



Craig E. Holm, MBA, FACHE

Director

Craig has over 25 years of experience in directing consulting engagements for physicians and physician group practices, community hospitals, large health systems, and academic medical centers. In combination with his experience in healthcare operations, this gives him a very full understanding of the issues faced by clients.

Craig's experience includes:

- Developing strategies physician-hospital alignment
- Creating clinical integration strategies
- Collaborating with physicians on risk-based contracting and bundled payments
- Improving the financial and clinical performance of physician enterprises
- Developing primary care strategies for hospitals and health systems

Prior to his consulting career, Craig served as the associate director of patient care services at Strong Memorial Hospital of the University of Rochester Medical Center.

An experienced speaker, Craig has presented to a wide range of regional and national healthcare organizations including the American College of Healthcare Executives, Healthcare Financial Management Association, Society for Healthcare Strategy & Market Development, and the Healthcare Strategy Institute.

He is the author of two books: *Allies or Adversaries: Revitalizing the Medical Staff Organization*, and *Next Generation Physician-Health System Partnerships*, both published by Health Administration Press of the American College of Healthcare Executives. He has also written numerous articles, including a column for the *Journal of Healthcare Management*. His recent research has focused on re-orienting the healthcare delivery system toward primary care.

Craig holds an AB in Biological Sciences and an MBA in Hospital and Health Services Administration from Cornell University. He is a Fellow of the American College of Healthcare Executives.

www.veralon.com/team