

SENIOR ADVISORS



Richard A. Sheff, MD, CMSL, Chairman and Executive Director

Dr. Sheff is chairman and executive director with The Greeley Company, a division of HCPro, Inc., in Marblehead, MA. He brings more than 25 years of healthcare management and leadership experience to his work with physicians, hospitals, and healthcare systems across the country. With his distinctive combination of medical, healthcare and management acumen, Dr. Sheff develops tailored solutions to the unique needs of physicians and hospitals. He consults, authors, and presents on a wide-range of healthcare management and leadership issues, including governance, physician-hospital alignment, medical staff leadership development, ED call, peer review, hospital performance improvement, disruptive physician management, conflict resolution, physician employment and contracting, health care systems, service line management, hospitalist program optimization, patient safety and error reduction, credentialing, strategic planning, regulatory compliance, and helping physicians rediscover the joy of medicine.



Steven W. Bryant, Senior Vice President and Managing Director

Mr. Bryant serves as senior vice president and managing director with The Greeley Company, a division of HCPro, Inc. in Marblehead, MA. He brings more than 20 years of experience in healthcare management and leadership to his work with hospitals, physicians, and healthcare organizations across the country. Bryant is a strong proponent of the principle that hospitals and physicians should never do anything just to meet an accreditation standard. Instead, he helps them do the right thing to give great care to patients and run a great hospital, and let regulatory compliance be a byproduct. Bryant is a popular speaker and author with particular expertise in continuous survey readiness; using the accreditation process to improve quality; finding maximum flexibility in Joint Commission, CMS and other standards, and helping physicians understand and get value out of the accreditation process.



Robert J. Marder, MD, CMSL, Vice President

Dr. Marder is vice president with The Greeley Company, a division of HCPro, Inc. in Marblehead, MA. He brings more than 25 years of healthcare leadership and management experience to his work with physicians, hospitals and healthcare organizations across the country. Dr. Marder's many roles in senior hospital medical administration and operations management in academic and community hospital settings make him uniquely qualified to assist physicians and hospitals develop solutions for complex medical staff and hospital performance issues. He consults, authors, and presents on a wide range of healthcare leadership issues including effective and efficient peer review, physician performance measurement and improvement, hospital quality measurement systems and performance improvement, patient safety/error reduction, and utilization management.



Jonathan H. Burroughs, MD, MBA, FACPE, CMSL, Senior Consultant

Dr. Burroughs is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Marblehead, MA. He works with medical staffs and boards throughout the country in the areas of governance, credentialing, privileging, peer review and performance improvement, medical staff development planning, strategic planning, and physician performance and behavior management. Dr. Burroughs is one of The Greeley Company's leading national speakers and also currently serves on the national faculty of the American College of Physician Executives where he has been consistently rates as one of its top speakers and educators during the past five years.



Joseph D. Cooper, MD, CMSL, Senior Consultant

Dr. Cooper is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Marblehead, MA. He is a physician leader who brings more than 20 years of experience in medical staff functions and affairs to his work with physicians, hospitals, and healthcare organizations across the country. For the past five years, Dr. Cooper has worked with The Greeley Company, consulting with hospitals and medical staffs across the country in the areas of medical staff organizational functions, governance and bylaws, peer review, and credentialing and privileging.



Mary J. Hoppa, MD, MBA, CMSL, Senior Consultant

Dr. Hoppa is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Marblehead, MA. She brings more than 15 years of healthcare leadership and management experience to her work with physicians, hospitals, and healthcare organizations across the country. Dr. Hoppa's roles in hospital administration and medical staff leadership in academic and community hospital settings make her uniquely qualified to assist physicians and medical centers in developing effective solutions to their most significant challenges. She has an expertise in credentialing and privileging, peer review and quality, medical staff education, conflict resolution, and is the leader of The Greeley Company's bylaws division.



Barbara LeTourneau, MD, MBA, FACPE, FACEP, Senior Consultant

Dr. LeTourneau is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Marblehead, MA. She brings more than 25 years of clinical and administrative experience to her work with physicians and hospitals nationwide. Dr. LeTourneau's many roles in senior medical administration positions make her qualified to help physicians and hospitals develop solutions to their most challenging problems. She has consulted, authored, and presented on a wide range of healthcare management topics including medical staff affairs, medical staff structure and bylaws redesign, physician discipline, infrastructure design and implementation, work process and social system redesign, medical policy, physician performance evaluation, credentialing, and quality and performance management.