

DOUGLAS (DOUG) KRAMER
DIPLOMAT
AMERICAN COLLEGE OF HEALTH CARE EXECUTIVES

Douglas (Doug) Kramer is a business consultant, technical adviser, writer and speaker based in the Las Vegas, Nevada area. He has extensive experience in business management, marketing and new product development and he consults regularly with clients in the midst of major organizational change. His client list includes those experiencing change due to merger, growth or restructuring as well as those seeking to downsize. Doug has 25 years of healthcare management experience, in line operations, as CEO of a \$200 million organization; and in planning and marketing as organizer of multiple joint venture health enterprises; and in organizational development working with complex organizations seeking to "rightsize". His writing experience ranges from technical to opinion columns concerning the past, present and future of healthcare. Doug also has extensive experience speaking to many diverse groups, from new college graduates to working healthcare professionals to groups, small and large, of healthcare consumers. His clients include providers of medical or quasi-medical goods and services as well as third party payors and consumer groups.

Doug was awarded dual Undergraduate Degrees from Drexel University where he was named to the Dean's List in the Colleges of Biological Sciences as well as the College of Humanities specializing in Public Administration in 1978. He continued his studies in marketing and management at the Medical College of Virginia in Richmond and was awarded a Master's Degree in Health Management. He wrote an award winning thesis which is published in the University Library. A large non-profit healthcare company in Eastern North Carolina sought and received permission to retain his services prior to graduation in 1980.

A long-term resident of North Carolina, Doug has committed much of his life to the study of health resources and their wise use. He taught at the Master's Level for young healthcare managers, and is invited regularly to bring his insights to the classroom as a visiting professor. His experience includes stints as manager in acute care, long term care, managed care, primary care and home care. He has an established Consulting Company known as New River Health Consultants with a limited client base involved in new product development. These ventures include all

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elements necessary to bring a product to market including Business and Marketing Planning, Finance (including Grant Writing where appropriate) Construction and Operational Development. The successes of these ventures led to honors as Outstanding Young Healthcare Professional of the Year from the North Carolina Hospital Association division of the American College of Healthcare Executives. He has a deep-rooted belief in systems theory and the responsibility of local communities to establish systems for the care of its citizens, including health education and personal responsibility as well as linkages with other major systems to provide tertiary care services and control costs. He speaks regularly on the inelasticity of health services, the unanswerable demand by the public for medical care.

Believing that even the most experienced professionals learn from the successes and the mistakes of others who have walked the road, Doug includes personal references in his speeches and classroom style programs. In presentations to medical decision makers, such as Boards of Trustees and local government officials, Doug speaks extensively of the adversities he faced in his career dealing with the "three legged stool" of health management, the Board, the Medical Staff and the Health Manager. He believes, as Peter Drucker routinely states, that the most difficult thing to manage in the world today is the successful health organization because of the varied incentives this triumvirate brings to the table.

During the past three years, Doug has become actively involved in the development of businesses within the entertainment industry, and has moved his home base to Nevada. His involvement includes project management, show production, and development of new talent. He continues to actively pursue a personal interest in music and entertainment with the same passion, and using the same skills he gleaned from his initial profession. Doug also continues to consult with businesses as a speaker, making highly motivating and inspiring presentations, that reflect a life filled with a variety of experiences.