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CAREER SUMMARY

A senior level professional with extensive operational and business development experience, primarily in the healthcare field. A proven producer in leading businesses from start-up to maturity, with significant experience in the development of hospital operations. Recently completed a planned transition from the CEO position of a management / decision support software company – remaining a shareholder of the entity. Previously, a corporate officer and principle serving in the Chief Operating Officer role of a national hospital company, leading in this capacity from initial start-up of the organization, to development of operations generating in excess of \$85M in annual revenue, to the sale of the organization to a large competitor during a period of industry consolidation.

EXPERIENCE

President & Chief Executive Officer

September 2002 – November 2006

Deyta, Incorporated

Deyta is a developer and seller of business intelligence/performance management systems. Deyta provides organizations a systematic approach to perpetually measure their customers' and employees' experiences and intentions. Deyta incorporates business intelligence into advanced management tools as they relate to operational goals, client retention and product/service performance. Deyta's client base primarily consists of entities in healthcare sectors (e.g. hospice, long term hospitals, homecare, physician practices), banking/financial services and higher education.

Achievements:

- Realized a near three-fold increase in contracted revenue.
- Realized a positive EBITDA and Pre-Tax Income in fiscal year 2003 (and subsequent years) after three previous years of losses.
- Recapitalized the company and repositioned shareholder equity to support a growth strategy.
- Restructured the organization emphasizing a market prospective and operational efficiency.
- Re-energized the commitment to product enhancements resulting in the completion and implementation of "next generation" products for the healthcare, banking and higher education sectors.
- Completed a strategic assessment of the organization's competency and market position transitioning the focus from retrenchment to expansion.

Healthcare Consultant

May 2002 – August 2002

Kindred Healthcare

Exclusive consulting relationship with the acquirer of the organization where previously served as Chief Operating Officer. Consulted on many facets of the long-term acute care hospital business, including operational models, business development, contract negotiations and integration of the acquired organization.

Chief Operating Officer

May 1996 – April 2002

Specialty Healthcare Services, Inc.

Specialty Healthcare Services was a national hospital company that owned, operated and managed long-term acute care hospitals.

Achievements:

- Directed all operational aspects of the organization during the transition from a start-up with first year revenue of approximately \$5M to a significant going concern in its niche with revenues exceeding \$85M.
- Directed, with on-site leadership, the opening of 7 new hospitals and oversight of an additional hospital under a management agreement..
- While corporate COO, served as the interim CEO for the organization's initial 2 hospitals.
- Participation on all hospital Board of Trustees, serving as board Chairman on 5 separate hospital boards.
- Participation as an officer on all corporate subsidiary Board of Directors.
- Participation in all Corporate Board of Directors meetings.
- Heavy participation with the organization's CEO and CFO in obtaining capital financing, new acquisitions and market development, transaction activity and strategic planning.
- Intensive participation in the due diligence leading to the sale of the organization to a large competitor, during a period of industry consolidation. The initial interest and offer by the eventual buyer was unsolicited.

Chief Executive Officer

March 1995 – April 1996

Specialty Speech Services, LLC

Specialty Speech Services was a medical services entity focused on providing the subacute health care market an innovative technique for diagnosing and treating patients suffering with medical complications related to swallowing and aspirating. The entity was a small, one market concern targeted for market expansion. The organization was eventually repositioned to remain a small concern.

Administrator / CEO

May 1993 - February 1995

Vencor Hospital • Indianapolis
(Vencor, Incorporated)

Achievements:

- In a 13 week period, transitioned a building under construction with no employees to a state licensed and Medicare certified operating hospital, with patients.
- Successfully completed 1993 realizing an operating loss 4% less than budgeted. Generated a pre-tax profit in the fourth month of operation, four months earlier than budgeted.
- Exceeded corporate quality improvement and JCAHO survey goals.
- Developed a medical staff consisting of 157 physicians, with an additional 42 physician applications in process.
- Initiated managed care proposals and negotiations with the three largest managed care entities, representing 43% of the statewide managed care inpatient activity.

Administrator / CEO

May 1991 - April 1993

Vencor Hospital • Phoenix
Vencor Hospital • Youngtown (AZ)
(Vencor, Incorporated)

Achievements:

- Exceeded 1991 operating earnings goal by 9%.
- Exceeded 1992 operating earnings goal by 2%, representing a 46% operating earnings increase over 1991.
- Exceeded corporate quality improvement and JCAHO survey goals.
- Successfully directed the construction, regulatory/accreditation, operational, and market activity required in opening a second hospital in the Phoenix market.
- Developed and finalized managed care agreements with the Arizona Health Care Cost Containment System (Medicaid), CIGNA, and Humana Health Care Plans impacting 42% of the hospital's inpatient activity.

OTHER POSITIONS

Director of Patient Referrals

May 1989 - April 1991

Vencor Hospital • Phoenix (May 1990 - April 1991)
Vencor Hospital • Tampa (May 1989 - April 1990)

National Accounts Manager

December 1986 - April 1989

Enterprise Systems, Incorporated
Hospital Software Development Company

Division Purchasing Manager

May 1982 - July 1985

Midwest Order Services Manager

Inventory Purchasing Control Manager

American Hospital Supply Corporation

EDUCATION, AFFILIATIONS & CIVIC ACTIVITY

MBA	DePaul University; Chicago, IL
BBA - Finance	University of Kentucky; Lexington, KY
Diplomate	American College of Healthcare Executive
Chairman	Kentucky Workforce Investment Board
Board Member	Alliance of Community Hospices
Administrative Council	Christ Church United Methodist
Volunteer	Habitat for Humanity

PERSONAL

Birthdate: March 6, 1960
Marital Status: Married

Health: Excellent
References: Available Upon Request