

Bryan R. Cote
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SUMMARY

Since 1995, Bryan has been as a widely published, award-winning healthcare researcher, publisher, managed care advisor, and most recently founder and director of a Medicaid ACO. He cut his teeth for 15 years as a journalist, serving as an investigative reporter for the likes of [Oncology Business Review](#), *The American Journal of Managed Care*, and *HealthLeaders*; and as a lead researcher for Pfizer's Disparities Access & Restrictions Team. He has advised on more than 750 healthcare transactions and product strategy launches since 2003, principally on managed care and reimbursement developments, using a subscriber-base he first developed in Y2K to survey payers, health systems, physicians, nurses, pharmacists, and consumers.

For eight years starting in 2001 he advised medical and pharmacy directors from hundreds of health plans and pharmaceutical companies with [Medicare & Reimbursement Advisor Weekly](#), publishing more than 400 survey snapshots on a litany of issues covering the full continuum of care; and in 2004 led a [training](#) of CMS's Boston office on the impact of the Medicare Modernization Act on hospitals. In 2008, Bryan co-published one of the nation's first [studies](#) on readmissions and the future role of accountable care organizations, and in 2012 he founded a social-service ACO for a refugee population in Connecticut.

At BRG, Bryan advises health plans and private-equity companies, and continues to pen the [Behavioral Health Hour](#), a widely read site he started as a newspaper column in 1998 after a stint as a community relations researcher for Charlotte Hungerford Hospital and McLean Healthcare, a long-term care facility in Connecticut. Bryan, a graduate of Bryant College, lives in West Hartford, Connecticut, with his wife Janine and their five children.

EDUCATION

M.A.	Gotham Writers Workshop, 1998
B.S.	Bryant College, 1995

PRESENT EMPLOYMENT

Managing Director, Berkeley Research Group, 2014–present

PRESENT NON PROFIT ACTIVITIES

Faculty/Coach, Grace Academy, 2010-present (volunteer)
Co Founder, Migrant Family Health Network, 2013-present

PREVIOUS POSITIONS

Sr. Vice President, Marwood Group, 2009-2014
Executive Editor & Publisher, HCPro, 2001-2009
Correspondent, Oncology Business Review, 2004-2012
Staff Reporter, Herald Publishing, 2000-2002
Publisher & Medical Research, Cote Communications, 1998-2010
Media Relations Manager, DeVries Public Relations, 1995-1998

PROFESSIONAL AWARDS, RECOGNITION, AND PRIZES

2000 New England Press Association, Feature Writing
2013 Volunteer of Year Recipient, YMCA

PROFESSIONAL AFFILIATIONS

Present

Faculty/Speaker, World Congress, 2009-present

Blogger/Member, Pharmaceutical Marketing Research Group
Positive Coaching Alliance

BUSINESS AND NOT-FOR-PROFIT AFFILIATIONS

Head Coach, Grace Academy, 2010-present
Sports Program Advisor/Clinic Speaker, Greater Hartford YMCA, 2012-present
Writer/Coach, West Hartford Little League (Connecticut), 2008-present

PUBLICATIONS - JOURNALS/BLOGS

- (1) Editor, Behavioral Health Hour, 2012-present
- (2) Editor, Managed Care Mondays, 2012-2014
- (3) Editor, Medicare & Reimbursement Advisor Weekly, 2003-2009

PUBLICATIONS – PEER REVIEW

- (1) "Reducing Hospital-SNF 30 Day Readmissions (with M Yanuck MD, L Veith RN), Case Management Peer Review, 2010
- (2) "The Impact of Therapeutic Switching on Long Term Care" (with E Petersen), American Journal of Managed Care, 2008
- (3) "Implementation of New Pathways", Oncology Business Review, 2010
- (4) "Economy Forcing Oncology Groups To Adjust", Oncology Business Review, 2009

BOOKS

- (1) "The Accountability Study," Cote Communications, 2014
- (2) "Losing Beats Winning", Dorrance Publishing, 2015 (June launch)
- (3) "How to Resolve Patient Complaints To Manage Risk: 100 of Your Peers Best Responses" (with C Ebner, A Burnett), HCPro, 2005