



SOUTHWIND BULLETIN

AUGUST 2005



*Randy Gott
Vice President
Southwind Health
Partners*

SOUTHWIND HEALTH PARTNERS IS PLEASED TO ANNOUNCE RANDY GOTT HAS JOINED THE FIRM AS VICE PRESIDENT

Nationally Recognized Expert in Physician Manpower Planning, Physician Compensation Planning, and Physician Recruitment / Retention will augment Southwind's Physician Practice Management Services

Effective August 15, 2005, Randy Gott joins Southwind Health Partners as Vice President. Randy will lead Southwind's medical staff planning services and augment the firm's physician compensation development expertise. He is nationally recognized in physician manpower planning and recruitment related areas.

Randy has over twenty years of experience working with health systems, hospitals, group practices, and physicians in the areas of medical staff planning, physician compensation / incentive program development, physician strategies, and compliance as well as physician recruitment / retention.

"Randy Gott is a national expert in medical staff and physician development-related areas that support an organization's mission and strategy," said John Deane, Southwind President and CEO. "He has been instrumental in working with health systems in their physician manpower development and recruitment areas, including medical staff planning, physician needs assessment, implementation strategies, and physician recruitment policy development."

"We are delighted that Randy has joined our team," said Peter Kindrachuk, Southwind Executive Vice President & COO. "We are confident that Southwind clients will benefit from Randy's expertise."

Randy also brings to Southwind exper-

tise in the assessment and development of fair market value strategies in physician recruitment practices and methodology. He has served as an expert witness on issues surrounding physician compensation and organizational physician manpower needs.

Randy comes to Southwind from Cejka Consulting. His experience in physician practice management has benefited hospitals and health systems in the implementation of their strategic initiatives and gaining consensus on strategically sensitive issues.

He is a national speaker and author of numerous articles on medical staff issues such as physician recruitment / retention, physician manpower planning and is often quoted in healthcare publications.

"I was initially attracted to Southwind by the quality of its management and consulting team and the outstanding reputation of the Company," said Randy. "As discussions progressed, it became clear that my gifts and talents were a great fit for Southwind. Many clients that require physician manpower planning expertise will also benefit from the operational expertise Southwind provides to support health system sponsored physician alignment strategies."

Randy Gott can be reached at 615-620-5017 or rgott@SouthwindHP.com.



Dear Friends:

I am delighted to introduce to you three new members of the Southwind team: Randy Gott, Kerri Kelly and Rosemon Martin. Each is a seasoned professional with an impressive record of accomplishments, and their capabilities will add considerably to our strengths. I am very excited about the growing depth of experience we bring to our engagements, along with the continually broadening array of services we offer.

Southwind's clients have always counted on our ability to create practical solutions in challenging circumstances, implemented with integrity and concern for long-term stability. The addition of Randy, Kerri and Rosemon will allow us even greater flexibility and reach. As our pool of talent increases, our clients continue to be assured of positive outcomes, whether they need assistance in overhauling existing systems, or guidance in creating physician practice infrastructure from the ground up.

Please get in touch if we can be of service. Thank you for your continued support!

With warm regards,

John A. Deane
President & CEO

John A. Deane,
President, Southwind
Health Partners

KERRI KELLY JOINS SOUTHWIND TEAM AS SENIOR CONSULTANT

Effective October 1, 2005, Kerri Kelly will join Southwind Health Partners as a Senior Consultant. Kerri will be responsible for supporting Southwind's new physician manpower planning consultancy under the leadership of Randy Gott as well as providing senior level analytic support to a broad range of Southwind engagements.

Kerry comes to Southwind with over 12 years of physician practice related consulting experience, most recently from Cejka Consulting in St. Louis where for nearly 10 years she was team member and/or lead consultant on large scale consulting engagements in the areas of medical staff planning, physician compensation, and physician strategy and alignment for a diverse healthcare clientele. In addition, Kerri served as manager and/or client liaison for smaller scale consulting engagements including medical practice valuations, operational assessments, fair market compensation assessments, and salary/productivity surveys.

Prior to joining Cejka Consulting, Kerri was a consultant with The Farris Group, a St. Louis-based firm specializing in physician practice related consulting.

"We are delighted to have Kerri Kelly join Southwind to support consulting engagements related to physician manpower planning, physician compensation plan design and related strategies," said Peter Kindrachuk, Southwind Executive Vice President & COO. "Together with Randy Gott, Southwind's new practice leader for physician manpower planning, Kerri's expertise will be invaluable to Southwind clients."

ROSEMON MARTIN JOINS SOUTHWIND REVENUE CYCLE SOLUTIONS DIVISION

Effective July 18, 2005, Rosemon Martin joined Southwind Health Partners as Director, Southwind Revenue Cycle Solutions. Rosemon brings substantial depth to Southwind as an experienced, large medical group business office director. Working under the leadership of Margaret Hoban, Senior Vice President for Southwind Revenue Cycle Solutions, Rosemon will be responsible for providing interim management of the professional fee revenue cycle and related consulting services.

Rosemon comes to Southwind from Saint Francis Health System in Tulsa, Oklahoma, a long-term Southwind client and sponsor of the Warren Clinic, a 150 physician practice. Working directly with Margaret Hoban and other members of the Southwind team, Rosemon directed dramatic improvements in the performance of the professional fee revenue cycle.

"Rosemon Martin represents an important new resource for Southwind clients," said John Deane, Southwind President and CEO. "She is a seasoned business office director highly skilled in managing the professional fee revenue cycle for large, multi-specialty medical groups."

"With the addition of Rosemon," said Margaret Hoban, Southwind Senior Vice President for Southwind Revenue Cycle Solutions, "our revenue cycle management and consulting team is better positioned to meet the needs of our clients. I am delighted to have her as a member of the team."

For More Information Contact:

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