



# VERALON®

TRANSFORMATIVE HEALTHCARE CONSULTING

Veralon is a national leader in healthcare strategy, valuation and other specialized implementation skills, in a strong financial framework.

### Our Unique Approach to Healthcare Consulting

Veralon's Brain Trust Approach is an "all hands on deck" strategy. We hand select small teams led by senior level leaders to ensure that we have the right combination of experience, skill sets and teamwork to generate comprehensive solutions.

Veralon helps clients develop clarity of direction and strategy, focus on issues at hand, meet challenges head-on, and execute successfully on strategy and tactics. We provide services in:



Strategy and  
Planning



Finance and M&A



Valuation and  
Compensation

Veralon consultants are **trusted advisors to healthcare leaders**, partnering with those leaders to achieve success for their organizations and to transform the healthcare industry.



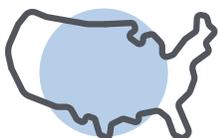
70%

of our business  
comes from  
returning clients



>30

Our leadership averages  
more than 30 years  
of experience in the  
healthcare industry



>1,300

healthcare clients  
nationwide (47 states)



4

offices in Philadelphia,  
New York, Chicago  
and Los Angeles

## VERALON SERVICES

### Strategy and Planning

- Strategic Planning
- Service Line Planning
- Ambulatory Care Planning
- Medical Staff Planning
- Clinically Integrated Networks
- Employed Physician Performance Improvement

### Finance and M&A

- M&A Due Diligence
- Affiliations
- Capital Planning
- Succeeding with Bundled Payment
- Accountable Care Organizations

### Valuation and Compensation

- Business Valuation
- FMV Compensation
- Management & Administrative Services Agreements Valuation
- Physician Compensation Planning and Design
- Transaction Fairness Analysis

## MEET OUR DIRECTORS



### Daniel M. Grauman, MBA, CPA/ABV

Dan has more than 35 years of experience with clients including hospitals, health systems, PHOs, clinically integrated networks, and health plans. His current work is focused on mergers and affiliations, CINs, value-based payment, and valuation. Dan holds Accreditation in Business Valuation from the American Institute of CPAs.



### Richard Chasinoff, MBA, MHA, CVA, ABAR

Rich has more than 30 years of healthcare experience in healthcare valuation, and hospital leadership in operations, business development, and planning. He has worked with community-based hospitals and health systems of all sizes, as well as teaching hospitals and for-profit health systems. His focus is on valuation of healthcare businesses, physician compensation and business arrangements, and on physician compensation design.



### Mark Dubow, MBA, MSPH

Mark is a national expert in strategy and innovation, having more than 30 years of consulting experience with health systems, hospitals, AMCs, health plans, and physician organizations. In addition to strategy he focuses on mergers and alliances, alignment, enhancing the effectiveness of clinical service lines, and ambulatory care development.



### John M. Harris, MBA

John Harris has more than 25 years of healthcare consulting and hands-on management experience. He has founded a healthcare business, run facilities, and consulted to hospitals and health systems, ACOs, CINs, and health plans. His work for clients focuses on strategy, mergers and acquisitions, clinical transformation, and value-based payment.



### Craig E. Holm, MBA, FACHE

Craig has over 25 years of experience in consulting for community hospitals, health systems, AMCs, and physician practices as well as in hospital operations. Craig's client work encompasses primary care strategy, clinical integration, risk-based contracting and value-based payment, and performance improvement for the physician enterprise.



### Karin Chernoff Kaplan, MBA, CVA

Karin is expert in healthcare valuation, as well as in strategy, finance, and operations. She has more than 30 years of experience in healthcare consulting and management. She is a national thought leader on complex hospital and physician business transactions and physician compensation in the context of value-based payment.