



## Denise Palencik, CVA

Manager

Denise has over 10 years of experience working with academic medical centers, health systems, community hospitals, and health plans on valuations, physician compensation planning, and projects requiring in-depth financial planning.

Denise's experience includes:

- Business valuations to support acquisitions of healthcare entities including physician practices, imaging centers, ambulatory surgery centers, and hospitals
- Equity valuations for joint venture arrangements and new partner buy-ins
- Physician compensation FMV opinions for a variety of positions, including clinical employment, medical directorships, and on-call arrangements
- Valuation of specific intangible assets, including non-compete agreements and trade names
- Assisting clients with the development of business arrangements between hospitals and physician groups, and the subsequent FMV opinions
- Physician compensation planning and design
- Strategic decisions on hospital expansion or relocation, based on intensive financial analysis
- Specialized financial analysis projects, including black box analyses, Medicare Physician Fee Schedule analyses, and under arrangements
- Appraisal review

Before joining Veralon, Denise worked as a Grant Accountant for West Virginia University's Microbiology Department and as a Patient Services Representative at the MRI/PET Center within the Robert C. Byrd Health Sciences Center, both in Morgantown, WV.

Denise is a member of the National Association of Certified Valuators and Analysts, from which she holds designation as a certified valuation analyst (CVA).

Denise earned a BS Degree in Finance, with minors in Economics and History, from the Smeal College of Business at Pennsylvania State University – University Park.

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