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## **CURRICULUM VITAE**

### **JEFF BEIRD, CVA**

#### *Education and Certification*

NACVA Certification – Certified Valuation Analyst (CVA)

University of Michigan, Ann Arbor, MI  
School of Public Health  
Graduate Program in Health Services Administration  
MHA, 1990

Hope College, Holland, MI  
Majors in English and Business Administration  
BA, 1988

#### *Employment*

Partner  
The La Penna Group, Inc.  
Grand Rapids, Michigan  
1999 to Present

Health care consulting specializing in financial valuation, fair market valuation, business case analysis, and strategic issues related to business development and financial planning for health care providers. Projects relate to compliance, physician-hospital alignment, employer managed health, turnarounds and performance evaluation, claims analysis, billing audits, accounts receivable management, payer analysis, business plan development, feasibility analysis, issues research, database management, joint ventures, strategic planning, practice acquisitions, and physician network development. Primary clients include laws firms, hospitals, health systems, independent physicians, physician group practices, ambulatory surgery centers, and corporations involved with these entities.

Provider Services Manager  
Grand Valley Health Plan  
Grand Rapids, Michigan  
1997 to 1999

Oversight and accountability for all business units providing services to 25,000 member staff model HMO including seven primary care offices, ambulatory surgical center, pharmacy, and radiology business units. Responsibilities included financial performance, strategic planning, systems design and improvement, business unit integration, human resource management, NCQA accreditation, information system implementation, performance reporting, provider recruitment, and operations management.

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Administrator  
Lakewood Family Medicine, PLC  
Holland, Michigan  
1995 to 1997

Oversight and accountability for all management, operations, and planning of 13 provider family medicine medical practices including 75 support personnel. Responsible for financial performance, business development, strategic planning, contracting, recruitment, facility design and maintenance, and human resource management. Additional responsibilities included the management of all financial, legal, and tax aspects of a physician-owned real estate holding company and development and staffing of a 120-member physicians' organization.

Director  
Mid-Michigan MRI, Inc., Michigan Mobile Lithotripsy, Inc.  
Lansing, Michigan  
1993 to 1995

Complete accountability for the development and operation of two joint venture corporations consisting of competing partners and physician groups, 17 support personnel, and budgets totaling \$6 million. Responsible for physician relations, billing and financial performance, business development, data analysis, strategic planning, marketing, operations improvement, and corporate-wide communication.

Marketing Analyst and Fellow  
Bronson Healthcare Group  
Kalamazoo, Michigan  
1990 to 1993

Generated, analyzed, and presented market data for strategic planning projects. Developed and presented business plans. Directed the development of corporate master facility planning process. Maintained system databases. Presented market and competitive data to department heads, executive staff, and trustees. Developed strategic business plans for pediatric, obstetric, and primary care departments. Provided staff support to committees of the board, medical staff, and management team.

Administrative Intern  
Butterworth Hospital (now Spectrum Health)  
Grand Rapids, Michigan  
1989

Identified and completed projects for a variety of hospital departments and subsidiaries.

Professional Memberships

University of Michigan Health Services Management Alumni Board  
American College of Healthcare Executives  
Medical Group Management Association

Presentations

“Evaluating the Potential for Workplace On-site Services and Employer Managed Health Care Options – What Works, What Doesn’t and Why?” (February 4, 2009, 18<sup>th</sup> Annual Health Benefits Conference and Expo, Tampa, FL)