

ROBERT J. DEAN, JR., DO, MBA

QURE Healthcare | [Robert Dean, DO,](#)

[MBA | LinkedIn](#)

SUMMARY

A highly accomplished and strategic-minded senior physician executive and top corporate officer with extensive experience in clinical operations, strategic and operational leadership, quality improvement, practice transformation, business planning, and performance management. Highly skilled at providing medical leadership and expertise across a range of clinical, advisory, and nursing projects as well as development of interprofessional practice resources. Leverages clinical background and operational expertise to serve as a subject matter expert for physician engagement, practice operations, and access improvement. An innovative and forward-thinking executive who is recognized for increasing productivity and patient satisfaction, utilizing data and analytics application for clinical quality excellence.

CORE COMPETENCIES

Leadership | Workforce Engagement and Utilization | Strategic Planning | Organizational Process Improvement
Practice Transformation | Clinical Operations | Value-Based Payment Models | Strategic Development and Execution
Business Planning | Performance Improvement | Quality Improvement | Negotiation

EXPERIENCE

President, QURE Healthcare. Chief Medical Officer, TRC Healthcare

Apr 2023 - Present

United States

Serve as President of QURE Healthcare overseeing corporate strategy, product development and daily operations. QURE Healthcare is a results-driven team of experts committed to improving healthcare quality and value. QURE's proprietary vignettes are a scientifically validated, customizable tool for assessing clinical utility and variation. QURE proudly serves some of the most esteemed healthcare providers, payers, and life sciences companies. QURE is a subsidiary of TRC Healthcare with \$7 million in annual revenues.

Chief Medical Officer of TRC Healthcare, an education company for healthcare providers with seven subsidiary companies such as the Pharmacists and Prescriber's Newsletters, NetCE and RX Advanced. In this role I provide medical and product expertise to drive product quality and value for customers. Develop new product applications and drive integration across our product lines. TRC empowers healthcare professionals to improve patient care and reduce clinical variation and medication errors. TRC provides access to the most trusted, evidence-based recommendations and education on drug therapy, medication management and treatment guidelines. TRC has annual revenues of over \$100 million with over a 7% annual revenue growth rate.

Executive In Residence, Ann Arbor SPARK

Jun 2022 - Present

Ann Arbor, Michigan, United States

Serve as an advisor for startup businesses and their executive teams in the Ann Arbor Spark and greater Michigan entrepreneurial ecosystem. Provide expertise on product development, management and go to market strategies. Provide individual advice to founders on team leadership and management skills

Board Advisor, Bedestrian

Mar 2022 - Present

Ann Arbor, Michigan, United States

Advise Bedestrian, an autonomous robotics startup, of the applications, benefits and potential new use cases of autonomous robotics in healthcare. Work with healthcare executives to understand how autonomous robots can improve pharmacy and supply logistics resulting in increased patient and workforce experience and satisfaction.

VIZIENT, INC., Dallas, Texas

Senior Vice President, Performance Management, 2016-2021

Served as corporate leader for Clinical Workforce Solutions, which improve engagement, satisfaction, and retention of clinicians in delivery organizations with portfolio made up by three solutions each aimed at different members of care delivery team. Vizient's Nurse Residency Program (NRP) is the nation's largest nurse residency with over 27,000 first year nurses participating annually. Providing a curriculum in facilitated cohort sessions for transition to practice of new RNs

with emphasis on professionalism, nursing, and team skills through completion of experiential learning with individual quality projects combined with individual mentoring.

Clinical Team Insights (CTI) uses multiple assessments to provide quantitative and qualitative data to identify care team improvement opportunities. The CTI team provides advisory services and educational resources to support care team optimization, which improves utilization, productivity, and engagement of care team especially advanced practice providers (APPs). I led the development and go to market strategy of the Physician and APP Onboarding solution, which increases physician and APP retention, engagement, and productivity through ten-month program with curriculum aimed at organizational assimilation with focus on quality, professionalism, and well-being. The combined portfolio has over 700 participating hospitals with annual revenues of over \$10 million with annual growth rates of 15 percent and over 50 percent margins. These solutions save Vizient member organization over \$200 million per year in labor savings.

Co-led Vizient Workforce Strategy team, developing current and future state workforce offering to help member organizations improve workforce engagement, productivity, and decrease costs. Built five-year plan leveraging current assets and buy and built partner evaluations for additional components to round out near-term offerings.

Acted as company leader for combined task force with the Association of Academic Medical Centers (AAMC) to study strategies and tactics that increase patient access at leading academic medical centers (AMCs) in US. The team used access data, telephone interviews and site visits with organizational leaders to identify leading practices. The result led to the publication of two white papers and multiple webinars and meetings that described and quantified the results of the top national performing AMCs in improving patient access.

Served as strategic and operational leader of Vizient Practice Transformation Network for CMS Transformation of Clinical Practice Initiative (TCPI). This four-year, \$30 million grant provided funding and resources for over 26,000 clinicians from 26 Vizient member hospitals to move from fee for service to value-based reimbursement in alternative payment models and MACRA. To do so I led a team of 35 that collaborated with CMS to develop and deliver practice transformation content, care redesign and chronic disease management processes with metrics to measure improvement in three primary drivers: patient-centered care, data-driven quality improvement, and improved practice operations. Vizient's Practice Transformation Network was the largest and best performing transformation network in TCPI. When I assumed leadership of the PTN was the worst performing Network in TCPI. By the end of the four years the Vizient PTN was the number one Network achieving the highest cost savings in the program at over \$530 million and moving over 22,000 clinicians into value-based payment models.

