Summer 2020 Residency Presentation
Emma Urben, 2nd Year MHA Student
Agenda

Introduction

Objectives

Description of Veralon

Major Activities

MHA Class Relevance

Lessons Learned/Advice to 1st Years
Introduction

Emma Urben, 2\textsuperscript{nd} year BS/MHA

Previous Internships:
• Allegheny Health Network
• UPMC Altoona
• PML Children’s Hospital

Healthcare Interests:
• Strategy
• Operations
• Consulting
Residency Objectives

- Gain hands-on client-facing consulting experience
- Learn to develop remote working relationships
- Enhance skills in Excel and other Microsoft applications
Intro to Veralon

- Healthcare Consulting Firm
- Headquartered in Bala Cynwyd, PA
- “Offices” Bala Cynwyd, New York City, Chicago, and LA
- Focus in financial services
- Serve all healthcare providers from private physicians to huge hospital systems
What makes Veralon Different

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 that take into account the deep relationships between all of our services.

Source: https://www.veralon.com
Veralon’s Service Lines

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

**Valuation and Compensation**
- Business Valuation
- FMV Compensation
- Management & Administrative Services Agreements Valuation
- Physician Compensation Planning and Design

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

Source: https://www.veralon.com
Major Activities Performed

Financial Analyses
- Fair Market Valuation Analyses
- Physician Compensation Modeling
- Repricing Analyses

Strategic Work
- Strategic Planning
- Physician Needs Assessments
- COVID Grant Applications

Internal Projects
- Service Line Education
- Market Research
- Healthcare Trends Research
Major Activities Performed

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Lessons Learned

- Expanded my excel skills/techniques
- Flexibility is key
- Healthcare trends are best observed in industry
- Narrowed down post-graduation focus
Relevant MHA Classes

HPA 447 and 835: Finance

HPA 897 (527): Health Care Operations

HPA 854: Population Health/Quality
Advice to 1st Years

- Start looking at residency options early
- Expand your network/use your resources
- Work on your excel skills
- Don’t sleep on soft skills
Thank you! Questions?