



DAWN GIDEON (MHA '83) is a graduate of Pitt Public Health's hospital administration program. She built an extraordinarily successful career as a visionary leader in health care—a career that was, sadly, far too brief. She began her career with Forbes Health System, becoming president of the Wilkinsburg Hospital and later Forbes CEO, which later merged with Allegheny University Hospitals (now the Allegheny Health Network).

Subsequently, she founded Transition Management Group (TMG) and embarked on a career to ensure the survival of cash-distressed hospitals. She later sold TMG to Huron Consulting Group, with whom she continued her work. Dawn returned to Pittsburgh as COO of Allegheny Health Network, where she improved care delivery, built relationships, helped to avoid bankruptcy, and laid groundwork for the future.

Throughout her career, Gideon was devoted to creatively solving complex business problems in the health care environment, and was recognized by such entities as the *Harvard Business Review*, which continues to use her early work as a case study for health care. She was a dynamic, creative, and compassionate person who gained national recognition through her health care management and consulting work. Her courage and passion after being diagnosed with cancer continues to inspire family, friends, and all who work to improve our health care system.

After her death in June 2015, her husband, Kevin Altomari, along with family, friends, and colleagues, founded the Dawn Gideon Foundation, which provides a forum for development of hospital administration professionals. Altomari and the foundation have provided generous support to establish both this annual lecture series as well as scholarships for students in Pitt Public Health's Department of Health Policy and Management.



DAWN GIDEON LECTURE HEALTH CARE'S NEWEST CODE BLUE: THE NEED FOR CASH INFUSION AND RESTRUCTURING MONDAY, 11/14/2016 WILLIAM PITT UNION

University of Pittsburgh

Graduate School of Public Health

Department of Health Policy and Management

www.publichealth.pitt.edu/hpm



A Department of Health Policy
and Management
Alumni Educational Event

HEALTH CARE'S NEWEST CODE BLUE: THE NEED FOR CASH INFUSION AND RESTRUCTURING

Health care is one of the most turbulent industries in our country, consuming the largest percentage of GDP and resulting in both tremendous fortunes and business failures. Regulations and reimbursement methods have become very complex, impacting the financial and clinical performance of health care organizations, and resulting in the restructuring of one or more segments of the industry each year.

Today we'll explore the critical issues and ways to improve business success amid challenges:

- Key drivers of operational and financial performance
- Government's impact on the success or failure of health care businesses in light of changes in regulations, reimbursement rates, fraud issues, and qui tam actions
- Unique challenges of turning around non-profit entities and the restructuring option limitations for such organizations
- Ways to turn around a health care business heavily dependent on Medicare and Medicaid funding
- Investor concerns about putting capital to work in this industry

PROGRAM

11:30 ARRIVAL

11:45 AM LUNCH BUFFET

12:15 PM WELCOME

Mike Evans
Mark Roberts

12:30 PM SPEAKERS

Suzanne Koenig
James Nugent
Nancy Peterman

2:00 PM DISCUSSANT ALUMNI PANEL

Robert Henkel
David Hunter
Michael Young

2:30 PM AUDIENCE Q&A

3:00 PM ADJOURNMENT

SPEAKERS

MARK ROBERTS is professor and chair of HPM and holds secondary appointments in medicine, industrial engineering, and clinical and translational science.

MIKE EVANS is mid-Atlantic regional director for Sheridan Health-corp, and president of Pitt's Health Policy and Management Alumni Association.

SUZANNE KOENIG is president and founder of SAK Management Services LLC, a nationally recognized long-term care management and health care Consulting Services company.

JAMES NUGENT is managing director of Huron Consulting Group, specializing in health care business and financial advisory, and assisting many companies and hospitals with complex business and restructuring decisions.

NANCY PETERMAN is chair of Greenberg Traurig's Chicago Business Reorganization & Financial Restructuring Practice. She focuses on corporate restructuring, bankruptcy, and creditor rights law.

PITT PUBLIC HEALTH ALUMNI PANELISTS

ROBERT HENKEL (MPH '83), is president and CEO of Ascension Health, responsible for leading this health care delivery subsidiary of Ascension, with more than 1,900 sites of care in 24 states.

DAVID HUNTER (MPH '70) acted as a managing partner for Hunter Partners LLC, offering health care consultation and management services.

MICHAEL YOUNG (MPH '82) became president and CEO of Pinnacle-Health System in 2011 after a successful stint leading the turnaround of the Grady Health System in Atlanta, Georgia.

SPECIAL THANKS

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The Healthcare Council of Western Pennsylvania is a contributing sponsor.