

Karen Hartman

President



Career Summary

Karen has been a part of the healthcare industry for decades, creating a diverse career based on her experience in finance, human resources, and information technology. As Corazon's President, driving excellence among the team, keeping the company balanced and on a growth track and pursuing sales opportunities and closing contracts with client first of mind, are a prime focus to her. Karen has a strategic mind and big-picture perspective which provides the visionary talent to lead Corazon through development of new services and specialties.

Under Karen's management, the company has grown to over 30 employees, has been named "Best Places to Work" with Modern Healthcare for the 10th year and has clients in over 44 states. To complement Corazon's core service of consulting, Karen has led the implementation of recruitment, interim management and launching accreditation services.

Recognized for her enthusiasm and dedication, Karen was the recipient for the 2007 Regent's Award from the American College of Healthcare Executives, the 2008 "Pacesetters Award" from *Smart Business Magazine Pittsburgh*, the 2014 "Business Women First Award" from the *Pittsburgh Business Times*. She is a Past-President of the Western PA Chapter of the ACHE, and was a member of the Regent's Council. Karen's most recent award came from her Alma Mater. She was awarded the 2018 "Distinguished Alumni Award" from La Roche University for her outstanding role as a CEO and her commitment to the University and community throughout the years. As a leader in the healthcare industry, Karen strives every day to be a role model and coach for the Corazon team.

Leadership Experience

Corazon, Inc., Pittsburgh, PA

President

2023 - Present

President and CEO

2013 - 2023

President

2004 – 2013

Vice President

2001 – 2004

Serves as President and CEO of a nationally-recognized consulting, recruitment, and interim management firm that offers specialized services to the healthcare industry for heart, vascular, neuro, and ortho program development. Karen is responsible for sales performance and contract closes, quality assurance, and integrating the delivery of services and communications across all business units of Corazon. She bears direct responsibility for operations, marketing, and company financial performance, and directly participates in public relations and new business development activities.

Health Care Visions, Pittsburgh, PA

Director of Business Services

1997 – 2001

- Managed company finances and human resources needs.
- Retrieved, analyzed and maintained current market, financial, and operational data used to complete business plans, reports, and audits.
- Responded to various client requests as a project lead.
- Possessed a clear understanding of accounting principles and use of information systems for efficient and accurate reporting.
- Developed modeling for cost projections, staffing needs, and volume variances.

Human Resource Management Experience

Allegheny General Hospital, Pittsburgh, PA

HR Director

1996 – 2000

- Managed, trained, and developed staff to ensure accurate accounting, payroll, and staffing functions.
- Developed human resource programs and reports for the over 10,000 employee base; ensured employee records were systemized and accurate.
- Coordinated and prepared management reports, government-regulation reporting, and various other hospital requests.

Financial Management Experience

The Mercy Hospital of Pittsburgh, Pittsburgh, PA

Director, Physician Finance

1995 – 1996

- Initiated start-up of physician finance department and installed physician finance billing system.
- Managed ongoing billing staff, physician billing, payment collection, and profitability reporting for hospital-owned physician practices.
- As an integral part of the practice acquisition team, provided financial support for the selection of practices/groups and implemented privately-owned to hospital-owned conversions.
- Acted as financial liaison with physician practices and hospital staff.

Manager, Payroll

1991 – 1995

- Directed and developed payroll staff.
- Processed payroll for over 3,500 employees and submitted payroll tax payments and associated government forms.
- Analyzed and provided all necessary payroll data for annual budget.
- Managed trends in FTEs and position control.

Special Projects Accountant

1983 – 1991

- Processed and accounted for capital projects.
- Maintained asset inventory.
- Reconciled general ledger accounts.
- Assisted in the preparation of monthly and annual financial statements.

Education

Certificate of Academic Achievement

University of Pittsburgh, Joseph M. Katz Graduate School of Business

Entrepreneurial Fellows Center

Pittsburgh, PA

Bachelor of Science Degree in Administration and Management, Minor in Accounting

Cum Laude

La Roche University

Pittsburgh, PA

Awards

Recipient of La Roche College Distinguished Alumni Award 2018

Pittsburgh Business Times, 2014 "BusinessWoman First" Award

Smart Business Magazine, 2008 Pacesetters Award

American College of Healthcare Executives (ACHE) Regent's Award

American College of Healthcare Executives (ACHE) Service Award

Professional Memberships

Past-President, ACHE of Western Pennsylvania

Past Member, The Regent's Advisory Council of ACHE

American College of Healthcare Executives

Health Financial Management Association

Society for Healthcare Strategy and Market Development

Institute of Entrepreneurial Excellence at University of Pittsburgh

Community Involvement

Dr. Bill Neches Heart Camp for Kids

Harper's Hero Foundation

DePaul School for Hearing and Speech

St. Sebastian Church

Publications

“BusinessWomen First: Karen Hartman, Corazon Inc.,” *Pittsburgh Business Times – Interview and Article by Harry Funk*, March 2014.

