



## HEALTHCARE REFORM:

A dialogue on how it will impact you and your business

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



### **Forney Fleming**

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

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**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. He 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 a 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:**



### **J. Darren Rodgers**

President  
BlueCross and BlueShield of Texas

**J. Darren Rodgers** is responsible for promoting the health and wellness of the more than 4.5 million members of BlueCross BlueShield of Texas (BCBSTX) and all the communities the company serves by ensuring access to cost-effective, quality healthcare. 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, healthcare and government to identify and analyze emerging scenarios in the healthcare 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 he is a Certified Health Insurance Executive as designated by America's Health Insurance Plans.



**Britt R. Berrett, PhD, FACHE**

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

**Britt R. Berrett** 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.

Dr. 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 healthcare 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.

Dr. 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 a Master of Science degree 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.

Dr. Berrett has served as a member of numerous healthcare 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.



**U.S. Representative Michael C. Burgess, M.D.  
26th District of Texas**

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**Congressman Michael C. Burgess, M.D.**, was first elected to Congress in 2002 after spending 25 years practicing medicine in North Texas. He was re-elected in 2004, 2006 and 2008. During his time on Capitol Hill he has earned a reputation as a problem-solver who seeks sensible solutions to the challenges Americans face.

Dr. Burgess serves on the prestigious House Energy and Commerce Committee and is the top Republican on the Oversight and Investigations Subcommittee. Dr. Burgess also serves on the Health and Energy and Environment Subcommittees. He is a member of the bicameral Joint Economic Committee, and he recently founded and is chairman of the Congressional Health Care Caucus. During his seven years in Congress, Dr. Burgess has been a strong advocate for healthcare legislation aimed at reducing healthcare costs, improving choices, reforming liability laws to put the needs of patients first, and ensuring there are enough doctors in the public and private sector to care for America's patients, and played an important role in bipartisan efforts to ensure the safety of food, drugs, and consumer products.

As a member of Congress representing one of the fastest-growing areas of the country, transportation is also a top priority for Dr. Burgess. He successfully amended the 2005 Highway Bill to include development credits, design-build and environmental streamlining. During his time on Capitol Hill, he also has worked to build, maintain, and improve the safety of our roads, bridges, air service and transit in the North Texas region.

While in the House of Representatives, Dr. Burgess has received several awards for his work, including the 2008 House Legislator of the Year from the Multiple Sclerosis Society; 2005 Legislator of the Year by the American Academy of Nurse Practitioners; Guardian of Small Business by the National Federation of Independent Business (NFIB); and the Spirit of Enterprise award by the U.S. Chamber of Commerce, among others.

Today Dr. Burgess represents parts of suburban Dallas and Fort Worth. He graduated with both an undergraduate and a master's degree from North Texas State University, now the University of North Texas. He received his M.D. from The University of Texas Medical School in Houston and completed his residency programs at Parkland Hospital in Dallas. Dr. Burgess also received a master's degree in medical management from The University of Texas at Dallas, and in May of 2009 was awarded an honorary Doctorate of Public Service from the University of North Texas Health Sciences Center. Dr. Burgess has been married to his wife, Laura, for 35 years, and they have three children and a grandson.



**John McCracken**

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at The University of Texas at Dallas

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**John McCracken** is a 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 Street investment banker and as a corporate treasurer and chief financial officer. He also has more than a decade of experience in the workout and turnaround management of distressed healthcare and financial services organizations.

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

He holds a Bachelor of Arts degree in economics from Southern Methodist University, a Master of Science degree 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.

**Host:**



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

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**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 a Master of Science degree in management science in 1980 and a PhD degree in computer information systems in 1983, after earning a Bachelor of Science 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.