to

integrate home health and hospice services into the continuum of care

Development of cost reduction plan for a large regional full service agency

Cost analysis and feasibility study of the home infusion business

Overview of Skills and Capabilities in Mediation and Negotiation

Susan Burke, M.H.A., has twenty years experience working in health care services, both in administration and as a management consultant. In her professional work she has negotiated many medical business contract issues. She has also performed many contract negotiations between physician providers and hospital facilities. In addition, she has negotiated partnership agreements between the full spectrum of health care facilities and groups. Susan has also represented many health care organizations in their contract negotiations with third party payers.

In 1999-2000 Susan completed a Master s Certificate in Dispute Resolution from Southern Methodist University. She is a certified mediator in Texas. She has also taken the required courses to mediate domestic disputes. Since receiving certification, Susan has volunteered weekly with the Dallas Family Courts and has successfully mediated family custody and financial settlement disputes.