

Dan Hirschfeld... LEADING ORGANIZATIONS TO SUSTAINABLE GROWTH AND PROFITABILITY

410-274-9547 • d.hirschfeld@outlook.com • <http://www.linkedin.com/in/danhirschfeld>

Entrepreneurial C-Level Executive who aligns people, process, and systems to facilitate growth and deliver optimized performance in diverse healthcare settings ranging from early-stage to fast growth, even though uncertain market conditions. Cross-functional Leader and Adaptive Change Agent who coalesces disparate teams and business needs to form collaborative solutions and achieve desired outcomes – drawing upon experience gained leading successful turnarounds, transformation, and integrations. Launched five businesses from conception, formation, capitalization, and operations – to acquisition, merger, IPO, and other liquidity events. Select accomplishments:

- **Strategy & Planning:** Reimagined Mariner Healthcare brand uniting several business lines into a single, recognizable brand coupled with honing operational efficiencies and advancing growth by masterminding, road mapping and delivering on strategic plans.
- **Operational Excellence:** Built comprehensive organizational infrastructures integrated with policies and procedures to launch 11 startups and transform national divisions.
- **Development:** Progressed systems-level delivery, on the ground and on the job training elevating awareness and unifying synergies across interdisciplinary teams in the US and China.
- **Venture Capital Funding:** Actualized nine private equity venture capital and strategic partner raises totaling \$400M to support business startup and fuel expansion.
- **Mergers & Acquisitions:** Accrued \$500M in public and private acquisitions spanning asset deals to publicly traded organizations of varying structures and complexities.
- **Corporate Finance:** Effected \$600+M in financing and financial engineering entailing collateralized debt obligations, syndicated offerings, and general corporate obligations.

Core Skills that Ensure Success

- | | |
|---|-------------------------------|
| ▪ Strategic Planning & Advisory | ▪ Public Speaking |
| ▪ Organizational Development | ▪ Mergers & Acquisition |
| ▪ Transformational Leadership | ▪ CRM & Customer Engagement |
| ▪ Operational Excellence | ▪ Coach/Mentor |
| ▪ Continuous Organizational Systems Improvement | ▪ Product/Process Development |
| ▪ Business Growth & Acceleration | ▪ Operations & Supply Chain |
| ▪ Cross-Functional Team Building | ▪ EQ |
| ▪ Culture Alignment | ▪ Startup & Turnaround |

Career Experience Delivering Optimized Performance and Profitability

Chronic Care Management, Inc., Cleveland, OH

PRESIDENT AND CEO (2019 – 2021)

Recruited to replace exiting founder and CEO of Chronic Care Management, a private equity funded full service and SaaS tech enabled solution for 120,000 patients nationally requiring chronic health management and care coordination. Built a sustainable business plan to expand Medicare Part B approved services to include behavioral health integration, remote patient monitoring, and transitional care plus real-time alerts to intercept acute events.

- Added \$8M in new investments combined with 600%+ customer growth and a 450% jump in revenue per patient, by activating transition from SaaS to technology enabled solution for in-between visit care management.
- Turned around exodus of key resources, expanded all areas of product performance including KPI's, patient growth, and satisfaction by leading organizational restructure, assessing and realigning individuals with roles tied to motivated skills and abilities blended with recruiting and onboarding talent.

Great Expectations Dental, Southfield, MI

PRESIDENT AND CEO (2018 – 2019)

Retained to maximize strategic initiatives through acquisitions and De Novo growth for a privately held company with \$400M in annual revenues. Challenged to instate an internally designed and operated state of the art clinical practice management system to bring consistency to a portfolio of 300 independent locations in 10 states. Upon engagement discovered 117 unique job titles tied to a proliferation of job descriptions, and compensation structures. Managed 8 direct reports.

- Onboarded high caliber talent contributing to 5.1% organic growth united with improved performance across all KPI's by conducting a thorough management review to identify and build on best practices joined with remediating risk exposure.

Genesis Healthcare, Kennet Square, PA

EXECUTIVE VICE PRESIDENT / COO (2005 – 2018)

Asked to come back and turnaround performance based on remarkable performance with Meridian Healthcare prior to its acquisition and eventual spin off by Genesis Health Ventures. Despite generating \$200M in annual revenues Genesis HealthCare was losing \$40M each year and needed a top-level leader with the strategic vision, passion, and verve to transform operations from start to finish. Headed 8 national divisions with 2K locations in 47 states, Genesis Rehabilitation Services operations in China and India, and GRS Academy, the training and education arm of GHS. Managed 12 direct reports for an organization with 30K employees.

- Yielded 5X return amplifying earnings from \$200M to \$1B by formulating strategic direction, assembling an expert management team, seizing opportunities, and developing business plans to add four new companies and consolidate site locations.
- Repositioned entity as the premier rehabilitation provider, distinguished thought leader and Medicare service advisor by developing, implementing a robust growth strategy, recruiting the best clinicians, and instituting a plan for digital transformation.
- Credited with DOJ and OIG's dismissal of two whistle blower lawsuits by maintaining a zero-tolerance rule for non-compliance entwined with a pristine reputation.
- Attracted \$8.5M and subsequent \$30M investments to improve the capabilities of 18K practitioners to provide clinical services to 1.8B people in Hong Kong and China upon request from the foreign government.

14 Commerce, Inc., Timonium, MD

CHIEF OPERATING OFFICER (2000 – 2005)

One of four partners attributed with raising \$300M private equity capital, building the infrastructure, and creating value from initial startup through exit strategy for Bill Me Later aka PayPal Credit, a proprietary payment available on the websites of national and international brand sellers and merchants.

- Prepared and successfully executed business exit strategy garnering \$940M for sale to eBay PayPal division.
- Awarded three pending patents for risk stratification, authorization of transaction, verification of purchaser

EARLIER SUCCESS

Hallmark Senior Communities, LLC., Towson, MD

PRESIDENT AND CEO

Recognizing gaps in assisted living facilities responded by raising \$40M from venture capital investors to introduce middle-market senior housing. The affordable model grew to 18K employees and included company owned, operated, and managed residences across Eastern America comprised of acquisitions, new developments, expansions blended with new product / service introductions provided. Hallmark Senior Communities formed and ultimately spun-off Healthcare Internet Technologies, LLC. Linked residents to the community through design and introduction of the Lifemark program

- Championed growth through acquisition of seven assisted living communities in the Pittsburgh region creating a new market category.

Previous experience within the publicly traded Oil, Gas and Electric sector

Certifications, Public Speaking, Notable Achievements

Certified in The Predictive Index
Lean Sigma

Presented at World Health Conference in Wuhan, China
National and International Presenter at World Health Organization, National Investment Conference,
Assisted Living Federation of America, National Association for the Support of Long-Term Care

Commencement Speaker Harcum College, Honorary Ph.D. in Humanities

Member of American Health Care Association / National Center for Assisted Living

Guest Conductor for Duke University Pep Band

Education

MASTER OF FINANCE | MASTER OF BUSINESS ADMINISTRATION, CONCENTRATION IN FINANCE
Loyola College

BACHELOR OF ADMINISTRATION CONCENTRATION IN ACCOUNTING
Duke University