

PETER M. FRIEND, LFACHE
BERKELEY RESEARCH GROUP, LLC
70 West Madison, Suite 5000 | Chicago, IL 60602

Direct: 847.744.8575
pfriend@thinkbrg.com

SUMMARY

Peter Friend, LFACHE, brings more than 30 years of experience in the healthcare field as an executive, consultant, speaker, and innovator. Mr. Friend previously served in a senior executive capacity in three healthcare institutions: Sherman Hospital in Elgin, Illinois; Kenosha Hospital and Medical Center in Wisconsin; and most recently at Highland Park Hospital in Illinois, where he acted as executive vice president/COO and helped orchestrate a merger with Evanston Northwestern Healthcare (now North Shore University Health System).

Mr. Friend developed one of the first physician-hospital organizations (PHOs) in the country at Highland Park Hospital (an independent practice association (IPA) model). He previously planned and oversaw construction and operation of the first freestanding emergency center in the state of Illinois in Crystal Lake.

Mr. Friend advises healthcare organizations on an array of operational and financial matters, particularly in the areas of physician/hospital integration, performance improvement, population health management, and development of off-site ambulatory care services.

He is a prolific speaker and writer on freestanding emergency centers, physician hospital integration, and retirement planning. He has conducted over 50 seminars for a variety of national healthcare organizations, including the American Hospital Association, American College of Healthcare Executives, and Medical Group Management Association.

EDUCATION

M.S., Health Administration	University of Colorado Business School
B.A., English	Northwestern University

PRESENT EMPLOYMENT

NFP Insurance Solutions
Producer, 2016-Present

PREVIOUS POSITIONS

The Bensman Group, An NFP Firm
Director, 2009-2015

JR Katz, A National Financial Partners (NFP) Firm
Producer/Consultant, 2000-2008

The Greeley Company
Senior Consultant, 2000-2001

NorthShore University Health System
Executive Vice President and Chief Operating Officer, 1984-2000

EARLIER PROFESSIONAL EXPERIENCE

Kenosha Memorial Hospital, Kenosha, Wisconsin
Sherman Hospital, Elgin, Illinois

PROFESSIONAL AWARDS, RECOGNITION, AND PRIZES

First recipient of Distinguished Alumnus of the Year Award, University of Colorado Health Administration Program

PROFESSIONAL AFFILIATIONS

American College of Healthcare Executives (ACHE), Life Fellow

- Regent for Northern Illinois (1992-1997)

PUBLICATIONS

- 1) "Driving Forces Behind Integration," Friend/Meighan, Healthcare Executive
- 2) "PHO Growing Pains," Friend, Healthcare Executive
- 3) "Primary vs. Specialty Care Roles," Friend, Healthcare Executive
- 4) Co-edited book on Freestanding Emergency Centers (Aspen)

Member of Editorial Review Board for Journal of *Healthcare Management, Hospital Material Management Quarterly, Medcenter Management, Convenience Care Update, Hospital Quality Assurance Manual and Briefings on JCAHO.*

PRESENTATIONS

- 1) Co-presenter, "Essentials of Retirement Planning," ACHE Congress on Healthcare Leadership 2006-2012
- 2) Co-presenter, "Understanding and Controlling Benefit Costs," ACHE Congress
- 3) Served as Co-Faculty for ACHE Seminar entitled: "Teams Under Siege, Confronting Complexity, Rapid Change and Uncertainty," ACHE Congress
- 4) Developed and served as Co-Faculty for two-day ACHE Seminar entitled: "Physician/Hospital Integration – Building The Future Alliance" 1993-1996
- 5) Developed and conducted first seminars in the country on Freestanding Emergency Centers for the American Academy of Medical Administrators and American Hospital Association