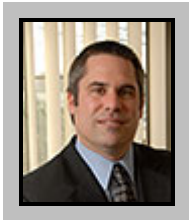


## SENIOR ADVISORS



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

Dr. Sheff is the Chairman and Executive Director of The Greeley Company with over 25 years of healthcare management and leadership experience. With a distinctive combination of medical, healthcare and management acumen, Dr. Sheff develops tailored and valued solutions to the unique needs of physicians and hospitals. He has consulted, authored, and lectured on a wide-range of healthcare management and leadership issues and topics including governance, hospital and medical staff performance improvement, managing poor quality and disruptive physicians, patient safety and error reduction, credentialing, medical staff effectiveness and redesign, medical staff leadership development, strategic planning, and regulatory compliance.



### **Steven W. Bryant, Vice President and Managing Director**

Mr. Bryant serves as Vice President and Managing Director for The Greeley Company with over 20 years of experience in healthcare management and leadership. He 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. Mr. 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 The Joint Commission, CMS and other standards, and helping physicians understand and get value out of the accreditation process.



### **William K. Cors, MD, MMM, CMSL, Vice President, Medical Staff Services**

Dr. Cors is an experienced physician executive with a background that includes fifteen years of clinical practice and over twelve years of executive hospital/health system management experience and experience as a healthcare consultant. He currently serves as the Vice President of Medical Staff Services for the Greeley Company, a division of HCPro, Inc. in Marblehead, Massachusetts. This position involves overall operational responsibility for the national medical staff consulting practice. Dr. Cors has extensive experience in all facets of medical staff affairs, operations and development. His primary areas of expertise include strategic alignment of medical staff and hospital leadership and governance; credentialing, privileging and peer review; clinical resource management; improvement of quality of care and patient safety; public accountability preparedness; and management of medical staff conflicts, change and disruptive behavior. In addition, he has wide experience in medical staff documents and regulatory accreditation.



**Robert J. Marder, MD, CMSL, Vice President**

Dr. Marder serves as Vice President at The Greeley Company. He brings over 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 has consulted, authored, and presented 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. Jon Burroughs is a senior consultant with The Greeley Company working 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. Board certified in medical management, Dr. Burroughs is a past medical staff president, past president of the New Hampshire chapter of the American College of Emergency Physicians, and most recently served as an emergency department medical director. As a member of the governing board of Memorial Hospital in New Hampshire, he chaired the ethics, succession planning and bylaws committees and sat on the joint conference, strategic planning, and medical executive committees.



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

Dr. Hoppa serves as a physician consultant at The Greeley Company. She brings over 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 develop effective solutions to their most significant challenges. She has an expertise in quality, peer review, regulatory, risk management, credentialing, infection control, medical records, operational re-engineering, and care coordination.



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

Dr. LeTourneau serves as a consultant for The Greeley Company. She brings over 25 years of clinical and administrative experiences 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.