

The Camden Group Strengthens Advisory Expertise in New Technologies, Services, and Policy

New Senior VP Ronald D. Van Horssen Helps Lead Expanded Focus, Leveraging Deep Experience as Award-Winning Healthcare Services and Technology Entrepreneur

Los Angeles, California, September 29, 2009—The Camden Group, one of the nation's leading healthcare business advisory firms, today announced that it is further strengthening its advisory capabilities in emerging healthcare technologies, services, and policy with the hiring of Ronald D. Van Horssen as senior vice president. Van Horssen will advise healthcare providers, companies, and investors as they grapple with how better to incorporate new technology into their operations, manage emerging business models, and deal effectively with the uncertainties around changing healthcare policy.

"As healthcare reform picks up steam and enabling technologies in areas such as wireless communications and genomics continue to advance, the healthcare landscape is changing rapidly," said Steve Valentine, president of The Camden Group. "These tectonic shifts significantly raise the stakes for strategic planners and senior executives across the healthcare sector. With his broad healthcare and management consulting experience, and impressive track record of building market-leading companies and commercializing new technologies, Ron Van Horssen is very well positioned to help our clients maximize the historic changes that are now driving every aspect of the healthcare industry."

This latest news follows the recent announcement by The Camden Group that it has expanded its hospital operations improvement division with the hiring of two new vice presidents in the firm's Chicago office: Frank Flosman, MBA, and Bonnie Barndt-Maglio, R.N., Ph.D.

"While technology is often seen as the culprit in driving up healthcare costs, the reality is that technological innovation and scientific advancements are essential to making the improvements in healthcare operations and overall wellness that our society wants and needs," said Van Horssen. "At the same time, the business of healthcare is also evolving at a rapid pace. The Camden Group has an excellent national reputation based on deep analytic and strategic expertise. I believe it will play an increasingly important role as a catalyst and leader in revolutionizing healthcare for the benefit of healthcare providers, medical device and pharma/biotech companies, services firms, and private equity investors."

Prior to joining The Camden Group, Van Horssen was CEO of Mobile Technology Inc., where he led early commercialization of MRI, lithotripsy and HDR brachytherapy through shared services on a national basis. An experienced strategic and financial advisor, he was previously a partner with Amherst Associates, an early leader in management consulting to hospitals as well as a pioneer of decision support systems for hospital management and planning.

Van Horssen has served as an advisor or board member to a variety of technology and service firms, public and private. He is a charter member of the Entrepreneurship Advisory Council for the Donald T. Jones Center for Entrepreneurship at Carnegie Mellon University. Van Horssen received an M.S. in Industrial Administration (MBA) from Carnegie Mellon University and a B.S. (honors) in chemical engineering from the South Dakota School of Mines and Technology. He has been named an Entrepreneur of the Year by Inc. magazine and Arthur Young (predecessor of Ernst & Young).

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