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## Forum Addresses Challenges in Combining Healthcare and Business Transactions

February 9, 2016

DALLAS (February 8, 2016) – [Baylor University's Hankamer School of Business](#) and Gray Reed & McGraw hosted “The Business of Healthcare,” as part of the Forum for Healthcare Professionals series on Jan. 26 at the Westin Galleria. Designed to bridge a gap in the healthcare industry for individuals whose professions overlap in both healthcare and business, the Forum targets industry leaders from widespread operations to exchange ideas, network and discuss best practices in the marketplace.

Moderating the event was associate dean for Graduate Business Programs Gary Carini, who led a discussion from a panel of esteemed healthcare professionals and experienced advisors to provide insights on the healthcare market in today's evolving economy. The panel included: Mark Francis, managing director and head of the Healthcare Group at Houlihan Lokey; Greg Koonsman, senior managing director at VMB Health; and Ken Kramer, executive vice president and general counsel at Texas Health Resources.

With the significant changes occurring in the healthcare market, “The Business of Healthcare” event was a result of a growing need to help educate healthcare professionals on strategies for navigating and streamlining business transactions like acquisitions, consolidations and mergers, while continuing to achieve excellence in patient care.

Richard Membreno, Executive MBA candidate at Baylor University and business development manager at Baylor Scott & White Medical Center said, “the discussion from the forum was timely and accurate—working in hospital administration for Baylor Scott & White Health, our goal is to provide quality and affordable care for our patients every day.”

He continued, “Staying ahead of all the different changes and regulations is comparable to aiming at a moving target, but we are all getting through it together.”

Among those in attendance were Baylor Regent Joel Allison, Gray Reed & McGraw shareholders Cary Gray and Andrew Meyercord, several Baylor Executive MBA adjunct faculty members and students, as well as more than 100 healthcare and business professionals. The next Healthcare Forum is expected to take place later this summer.

For more information, contact Christen Brown at [christen\\_brown@baylor.edu](mailto:christen_brown@baylor.edu).

### ABOUT BAYLOR UNIVERSITY



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Baylor University is a private Christian University and a nationally ranked research institution. The University provides a vibrant campus community for more than 16,000 students by blending interdisciplinary research with an international reputation for educational excellence and a faculty commitment to teaching and scholarship. Chartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating University in Texas. Located in Waco, Baylor welcomes students from all 50 states and more than 80 countries to study a broad range of degrees among its 12 nationally recognized academic divisions.

### **ABOUT HANKAMER SCHOOL OF BUSINESS**

Baylor University's Hankamer School of Business, housed in the Paul L. Foster Campus for Business and Innovation, provides a rigorous academic experience, consisting of classroom and hands-on learning, guided by Christian commitment and a global perspective. Recognized nationally for several programs, including Entrepreneurship and Accounting, the school offers 24 undergraduate and 13 graduate areas of study.

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### **ABOUT GRAY REED & MCGRAW**

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