



Michael Rovinsky, MBA

Director

Michael Rovinsky is a healthcare strategy, operations, and business development consultant with more than 30 years of experience assisting community hospitals, health systems, physician groups, and ambulatory and post-acute care healthcare organizations.

His experience includes:

- Facilitating strategic planning and decision-making
- Identifying and implementing strategic partnerships
- Planning, negotiating, and implementing physician-hospital alignment strategies
- Planning and developing more than 750,000 square feet of medical office and related space for health systems and medical groups
- Creating regulatory strategy, preparing certificate of need applications, and providing expert witness testimony for healthcare projects in 10 states and the District of Columbia

Prior to joining Veralon, Michael was founder and president of Integrity Consulting Group, a healthcare strategy firm. He was also a partner with United Medical Properties, an ambulatory medical real estate company, where he planned, negotiated, and implemented multimillion-dollar deals for large healthcare systems.

Michael's experience includes serving as Executive Director of Strategic Planning for Kaiser Foundation Health Plan of the Mid-Atlantic States, with more than 500,000 members and 30+ ambulatory care facilities in Maryland, Virginia, and the District of Columbia. He planned and oversaw execution of the region's transformational strategy resulting in unprecedented growth and profitability. He developed the annual ten-year capital plan and drove the approval process for capital projects.

He has given presentations for MGMA, the Society for Healthcare Strategy and Market Development, the Post-Acute Care Symposium, and others, and served as guest lecturer for master's degree programs at George Washington and Georgia State Universities. He has published numerous articles and been extensively cited as a health planning expert in Atlanta newspapers and business journals, as well as industry journals.

Michael has held board member and leadership roles at the Wharton Health Care Management Alumni Association, the George West Mental Health Foundation, and the District of Columbia Statewide Health Coordinating Council.

He holds an MBA from The Wharton School and a BA in Biology and Psychology from the University of Pennsylvania.

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