“Obamacare’s Impact: This Year and Beyond,” *Western Pennsylvania Healthcare News*. January 2013.

“Physician - Hospital Integration: A Hot Issue for 2012 and Beyond.” *Western Pennsylvania Healthcare News*. March 2012.

“Ante Up: Positioning for Success in Heart, Vascular, & Stroke” *Raising the Stakes: Playing a Winning Hand in Heart, Vascular, & Stroke*. Pittsburgh. Corazon, Inc., 2010.

“The Impact of CVCT on Hospital-Based Cardiovascular Services,” *CVCT Resource Compendium*, Cardiovascular Innovations, 2006.

“Pay for Performance: The Future of Incentivized Care,” *Cath Lab Digest*, March 2006.

“Smart Strategic Planning for Cardiovascular Services,” *hfm Magazine*, December 2005.

“Do Volumes Matter? Clinical, Operational, and Financial Implications,” *The Journal of Cardiovascular Management*, November 2005.

“Win Hearts through Partnering,” HFMA Newsletter: *managing the margin*, January 2004.

“Finding a Powerful Post: Is Expansion Feasible?” *Getting to the Heart of It: Proven Strategies to Bypass the Competition in Cardiovascular Services*. Pittsburgh: Corazon Consulting, 2003.

“Sure Moves: Developing an Effective Business Model,” *Getting to the Heart of It: Proven Strategies to Bypass the Competition in Cardiovascular Services*. Pittsburgh: Corazon Consulting, 2003.

“Balance of Position: Joint Ventures in CV Services,” *Getting to the Heart of It: Proven Strategies to Bypass the Competition in Cardiovascular Services*. Pittsburgh: Corazon Consulting, 2003.

“Business Planning for Cardiovascular Services—It Makes Dollars and Sense,” *Pittsburgh Hospital News*, October 2001.

Presentations

"It's All About Vision: The Role Vision Plays in Your Strategic Planning Process," American College of Healthcare Executives of Western PA Fall Education Series. October 2017.

"CEREBROS™: Powered by Corazon," Cleveland Clinic 2016 Medical Innovation Summit, October 2016.

"Going Red! How Hospitals Can Promote a Woman's Healthy Heart," Corazon Audio Conference, April 2015.

"Winner's Circle: Best Practices Panel Discussion." *Modern Healthcare's* "Best Places to Work" Event. October 2012.

"X Marks the Spot: Sharing the Booty with Your Docs," The Fall Corazon Conference, October 2008.

"Creating a Moment to Remember: Effective Award Presentations," Pittsburgh Human Resources Assn, August 2008.

"Changing Tides in Heart & Vascular Care: Are You Prepared?" The Fall Corazon Conference, October 2007.

"Joining Forces: New Hospital/Physician Partnership Opportunities," The Corazon Cardiac Briefing, July 2007.

"Hearts are Hot: Booming Opportunities in Florida," The Corazon Cardiac Briefing, March 2007.

"Joint Ventures & Physician/Hospital Relations: Creating Effective Partnerships that Work," hfma Webcast, July 2007.

"Partnering Towards Success: Formulating Sustainable Strategies In Joint Venture Agreements," ACI Conference, May 2007.

"Physician-Hospital Partnerships: Innovative Options for the Future," The Annual Management Conference of The Alliance of Cardiovascular Professionals, March 2007.

"Joining Forces: New Hospital/Physician Partnership Opportunities," The Corazon Cardiac Briefing, March 2007.

"The Show Must Go On: Market and Financial Forecasting," The Fall Corazon Conference, October 2006.

"A Diamond in the Rough: The Current Landscape of Vascular Services," The Spring Corazon Conference, May 2006.

"The Current Healthcare Landscape and Opportunities in CV Services," Address to the Graduate School of Public Health at The University of Pittsburgh, November 2005.

"Staying Afloat in Turbulent Seas: Partnering Options for the Future," The Fall Corazon Conference, October 2005.

"Building the Business Case for a Heart Hospital," The Heart Hospital Symposium: Creating the Progressive Delivery Model of the Future, May 2005.

"Do Volumes Matter? A View of Clinical and Financial Implications," The Annual ACCA Conference, March 2005.

"A View from the Line of Scrimmage: Do Volumes Matter?," The Fall Corazon Conference, October 2004.

"Working Together to Reach New Heights: Business Models for Successful Partnerships," The Spring Corazon Conference, May 2004.

"Joint Ventures as a Physician-Hospital Relations Strategy," The Annual Corazon Conference, October 2003.

“Benchmarking for Success: How to be a ‘Top 100’ Performer,” The Spring Corazon Conference, April 2003.

“Benchmarking for Success: How to be a ‘Top 100’ Performer,” The Annual Corazon Conference, October 2002.

“Benchmarking for Success: How to be a ‘Top 100’ Performer,” Western Pennsylvania Chapter of HFMA, October 2002.

“Feasibility & Business Planning,” The Annual Corazon Conference, October 2001.

“Business Planning: Dollars & Sense,” The Western Pennsylvania Chapter of HFMA Meeting, April 2001.