



Bruce H. Podrat, MBA, MHA

Principal

Bruce H. Podrat has over 30 years of experience in the healthcare industry, working with acute care hospitals, hospital systems, university medical centers, physician groups, managed care organizations, and other healthcare business enterprises. His combination of healthcare management and consulting experience means he brings unusual depth and a broad perspective to healthcare consulting assignments.

Bruce's experience includes:

- Financial feasibility and management including complex financing assistance and capital planning for hospital construction
- Valuation and strategic assessment of potential physician practice acquisitions
- Fair market value assessments, including employed physician compensation and other arrangements
- Primary care development planning
- Strategic business planning
- Physician hospital alignment program development
- Design of physician compensation plans

He also has extensive experience in healthcare-related litigation on issues including physician credentialing, interpretation of Joint Commission standards, hospital and medical staff bylaws, and third party billing disputes. He maintains a private practice providing litigation-related services as an independent expert (see Bruce Podrat's Medical-Legal Services: www.veralon.com/wp-content/uploads/2015/10/Bruce-Podrat-Medical-Legal-Services.pdf).

Prior to joining Veralon, Bruce founded Practical Healthcare Solutions, LLC, (PHS) a regionally-based healthcare management consulting company. Prior to PHS, he was responsible for strategic management consulting for the Philadelphia office of a national firm's healthcare practice. He was also practice director of healthcare consulting services for a Big Four accounting firm.

His direct hospital management experience includes serving as Executive Director at Rolling Hill Hospital and as Assistant Hospital Director at Georgetown University Medical Center.

Bruce is a Board member of the Jewish Federation of Greater Philadelphia. He holds an MBA and a Masters in Hospital and Health Services Management from Northwestern University. He is a frequent speaker on healthcare regulation, strategic and capital planning and on the design of operations improvement programs.

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