

Philip C. Blumberg  
4790 Waterford Drive  
West Des Moines, IA 50265  
January 8, 2014

Forty Under 40 Selection Committee  
Business Record  
100 4th St.  
Des Moines IA. 50309

Forty Under 40 Selection Committee:

I prefer to go about my work quietly; boosting the recognition and visibility of other people and the organizations for which I work and volunteer over my own. However, I have been approached over several years by past Forty Under 40 honorees, peers, and colleagues, to be nominated for this prestigious distinction and am honored to be considered.

As evident through a review of my resume, I have achieved a great amount in a relatively young professional career. Just a year out of graduate school and at the age of 25 I joined a new management team as part of a turnaround operation at a 340-bed tertiary hospital in New York. I quickly became a trusted member directing projects and developing service lines across the organization. Though my time in New York was relatively short I quickly became a leader entrusted with building new programs including a neurosciences institute, orthopedics institute and pain management and wound care clinics.

Expecting our first child, my wife and I decided it was time to come back home to Des Moines and be near family. I landed at Mercy Medical Center as the director of radiation oncology and the only CyberKnife center in the state. During my time at Mercy I led a multidisciplinary staff of 40 physicists, dosimetrists, therapists and nurses, in a 6 physician practice. I developed the business plan for the comprehensive outpatient cancer center on the Wellness Campus in Clive, co-authored a state certificate of need application, and negotiated multi-million dollar purchases and contracts. I guided the team for nearly 6 years as we added new clinical services, replaced multi-million dollar pieces of equipment, and increased volumes and profit margins.

In the last year I moved to Des Moines University to run the multi-specialty clinic, providing oversight and guidance for over 25 licensed providers in 5 specialties, and ancillary and administrative services. I am leading our transitions to digital x-ray, a new electronic health record, ICD-10 coding compliance, and our clinic strategic plan. In addition to these responsibilities I am chairing faculty search committees and serving on a number of high level committees and workgroups with leadership from across the university.

Outside of professional accomplishments, my move back to Des Moines has afforded me personal growth and fulfillment. I became an active volunteer serving on a number of not-for-profit boards. I have served as president and chairmen of the Prevent Blindness Iowa Board where I have also been the top individual fundraiser the last two years for Light the Night for Sight, our largest annual fundraiser. I am also the treasurer of my synagogue board, providing financial oversight and helping raise funds to ensure our financial health. I am a graduate of the West Des Moines Leadership Academy and had the privilege of serving on their board of directors for 3 years, helping guide the strategic direction of the program. My most recent endeavor has been with 100 Men on a Mission, a group that has raised over \$40,000 in its first year for local not-for-profits.

Given my professional achievements and community service I feel I am an excellent selection for the 2014 Forty Under 40 class and appreciate your consideration.

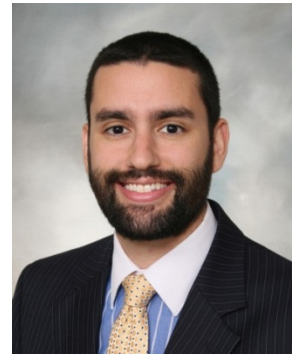
Sincerely,



Enclosure

# Philip Corey Blumberg

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## PROFESSIONAL EXPERIENCE

### **Present**      *Clinic Administrator – Des Moines University, Des Moines, IA*

- Providing administrative leadership and oversight for multi-specialty clinic including 5 specialties with over 25 licensed providers.
- Acquired digital x-ray and Picture Archiving and Communication System (PACS) with no upfront cost and deeply discounted usage fee.
- Leading Electronic Health Record (EHR), ICD-10 and Affordable Care Act transitions.
- Guest lecturer for 3<sup>rd</sup> and 4<sup>th</sup> year medical students and doctor of physical therapy program.
- Chair of faculty search committees for physician faculty in Family Medicine, OB/GYN, and surgery.

### **2007 – 2012**      *Director, Radiation Oncology, CyberKnife Center of Iowa – Mercy Medical Center, Des Moines, IA*

- Led Iowa's largest radiation therapy program and the only CyberKnife center in Iowa with a multidisciplinary staff of over 40 employees, and 5 physicians.
- Developed business plan, co-authored certificate of need application and oversaw the construction and opening of full service outpatient cancer center including negotiation and procurement of advanced medical equipment and contracts.
- Increased CyberKnife profit margin by 6% and 4% across entire radiation oncology enterprise in first two years.
- Successful addition and implementation of new clinical service; High Dose Rate, allowing a previously inpatient population to be treated in the outpatient setting.
- Guided electronic medical record expansion to paperless environment, interfacing and integration across multiple departments and enterprises and directing efforts towards meeting meaningful use requirements.

