



# Karin Chernoff Kaplan, MBA, CVA

Director

Karin is expert in healthcare valuation, and also has extensive experience in healthcare strategy, finance, and operations. She has more than 30 years of healthcare experience, combining consulting and healthcare management. She works with health systems, community and teaching hospitals, physicians and other healthcare providers.

Her experience includes:

- Conducting hundreds of fair market valuations (FMVs) for physician practices and other healthcare entities including general and specialty hospitals, cancer centers, imaging centers, surgi-centers, urgent care centers, and others
- Determining FMV for standard and complex physician compensation and other business arrangements such as co-management, on-call, and professional services arrangements
- Designing and modeling physician compensation plans to align organizational and physician objectives and incentives
- Developing strategic and business plans, including financial feasibility analyses
- Preparing medical staff plans and assessing specialty-specific physician need

Before joining Veralon, Karin was Director of Regional Operations for the University of Pennsylvania Health System, where she managed primary care practices in a 250-physician network. She also served as Director of Special Projects for that health system, providing management services and infrastructure development for the initial phases of an IDS-owned primary physician network.

Her previous experience includes a role as administrator for the Division of Hematology/Oncology at New England Medical Center, where she managed an academic division with substantial research and clinical activities. Karin gained previous healthcare consulting experience with the firm of Laventhol & Horwath.

Karin is a member of the National Association of Certified Valuators and Analysts, from which she holds designation as a certified valuation analyst (CVA). She frequently speaks on valuation and has taught courses and given webinars on physician compensation design and valuation for AHLA, NACVA, HFMA, and MGMA. She is a national thought leader on compensation design in the context of value-based payment models and quality incentives.

She received an MBA in Health Administration from Temple University and a BS in Health Planning and Administration from Pennsylvania State University.

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