

J. Corey Feist, JD, MBA

EXPERIENCE

CEO & Co-Founder

Dr. Lorna Breen Heroes' Foundation

Charlottesville, VA

2020-present

Established 501(c) tax exempt foundation with the mission of reducing burnout of healthcare professionals and safeguarding their well-being and job satisfaction. Our national efforts focus on eliminating the stigma and professional barriers that lead to burnout and prevent clinicians from seeking mental health supports, including the development of the first federal legislation (“The Dr. Lorna Breen Health Care Provider Protection Act”) focused on the support of the mental health and well-being of the healthcare workforce and infusing \$130M of new funding to over 40 institutions in its first year. Leading efforts to embed system-wide resources in support of healthcare professionals at all levels across the country.

Co-authored 13 national publications and served as an expert in multiple forums including over 100 times as a keynote speaker, panelist, and moderator as well as provided formal testimony in the United States Congress. Launched a nation-wide initiative focused on scaling well-being focused systems solutions and eliminating barriers to mental health access for health workers called “All In: Well-being First for Healthcare” which brought together a steering committee of national associations and over 400 member organizations spanning the healthcare landscape. Developed the All In Fund supplementing efforts of the Lorna Breen Act.

Chief Executive Officer

University of Virginia Physicians Group

Charlottesville, VA

2018- 2021 Chief Executive Officer

2016- 2018 Chief Operating Officer

2010-2016 General Counsel & Chief of Staff

2006-2010 General Counsel

University of Virginia Physicians Group (UPG)

UPG is the exclusive medical group practice of UVA Health, comprised of 1200+ clinical faculty, community physicians and advanced practice providers who generate annual revenues of \$500M. UPG serves as the central provider voice of UVA Health physicians and providers, and as the clinical growth arm of the Health System.

Additionally, UPG employs 700 administrative staff in financial and business functions which support care delivery and management of UPG providers and facilities. UPG is an independent 501(c)3, and is governed by its own 25-member Board of Directors with a public majority.

Under my leadership, UPG adopted a people-first culture with emphasis on process excellence and alignment in pursuit of our shared goal to improve the provider experience so that providers may focus on delivering exceptional patient care. The results of these efforts were meaningful; having demonstrated measurable outcomes in process improvement efforts across UPG business units and clinical departments, achieving the highest employee engagement score across health system entities with a focus on building an inclusive culture.

Business Development/Clinical Operations

- Led UVA Health business development and strategy group charged with developing business plans and implementing UVA Health strategic growth across all three missions.
- Improved provider satisfaction with electronic medical record through development of personalized training program for both new and existing providers.
- Represented providers to develop revised faculty compensation plan and clinical funds flow to support strategic and historic deficit programs.
- Expanded primary and specialty care regionally through integration of community practices.
- Implemented Team Care model in community practices driving increase in clinical volume, patient satisfaction and provider engagement.
- Led teams to develop multi-specialty facilities with associated technical services.
- Developed provider credentialing and quality oversight for community practices.
- Implemented standard physician non-compete language across physician employment contracts.
- Acquired 30 member outpatient therapy (speech, OT, PT) group to ensure capacity for growing orthopedic and neuro volumes as well as integrate therapy services into community practices.
- Grew outpatient surgical volume through partnership with community ambulatory surgery centers (ASC); relocated services from hospital ASC to community ASC to address consumer demand and price transparency.

Administrative Operations and Culture

- Led organizational transformation focused on three key tenets: a people first culture; a provider led and administratively supported organization, and a relentless pursuit of process excellence.
- Increased team member engagement by 20% - the highest of all UVA Health entities.
- Implemented diversity plan focused on a culture of inclusion.
- Bent administrative cost curve and consistently decreased annual expenses while growing volume of services.
- Led operations team responsible for developing, implementing and monitoring achievement of annual corporate operational targets. Achieved above 85% of annual stretch targets for last nine years and exceeded budgeted net operating revenue.
- Consistently obtained top 10 national ranking for revenue cycle operations; led nine month operational improvement project across 100 staff and managers yielding 20% increase in productivity and 15% decrease in staff work time to prepare organization to implement Epic revenue cycle.
- Redesigned revenue cycle focused on patient experience and rise in consumerism.
- Aligned operations between IT, revenue cycle and clinical operations to ensure a successful Epic implementation.

Governance

- Coordinate 25 member board and all committees to ensure adherence with 501(c)(3) tax status and appropriate fiduciary oversight.
- Cultivated diverse membership and increased participation across provider groups, including advanced practice providers.

Insurance Contracting

- Implemented commercial insurance strategy and negotiated contracts with major payers including long-term contracts with major commercial payers.
- Initiated payment reform team focused on redesigning and aligning clinical operations and changing reimbursement landscape.

Population Health

- Structured and implemented the UVA Awarded Medicare Shared Savings Program Accountable Care Organization (ACO) in January 2014.
- Transitioned ACO to employer-sponsored population health wellness program targeting chronic disease and a culture of wellness across the organization which yielded improvements in overall health and decrease in medical expense year over year.

2001-2006 **Associate Special Advisor & Assoc. Dir. of Government Relations***University of Virginia Medical Center***Charlottesville, VA**

- Advised the VP/CEO and senior Health System administration on topics of compliance with state and federal health care regulations, including Stark and Anti-kickback laws.
- Prepared corporate merger and acquisition documentation including radiology joint venture, ambulatory surgery center and dialysis facilities.
- Negotiated, drafted and managed all professional services contracts between UVA Health entities.
- Advised Health System executives on state and federal legislative issues, including the development and implementation of legislative strategies.
- Conducted day-to-day certificate of public need (COPN) operations with 100% success rate.

2000-2001 **Associate Attorney***Burgess, Harrell, Mancuso, Olson & Colton, P.A.***Sarasota, FL**

Represented clients in all aspects of civil litigation and transactional legal matters, including trial work, mediations and evidentiary hearings. Represented largest local physician practice group.

1998-2000 **Associate Attorney***Nelson Hesse Attorneys At Law***Sarasota, FL**

Represented clients in all aspects of commercial litigation including significant trademark litigation against large multinational tobacco company.

EDUCATION AND AFFILIATIONS**Darden Graduate School of Business Administration**
University of Virginia**Charlottesville, VA**

Master of Business Administration, May 2016

Elected Class Agent – Successfully Raised \$165,000 for Annual Fund.

The Dickinson School of Law
Penn State University**Carlisle, PA***Juris Doctor, May 1998*

Licensed: Virginia, 2003 & Florida, 1998

Hamilton College**Clinton, NY***Bachelor of Arts, May 1995*

Honors in Major

INTERESTS

Darden Graduate School of Business Administration

Adjunct Faculty

2016-Present

Co-authored multiple case studies published by Darden Business Publishing

Charlottesville Free Clinic Board of Directors

Past Chair of Board

Past-chair of Finance and Governance committees

2013-2023