### **2006**      *Director, Orthopedic Institute, Pain Management, Wound Care – North Shore-LIJ Health System, Bay Shore, NY*

- Built orthopedic institute through recruitment of new orthopedic surgeons, designated and outfitted new office and exam space, set up of billing and scheduling system, developed orthopedic call schedule, and coordinated scheduling arrangements in O.R.
- Led wound care program and added billable inpatient consults and treatment through standardized nurse practitioner program. Increased referrals through marketing, education and inpatient nurse practitioner wound care program.
- Expanded pain management program by adding 3 new physicians and two additional treatment days, discography and nucleoplasty procedures, resulting in a 100%+ increase in the number of patients and procedures.

### **2005**      *Director Corporate Compliance, Sr. Analyst – North Shore-LIJ Health System, Bay Shore, NY*

- Developed and served as interim director for the Harvey Cushing Institute of Neurosciences at Southside Hospital; built service line through marketing, strategic growth and planning; coordinated efforts to increase volume and revenue.
- Implemented new diagnostic services in video EEG monitoring for epilepsy patients, created a neurosciences hotline that resulted in multiple booked cases in neurosurgery, neuro-rehabilitation, and diagnostic services for the hospital.
- Grew volumes by 50% as project manager for Radiation Oncology. Developed and implemented transition plan for addition of new radiation oncologists, IMRT, LDR and HDR brachytherapy.
- Led efforts in revenue cycle process; identified and corrected charge capture opportunities, charge master inconsistencies and denial issues.

### **2004**      *Postgraduate Fellow – North Shore Long Island Jewish Health System, Long Island, NY*

- Developed a business plan and financial projection for; a new hospital building project and cardiology program, including catheterization labs, MRI, CT scan, and wound care program.
- In charge of hospital maintenance and cleaning campaign. Developed and maintained a budget, while coordinating support staff in preparation for JCAHO unannounced survey.
- Developed and implemented plan that increased revenue by over \$100,000 in Physician Assistant billing.

## ADDITIONAL EXPERIENCE

**2014**      *Adjunct Faculty – The University of Iowa Department of Health Management and Policy, Iowa City, Iowa*

**2003**      *Graduate Practicum – Veterans Affairs Medical Center, Iowa City, Iowa*

**2001-2002**      *Senior Services Program Director – Jewish Federation of Des Moines, Des Moines, Iowa*

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## **EDUCATION**

**The University of Iowa, Iowa City, Iowa**  
***Masters of Healthcare Administration***

**The University of Iowa, Iowa City, Iowa**  
***Bachelor of Liberal Arts***

- **Double major: *Religious Studies and Gerontology***
- **Certificate: *Aging Studies***

## **VOLUNTEERING and COMMUNITY INVOLVEMENT**

**2010 – 2013    *Board of Directors, West Des Moines Leadership Academy***

- Chair, Selection and Recruitment Committee
- Member, Curriculum Committee
- Member, Strategic Planning Committee
- Member, Alumni Committee

**2007 – 2012    *Board Member, Urban Dreams***

**2007 – Present   *Board Member, Prevent Blindness Iowa***

- Current Board Chair
- 2011 Board President
- Chair, Strategic Planning Committee
- Chair, Board Development Committee
- Top individual fundraiser in 2012 and 2013 for Light the Night for Sight walk

**2012 – Present   *Board Member, Tifereth Israel Synagogue***

- Current Treasurer

## **PROFESSIONAL DEVELOPMENT PROGRAMS**

**2013   *Dale Carnegie Training, Des Moines University***

**2010   *West Des Moines Leadership Academy, West Des Moines Chamber of Commerce***

**2004   *Strategic Marketing: Gaining Competitive Advantage Through Positioning, Branding, and Building Trust, Harvard Center for Continuing Professional Education, Cambridge, MA***

**2004   *Change Acceleration Process: Facilitators Workshop, The Center for Learning and Innovation, Manhasset, NY***

**2004   *Fast Track Decision Making Facilitation Workshop, The Center for Learning and Innovation, Manhasset, NY***