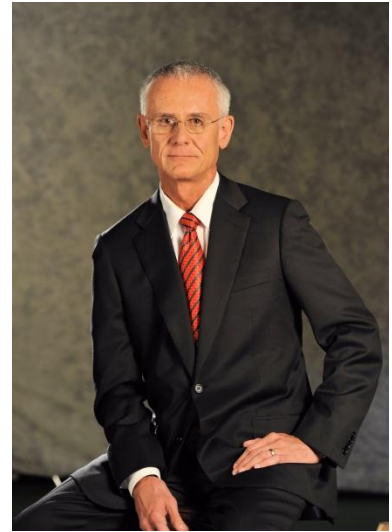


## Peter R. Kongstvedt, MD, FACP Executive Summary

Dr. Peter Kongstvedt is a highly regarded national authority on the health care industry with particular expertise in health insurance and managed health care. He is principal of the P.R. Kongstvedt Company, LLC, and advises health care executives on strategy, operations and effective decision-making. Dr. Kongstvedt is also a Senior Health Policy Faculty member in the Department of Health Administration and Policy at George Mason University, and he recently founded Kongstvedt Learning Solutions, LLC to provide online multimedia training in health insurance and managed care.



Dr. Kongstvedt's unique business expertise comes from the varied roles he has performed over his long career. Prior to his most recent positions as partner and senior executive in global consulting firms, Dr. Kongstvedt held the most senior level executive positions at a number of health plans. His roots as a practicing physician also give him first-hand understanding of the totality of the health care profession.

Renowned as the primary author and editor of “the bibles of managed care,” Dr. Kongstvedt's books are used by more than 230 graduate and undergraduate health administration & policy programs. These books include: *The Essentials of Managed Health Care, 5<sup>th</sup> Edition* (Jones & Bartlett; 2007), and the significantly updated *Essentials of Managed Health Care, 6<sup>th</sup> Edition* (Jones & Bartlett; April 2012). He also wrote *Managed Care, What It Is and How It Works, 3<sup>rd</sup> Edition* (Jones & Bartlett; 2008), and will be updating that next. Finally, he recently founded Kongstvedt Learning Solutions, LLC to provide online multimedia training programs on the health insurance and managed health care industry.

As a health care industry thought leader, Dr. Kongstvedt has been quoted in dozens of trade publications and presents frequently at industry conferences and corporate events. During the public debate prior to passage of the new health reform law, Dr. Kongstvedt consulted to and made several appearances on *The CBS Evening News*, as well as on NBC's *Today Show*.

A licensed physician, a board-certified internist and a Fellow in the American College of Physicians, Dr. Kongstvedt received his BS and MD degrees at the University of Wisconsin, where he also completed his internal medicine training & residency. He resides in McLean, VA.

### Contact Information:

P.R. Kongstvedt Company, LLC, or  
Kongstvedt Learning Solutions, LLC  
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1350 Beverly Road, Ste 115  
McLean, VA 22101-3633  
(703) 442-8918  
[www.kongstvedt.com](http://www.kongstvedt.com)  
[www.prklearning.com](http://www.prklearning.com)

Department of Health Administration and Policy  
George Mason University  
[pkongstv@gmu.edu](mailto:pkongstv@gmu.edu) (George Mason email)

## Detailed Professional History

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### CURRENT ACADEMIC & PROFESSIONAL CAREER

- Recently updated *The Essentials of Managed Health Care, Sixth Edition*.
- Kongstvedt Learning Solutions, LLC 2011 – Present. Provides online multimedia training programs about health insurance and managed care for employees of companies in the health care industry.
- P.R. Kongstvedt Company, LLC, 2008 – Present. Counsel to senior level health care executives on strategy and operational issues.
- Appointed Senior Health Policy Faculty in the Department of Health Administration and Policy, College of Health and Human Services at George Mason University, 2009 – Present. Teaches a graduate level course on the topic of Health Insurance and Managed Health Care in addition to other work.
- Partnering with other consulting firms on engagements specific to the payer sector.
- Professional speaker
- Expert consultant and witness

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### CONSULTING CAREER 1993 - 2008

- Senior Executive, Accenture, Reston, VA 2005 – 2008, following Accenture's acquisition of Capgemini's health consulting practice. Client focus on strategy, key trends and marketplace issues, governance and boards of directors counsel, extensive writing, public speaking, and media interactions.
- CapGemini/Cap Gemini Ernst & Young, Tyson's Corner, VA. Partner/Vice President, 2001 – 2005, following Capgemini's acquisition of the consulting practice of Ernst & Young. Strategy, development of benchmarking methodologies of financial and operational metrics in high performing health plans, extensive writing, public speaking, creation of thought leadership, and interactions with media.
- Direct admit senior partner in health care consulting, Ernst & Young, LLP, Washington, DC. Client focus on strategy and governance issues, extensive writing and public speaking, creation of thought leadership such as health market modeling, managed care business process modeling, and metrics creation.

