

Moderator: Dr. Forney Fleming, University of Texas at Dallas School of Management



Forney Fleming

Clinical Professor of Healthcare Management
Director, MS in Healthcare Management Program

Address:

School of Management
The University of Texas at Dallas
SM 42
800 West Campbell Road
Richardson, TX 75080-3021

Phone: 972-883-5812

Fax: 972-883-4095

Email: f.fleming@utdallas.edu

Dr. Fleming is the director of the Master of Science degree program in healthcare management at the University of Texas at Dallas School of Management. Dr. Fleming brings to the School of Management not only decades of experience as a practicing physician but also years of understanding he developed by running hospital committees, training future doctors and managing his practice in orthopedic surgery. He earned his medical degree from The University of Texas Medical Branch at Galveston and an MBA from the University of Houston at Clear Lake.

The Healthcare Management Program is open to those with or without a background in medicine who are interested in pursuing management positions in healthcare settings, such as physician groups, hospitals and nursing homes. Dr. Fleming says one of the best parts about teaching is the opportunity to learn from the students.

Panelists:



Britt Berrett , PhD, FACHE

Executive Vice President, Texas Health Resources
President, Texas Health Presbyterian Hospital Dallas
Dallas, Texas

Email: brittberrett@texashealth.org

Britt R. Berrett, Ph.D., FACHE, began his service as president of Texas Health Presbyterian Hospital Dallas in February 2010. He also serves as executive vice president of Texas Health Resources.

Berrett joined Texas Health Dallas following 10 years as president and chief executive officer of Medical City Dallas Hospital. He has more than 20 years experience as a health care leader and administrator. His background includes both the nonprofit and investor-owned environments in hospitals ranging from small to large. He brings strengths in building physician stakeholder relationships and driving clinical operations to achieve business results.

Berrett holds a doctor of philosophy degree in public affairs from the University of Texas at Dallas. His dissertation, *Leadership Theory in Strategic Planning in Hospitals*, reflects his passion for advancing the business side of hospital operations to further advance the mission to improve patients' lives. He received his master of science in health administration from Washington University School of Medicine, St. Louis, and bachelor's degree in finance from Brigham Young University, Provo, Utah. He is a Fellow in the American College of Healthcare Executives.

Berrett has served as a member of numerous health care and civic boards, including the DFW Hospital Council, Health Industry Council, Ronald McDonald House Advisory Board, Allen Sports Association, and the American Heart Association. He also has served as a Regent for the American College of Healthcare Executives and has been a guest lecturer at Southern Methodist University, UT Dallas, UT Arlington, UT Southwestern Medical Center at Dallas, and the American College of Healthcare Executives. He was recognized with the *Dallas Business Journal's* "40 Under Forty" award and as an "Up & Comer" by *Modern Healthcare* magazine.



Mike Haefner

Sr. Vice President of Human Resources at Atmos Energy.

E-mail: mike.haefner@atmosenergy.com

Mike Haefner is the Sr. Vice President of Human Resources at Atmos Energy. Atmos Energy's 4,900 employees deliver natural gas safely and reliably to more than 3.2 million customers in over 1,600 communities in 12 states. In addition, more than 1,000 industrials and municipalities in 22 states are served by the company's gas marketing unit.

Prior to joining Atmos Energy, Mike served as the Sr. Vice President of Human Resources at Sabre Holdings. He's also worked as a business consultant and in consulting and IT roles at American Airlines, Xerox and Eastman Kodak.

Mike has an MS in Computer Science from the State University of NY at Buffalo and a BS in Mathematics from St. John Fisher College in Rochester, NY.



John McCracken

Clinical Professor of Healthcare Management at the University of Texas at Dallas

Address:

School of Management
The University of Texas at Dallas
SM 42
800 West Campbell Road
Richardson, TX 75080-3021

Phone: 972-883-6252

Fax: 972-883-4095

Email: jfm@utdallas.edu

John McCracken is Clinical Professor of Healthcare Management at the University of Texas at Dallas and founding director of the Alliance for Medical Management Education (AMME), a strategic partnership between the UT Dallas School of Management and The University of Texas Southwestern Medical Center at Dallas.

The Alliance offers a nationally recognized graduate program in healthcare management for physicians and senior healthcare administrators and conducts research on important operational and strategic issues in healthcare organizations.

