

Kim Athmann King

President and CEO: Strategic Advantage

Course Instruction: Marketing, Business Development & Strategic Planning

Kim Athmann King is the firm's president and principal consultant for all Strategy Advantage engagements. With 20 years' experience in the healthcare industry, Ms. King is a specialist in strategic planning, business/ program development, and vision/ future scenarios facilitation. She has focused her work, particularly, on assisting complex, multi-organization provider systems to develop, position, and re-design their organizations, medical groups, and services/ programs for improved market, growth, and financial performance.

A consultant and facilitator for more than eight years – starting her own boutique practice in 2002, a Senior Vice President at Kaufman Hall from 2007 to 2009, and then re-starting her practice in 2010 – and a healthcare executive for more than ten years at California-based Cedars-Sinai Health System in Los Angeles and Saint Agnes Medical Center in Fresno, Ms. King brings relevancy via her provider-side experiences and, as well, breadth of viewpoint via her consultant-side relationships. These client engagements include various board and management retreats; organization-wide strategic plans, marketplace growth plans, and future vision forecasting; service line- or program-specific business planning and development; and new care model or new business model planning and rapid prototype execution. Her client portfolio includes Cedars-Sinai Medical Group (Los Angeles, CA), Sutter Health System (Sacramento, CA), MultiCare Health System (Tacoma, WA), USC University Hospital (Los Angeles, CA), Summa Health (Akron, OH), St. Joseph Health System/ Mission Hospital (Laguna Beach, CA), Community Health Network (Indianapolis, IN), Loyola Medicine (Chicago, IL), University North Texas Health Science Center (Forth Worth, TX), and others.

Ms. King received her M.B.A. from California State University/ Fresno and a B.S. from St. Cloud State University in Minnesota. She is a frequent speaker and writer on healthcare strategy, business development, and innovation topics for national healthcare professional organizations and conferences. She has provided dozens of guest presentations for USC, UCLA, and California State University MBA or MHA programs and students. She is co-founder of BLU Ideas and Innovations, a new company formed in 2010 dedicated to facilitating groups of healthcare executives and physicians to spark change and new ideas in healthcare. And she is currently President of Health Care Executives of Southern California, a 1,000-member, independent chapter of the American College of Healthcare Executives (ACHE).