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**OPERATIONAL CAREER**

1980 - 1993

- Executive Vice President and Chief Operating Officer, Blue Cross Blue Shield of the National Capital Area, a Washington, DC based Plan that has since been merged into CareFirst Blue Cross Blue Shield. Left BCBSNCA December 31, 1993 to join Ernst & Young.
- Senior Vice President, Health Care Delivery, Blue Cross Blue Shield of the National Capital Area.
- Executive Vice Chairman, CapitalCare, Inc.
- President and CEO, CapitalCare, Inc., an HMO that was a subsidiary of Blue Cross Blue Shield of the National Capital Area. June 1990.
- Chairman and Chief Executive Officer for HealthAmerica Pennsylvania, Inc., a large staff model and IPA in Pittsburgh, and an IPA in Harrisburg, Pennsylvania. November 1988 – May 1990.
- Vice President, Managed Care Operations and East Central Regional Medical Director for Equicor, based in Pittsburgh, PA, and responsible for an 11 state region encompassing HMOs, PPOs and indemnity health insurance for several million members for this national carrier. August 1987 – November 1988.
- Consultant in managed health care. Initially as a private consultant, then joined Peat Marwick in New York City. January 1987 – July 1987.
- Appointed Northeast Regional Vice President with the acquisition of HealthAmerica Corporation by Maxicare. Continued duties as the Pittsburgh Plan's Executive Director. Left shortly after Maxicare acquisition.
- Appointed Chief Executive Officer for HealthAmerica Corporation of Pennsylvania and Northeast Regional Director.
- Appointed as President and Chief Executive Officer of HealthAmerica, Pittsburgh, a mixed-model HMO. November 1985 – January 1987.
- Appointed as Chief Executive Officer of HealthAmerica's Plan in Omaha, Nebraska. Continued duties as Chief Executive Officer of both Lincoln and Omaha operations. Responsible for open panel start-ups in Lincoln, Omaha and Council Bluffs, Iowa.
- Appointed as Chief Executive Officer of HealthAmerica, Lincoln, Nebraska. Retained title and duties as Medical Director.

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- Appointed as Medical Director at Health Central in Lincoln, Nebraska. Health Central was managed by HealthPlans Corporation, the predecessor to HealthAmerica Corporation. July 1983.
  - Practiced for three years at a rural health initiative clinic in Anna, Illinois, in a group practice, fee-for-service setting. Served as Medical Director for this group, and Acting Executive Director. July 1980 – July 1983.

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BOOKS AND  
PUBLICATIONS

**Books**

- Primary author and editor of *The Essentials of Managed Health Care, Sixth Edition* (Jones & Bartlett, April of 2012). . It is expected to continue its dominance as a text book in post-graduate courses around the country as well as provide an updated resource to the industry for knowledge and understanding of health insurance and managed health care. It is the top selling text book in this industry, and is used in over 230 post-graduate programs across the country.
- Primary author and editor of *The Essentials of Managed Health Care, Fifth Edition*, published in March of 2007 by Jones & Bartlett. This edition combines its two predecessors, (initially published by Aspen Publishers) *The Managed Health Care Handbook* and *The Essentials of Managed Health Care* into a single text.
- Author of *Managed Care, What it Is and How it Works, Third Edition*, published by Jones & Bartlett (also previously by Aspen Publishers) in September of 2008. This book is used in over 100 colleges and universities, corporate training and educational programs, and as a general guide to the industry. This will be updated in 2011-2012.
- *The Managed Health Care Handbook Third Edition* was designated as one of the 250 Best Health Sciences Books in 1997 by Doody's Rating Service (an education text rating organization), won the 1995 Literary Achievement award by the American College of Physician Executives, and has received other, similar awards.
- Co-editor, with Dr. David Plocher, of *Best Practices in Medical Management*, Aspen Publishers, November, 1998.

### White Papers, Articles and Other Publications

- Dr. Kongstvedt is a regular contributor to trade magazines both for articles and for expert opinions.
- Regular contributor to Managed Care On Line's *Thought Leader* series (<http://www.mcareol.com/mcolfree>, navigate to Publications/Thought Leaders).
- Primary author of numerous monographs and white papers on topics as diverse as mergers & acquisitions in the payer industry, the National Provider Identifier, HIPAA, the Electronic Health Record, Collaboration Between Providers and Health Plans, Pay-for-Performance, and many others. Regular contributor to trade publications. Frequently presents and discusses these issues in public forums as well as the board room.
- Primary author of *Equilibrium at the Edge: Planning in Chaotic Managed Care Markets*, and *The Managed Care Maze: Chaos Theory in Motion*. These monographs explored the applications of complexly adapting systems theory to leadership in the managed care sector.
- Primary author of *Future Health: New Dimensions in Strategic Thought – Managed Care Market Maturity: A New Multidimensional Model*. This 1997 Ernst & Young Monograph described a new methodology based on spider diagrams, to describe managed care market maturity, replacing the old linear model
- Primary author of *Ten Critical Success Factors for Integrated Delivery Systems*, Aspen Publishers, 1996. This monograph provided insight into the top Critical Success Factors that any IDS must address in order to succeed.
- Author of the chapter "Managed Health Care" in *Healthcare Administration*, Second Edition, Aspen Publishers, January 1995. This text is widely used in academic programs in health administration. This chapter was recently updated for the 2004 edition.
- Author of the chapter "Performance Based Reimbursement" in *The Capitation Sourcebook*, Boland Healthcare Publishers, March 1996.
- Principle co-researcher in major Ernst & Young study: *Navigating Through the Changing Currents: IDFS Profiles 1996*, which profiled the operational and organizational characteristics of several hundred integrated delivery and financing systems.
- Co-author with Richard Cooper, M.D., *The Medical Director's Handbook*, distributed January, 1985, at HealthAmerica Corporation.