Dr. McCracken formerly served on the faculty of the Columbia University Graduate School of Business, as a Wall St. investment banker and as a corporate treasurer and chief financial officer. He also has over a decade of experience in the workout and turnaround management of distressed healthcare and financial services organizations.

Dr. McCracken has several years experience serving on the boards of hospitals, physician-hospital organizations and managed care organizations, and currently serves as an advisor to several large physician group practices.

He holds a BA in economics from Southern Methodist University, an MS in economics from the London School of Economics and a PhD in finance from the Wharton School of the University of Pennsylvania. He is a recipient of the School of Management's Distinguished Teaching Award and the Executive MBA program's Most Outstanding Professor Award.



J. Darren Rodgers

President

Blue Cross and Blue Shield of Texas

E-mail: Darren_Rodgers@bcbstx.com

Mr. Rodgers is responsible for promoting the health and wellness of the over 4.5 million members of Blue Cross and Blue Shield of Texas (BCBSTX) and all the communities the company serves by ensuring access to cost-effective, quality health care. Before assuming the presidency of BCBSTX, Mr. Rodgers held three other officer-level positions with the company. He has been with BCBSTX since March of 1992.

Mr. Rodgers is proud to serve as president of the Caring for Children Foundation of Texas, Inc. which provides access to immunizations and health screenings for medically underserved populations in Texas. Additionally, Mr. Rodgers serves on the board of directors of several other nonprofit corporations including the Texas Health Institute which brings together representatives from business, health care and government to identify and analyze emerging scenarios in the health care industry and Texas CASA which advocates for abused and neglected children in the court system. He was appointed by Texas Governor Rick Perry to the board of the Texas Health Services Authority which promotes and coordinates the development of electronic health information exchange in Texas.

Mr. Rodgers earned a Bachelor of Arts degree from the University of Georgia, a Master of Arts degree from Duke University, a Master of Business Administration degree from Tulane University and a Master of Arts in Dispute Resolution from Southern Methodist University. Additionally, Mr. Rodgers is a Certified Employee Benefit Specialist as designated by the International Foundation of Employee Benefit Plans and is a Certified Health Insurance Executive as designated by America's Health Insurance Plans.

Conclusion:



Dr. Hasan Pirkul, Dean and Caruth Chair of Management
The University of Texas at Dallas

Address:

School of Management
The University of Texas at Dallas
SM 42
800 West Campbell Road
Richardson, TX 75080-3021
Phone: 972-883-6813
Fax: 972-883-4060
Email: hpirkul@utdallas.edu

Hasan Pirkul is the dean of the School of Management at The University of Texas at Dallas. He concurrently holds the Caruth Chair of Management. Prior to joining UT Dallas, he was at Max M. Fisher College of Business of the Ohio State University, where he was director of Information Systems Programs and founding director of the Center for Information Technologies in Management as well as professor of accounting and information systems.

A graduate of the University of Rochester, he received an M.S. degree in management science in 1980 and a Ph.D. degree in computer information systems in 1983, after earning a B.S. degree in industrial engineering from Bogazici University in 1977. His research interests include design of telecommunication networks, distributed computer system design, knowledge-based systems, locating facilities, neural networks, genetic algorithms, tabu research and other heuristic algorithms.

Dr. Pirkul is a member of the Dallas Committee on Foreign Relations and Dallas Council on World Affairs. He participates on the Dallas Morning News Technology Board. He was a member of the Metroplex Technology Business Council (MTBC) Entrepreneurship Committee and a founding member of Dallas Chamber of Commerce Technology Business Council. He has served as chairman as well as a team member for the Association to Advance Collegiate Schools of Business (AACSB) for the accreditation of both U.S. and international universities. He is a member of "21 Leaders for the 21st Century" class. He was selected as one of the Most Influential People in Collin County by Inside Collin County Business.

Additionally, Dr. Pirkul was recognized as one of the "Technologists of the Year" by Texas Technology magazine. He also was recognized by the Greater Dallas Indo-America Chamber of Commerce for Outstanding Contribution in Education and by the Greater Dallas Asian American Chamber of Commerce as Educator of the Year. He has served as chairman of The Institute for Operations Research and Management Science College on Information Systems as well as for the Technical Section on Telecommunications in the same organization. He is the founding editor-in-chief of the Journal of Information Technology and Management. He also has served as an associate editor of such leading academic journals as Management Science, Operations Research and Journal of Database Management. In addition, he serves on editorial boards of a number of leading academic journals and has chaired and/or served on program committees of numerous national and international conferences.