

SENIOR ADVISORS



Richard A. Sheff, MD, is principal and chief medical officer with The Greeley Company, a division of HCPro, Inc., in Danvers, 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.



Robert J. Marder, MD, is an advisory consultant and director of medical staff services with The Greeley Company, a division of HCPro, Inc., in Danvers, 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 in developing 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.



Mary J. Hoppa, MD, MBA, is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Danvers, 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 experience 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, is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Danvers, 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.



Jonathan H. Burroughs, MD, MBA, FACPE, is a senior consultant and director of education services with The Greeley Company, a division of HCPro, Inc., in Danvers, MA. He oversees all national and onsite education programs for The Greeley Company and works with medical staffs and boards throughout the country in the areas of governance, medical staff–hospital alignment strategies, credentialing, privileging, peer review and performance improvement, medical staff development planning, strategic planning, and physician performance and behavior management.



Joseph D. Cooper, MD, CMSL, is a senior consultant with The Greeley Company, a division of HCPro, Inc., in Danvers, 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.