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MAJOR  
ACCOMPLISHMENTS  
AND APPOINTMENTS

- Appointed to be a member of an expert panel advising the new federal Medicaid and CHIP Payment and Access Commission (MACPAC), created in 2009 and charged with advising Congress on a wide range of Medicaid and CHIP issues, similar to the Medicare Payment Advisory Commission (MedPAC).
- During the period prior to passage of health reform, consulted to and appeared on *The CBS Evening News* on topics related to health reform, health insurance and managed healthcare. Also appeared on NBC's *Today Show*.
- Appointed as a Senior Health Policy Faculty Member in the Department of Health Administration and Policy, George Mason University.
- Lead faculty for three day Accenture internal training program for rising managers and senior managers on strategic decision making in the real world of health insurance and managed health care.
- Industry co-lead for Accenture's High Performing Business research as applied to the health insurance and managed care industry.
- Created a unique methodology for benchmarking financial and performance metrics, controlling for differences in how processes are allocated within health plans. This study has been undertaken four times since 1996 and has most recently been undertaken in 2007.
- Developed and refined a detailed business process model for this industry sector.
- Co-authored, with Hindy Shaman, a semi-annual study called *How Health Plans are Using the Internet to Reach Customers*.
- Program leader and moderator of a satellite broadcast program on PSOs: strategies and operational characteristics. This E&Y program was broadcast to over 200 sites, and was attended by over 350 client organizations. The three and one half hour broadcast informed clients about PSO regulations, PSO strategies, market access, operational requirements, medical management requirements, financial management requirements, and numerous other aspects of the PSOs.
- Principle co-researcher in a major Ernst & Young study: *PHOs in America* which profiled the operational and organizational characteristics of several hundred physician hospital organizations.
- Appointed to co-chair the annual institute of the American Association of Health Plans (formerly GHAA/AMCRA, now AHIP) from 1995 to 1998.

- Appointed to serve on the Education Committee of the American Association of Health Plans (formerly GHAA/AMCRA, now AHIP) from 1990 to present.
- Appointed Civilian National Consultant for Managed Care for the United States Air Force in 1992 through 1995. Performed similar functions for the United States Navy and the Department of Defense on a pro bono basis.
- Appointed Lecturer at the University of Pittsburgh, Health Policy Institute.
- Elected Fellow of the American College of Physicians.
- Appointed to serve on the Pennsylvania Health Care Cost Containment Council by Governor Robert Casey.
- Led the development of insured managed care products for Coventry Corporation, the parent of HealthAmerica of Pennsylvania in 1990-1991.
- Appointed as a Medical Services Reviewer of HMOs and CMPs for the Federal Government, Department of Health and Human Services, Office of Prepaid HealthCare; 1985 - 1988.
- Appointed to the American Society of Internal Medicine's Institutional and Organizational Relationships Committee.
- Appointed to Project Team, The Supply and Demand for Physicians in Southwestern Pennsylvania, University of Pittsburgh, Graduate School of Public Health, Health Policy Institute.
- Appointed to the Management Committee, HealthAmerica Corporation, Nashville, Tennessee.
- Appointed to lead in the development of management reporting functions of HealthAmerica's national MIS system.
- Lead in the development of decentralized medical management in large, closed panel HMOs for HealthAmerica.
- Appointed as a reviewer for Nebraska State Health Department's Block Grant process for preventive and Health Services.
- Appointed to Nebraska Social Services Department Medical Care Advisory Council.
- Appointed to Principles of Practice Committee for HealthAmerica Corporation, Nashville, Tennessee.

- Liaison to Governor's Health Promotion Coordination Council in Nebraska.
- Appointed to Nebraska General Assistance Plan Task Force.
- Appointed to Nebraska State Board of Health by Governor Robert Kerrey.
- Appointed to Chair the HealthAmerica Task Force on Physician Recruiting and Retention.

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EDUCATION AND  
MEMBERSHIPS

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B. S.; University of Wisconsin - Milwaukee, WI

M.D.; University of Wisconsin - Madison, WI

Internship; University of Wisconsin Hospital

Residency in Primary Care Internal Medicine; University of Wisconsin Hospitals -  
Madison, WI

Diplomate; American Board of Medical Examiners

Diplomate; American Board of Internal Medicine

Fellow; American College of Physicians

Licensed to practice medicine in Virginia

Member of AcademyHealth, the leading organization for health policy researchers

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