- Provided medical leadership and expertise across range of clinical, advisory, and nursing projects as well as development of inter-professional practice resources. Developed Vizient Large System Medical Executive Network with lead physician executives from 30 largest integrated delivery systems in Vizient, forum for discussion of strategic and operational issues facing nation's largest healthcare systems.
- Collaborated with Vizient consulting team to add physician engagement, strategy, and operational expertise in client engagements with clients ranging from single community provider organizations to integrated delivery systems and academic medical centers.
- Produced successful engagements varying from perioperative operational improvement to service line strategies, clinical integration, and improved practice access and throughput.
- Recognized as enterprise-wide expert on alternative payment models including bundled payment and capitation.
- Served as SME for Vizient staff and member hospitals on implications of MACRA including MIPS and APMs.
- Acted as SME and moderator for Vizient Medical Leadership Series, web broadcast providing quarterly featuring national experts on subjects of medical leadership, physician alignment, and emerging payer models.

VHA, INC., Dallas, Texas

Vice President of Performance Solutions, 2014-2016

Served as co-leader and national subject matter expert for sales and marketing teams of VHA clinical solutions. Oversaw development and delivery of strategic and consultative sales presentations to member hospital executive teams for company's clinical and operational solutions. Acted as clinical representative on hospital recruitment and retention team for VHA membership.

- Successfully revised IMPERATIV Advantage methodologies including indicator and population definition updates based on latest clinical evidence and guidelines.
- Quadrupled sales of IMPERATIV Advantage, VHA performance platform, in 2014 with sales of more than \$4 million.
- Co-led education, training, and evaluation of advisors for Advantage platform in clinical and operational domains.

- Served as clinical lead for VHA's Partnership for Patients Hospital Engagement Network (HEN), one of top three performing networks in CMS program in improving patient safety with associated aggregate cost savings to participating hospitals of \$217 million over term of grant.

VHA, INC., Dallas, Texas

Vice President of Clinical Affairs, VHA Central Region, 2012-2014

Led VHA Central Performance Improvement team's work with regional health systems on implementing clinical and operational improvement initiatives across systems with topics covered including clinical opportunities to patient experience as well as labor and non-labor cost opportunities. Oversaw Clinical Leadership Training, which included Physician Leadership Academy and Nursing Leadership Institute that provided management training for new nursing managers and directors.

- Leveraged various talents of regional team to assist member organizations in improvement projects, resulting in appointed role by Indiana Health University as physician advisor for system's statewide cardiovascular taskforce to standardize clinical processes at hospitals with CV services.
- Led Physician Leadership Academy, which provided business/leadership training for over 120 regional physician executives over two-year period in partnering with American Association for Physician Leadership

NORTHERN MICHIGAN REGIONAL HEALTH SYSTEM | Petoskey, Michigan

Vice President of Medical Affairs/Chief Medical Officer, 2010-2012

Oversaw medical staff relations and medical staff office operations with accountability for credentialing and privileging with duties included bylaws, rules, and regulation revision and implementation in collaboration with elected medical staff leadership. Directed strategy and clinical operations for employed physician practices, including practice governance, regional outreach clinics, mobile diagnostics, and adoption of evidence-based guidelines. Held operational responsibility for perioperative services, endoscopy, and cardiac catheterization lab.

- Led physician recruiting/retention and onboarding processes for physicians in collaboration with human resources, physician practice management, and finance departments with successful recruitments including two cardiac surgeons, noninvasive and interventional cardiologist, pathologist, radiation oncologist, and pediatric hospitalist.
- Developed physician practice division in system to complement and support physician alignment strategies.
- Served as executive lead for development and implementation of system primary care strategy, which included affiliation and acquisition options based on capabilities of physician practice division.
- Led negotiation of employed and independent physician contracts including establishment of quality and performance incentives that aligns compensation with system strategic objectives.
- Guided medical staff quality/performance improvement and peer review process at NMRHS, which included revision of physician report cards used to help physicians improve clinical care and monitor individual performance.
- Increased physician participation and leadership in quality efforts including medical director participation in quality and patient safety at department and system levels.
- Oversaw cardiac catheterization lab turning negative labor variance of \$35,000 per month to positive of \$15,000 within first three months.
- Decreased supply cost of cardiac rhythm devices by \$800,000 through standardization of utilization criteria for type of device to be implanted by patient age and physical status.
- Captured labor savings of more than \$100,000 per year in OR and SPD.
- Successfully consolidated valve and graft inventories, endo-vascular, and endo-vein harvest supplies to capture cost savings of more than \$100,000 per year.
- I recruited two new cardiac surgeons and two interventional/structural heart cardiologists to start the nations first regional health system Trans Aortic Valvular Replacement program. The program and the cardiac surgery services team are intact still and have consistently achieved STS three-star ratings.

ADDITIONAL EXPERIENCE

SPECTRUM HEALTH SYSTEM, Grand Rapids, Michigan, **Meijer Heart Strategic Leadership Council, 2003-2010.** Served as member of multidisciplinary group, which developed strategic direction for Meijer Heart Center and ensured operational processes in place to implement strategy. Led program development, which included consolidation of cardiovascular surgery at Butterworth campus with construction of Meijer Heart Center.