



Executive Profile

Mark C. Marten, MBA, FACHE

Mr. Marten has a proven track record of improving results and developing strategies and vision for HealthCare organizations. He has held C-Suite and Senior Executive Management positions with Health Plans and IPAs. He possesses the skills necessary to manage staff and relationships at all levels in an organization and achieve significant efficiencies. Mr. Marten maintains a strong respect and trust in the industry and operates with high ethical standards and integrity. Through vast and varied experiences in the healthcare industry enabled the development of exemplary skills in senior management oversight, long-range planning, strategic direction, management of operations, communication, negotiation, contract relationships, client management and cost management.

He has successfully helped Hospitals, IPAs and MSOs in increasing revenues above anticipated levels in Healthplan negotiations. Additionally, the negotiations also produced operational efficiencies that assisted the providers in daily operations. His operational experience in Managed Care has helped his clients in several areas including start-ups and integration of companies through mergers and acquisitions. Mr. Marten has held several Board positions with clients including previously serving on the CAPG Board of Directors.

Mr. Marten is the President and CEO for Athena Group Consulting, LLC. Athena Group Consulting is a Health Care Consulting firm specializing in strategic direction for organizations as the discussion moves from Contracting to Operations to Strategy. Mr. Marten also serves as an advisor for private equity partners and investors on Health Care related transactions. He also serves as interim CEO or COO for companies looking for a seasoned executive to fill a temporary or part-time need.

He has held the position of Chief Executive Officer for Maverick Medical Group and Executive Vice President for Apollomed Holdings. In this position Mr. Marten is the lead executive with responsibility for overall operations and financial performance for Maverick Medical Group. Maverick is an IPA with over 150 PCPs serving Los Angeles County. Maverick has members from all areas of HealthCare including Commercial, Medi-Cal, Covered California, Medicare, Duals and CalMedi-Connect. Coordination with company on all Managed Care aspects of Apollomed and expansion of the Maverick IPA in new service areas. Areas of focus include strategic planning, health plan contracting, provider contracting, sales, business development, marketing and provider relations. Marketing, Sales and Business Development are key areas as we grow Maverick membership. Within 45 days of assuming CEO role achieved profitability and profitable run rate. Also through an aggressive growth strategy, was able to double membership in under 12 months. Also in this position, would Consult on potential acquisitions and lead the work on integration of acquisitions.

Mr. Marten previously served as the Chief Operating Officer for Prospect Medical in Santa Ana, CA. In this executive management position Mr. Marten had P&L responsibility for the most profitable division with oversight of all aspects of operations and accountability for earnings. He successfully grew the division and company's profitability every year through expense reduction initiatives while growing top line revenue. As COO, Mr. Marten was responsible for the strategic direction and operations for Prospect Medical Systems an MSO operating 13 IPAs and over 250,000 managed care lives. He also oversaw the integration with the Prospect owned Hospitals, Prospect Medical Group and all of its subsidiary IPAs. Mr. Marten also has the additional role of new market expansion and he works with Local Health Plans and Hospitals to develop Managed Care strategies and alternatives to these new markets, including Texas, Rhode Island and New Jersey. These include ACO development, Gain Share programs as well as various forms of risk models including full capitated risk.

Mr. Marten has dedicated his career goals and activities around improving the health of populations. He has worked for Health Plans, Hospitals, and Physician Organizations as well as started his own company. He also has been active in the Community having served on various Boards and Company Advisory Committees. All of these endeavors related to Health Care and making a difference. Mr. Marten's work at the March of Dimes was devoted to advocacy efforts on behalf of those unable to defend themselves, our children. He has served as chair of the Public Affairs for the State and Local Chapters and as well as the Orange County Board of Directors for the March of Dimes.

To further advocate for children and their families, Mr. Marten became involved on the Board of Directors for an Orange County based non-profit organization devoted to "having healthy families". This organization is MOMS Orange County. While at MOMS he was instrumental in starting the "Taller para Papas" program. This program provided a forum for Hispanic fathers to become more involved in the lives of their children starting during the Mother's pregnancy. He also held positions in Finance and Marketing at MOMS and Chaired the Board of Directors for three years. Mr. Marten currently is the treasurer for MOMS Board of Directors and a voting member of the Board of Directors.

Prior to founding Athena Group Consulting, Mr. Marten held executive positions CIGNA HealthCare of California, Orange Coast Managed Care Services, Inc., PacifiCare of California, Mutual of Omaha, South Coast Medical Center and South Coast IPA.

He holds a Master of Business Administration Degree from National University of San Diego. Mr. Marten is a Fellow of the American College of HealthCare Executives (FACHE) and also holds the designation of Professional in the Academy for HealthCare Management, PAHM. Mr. Marten is also a member of the Healthcare Financial Management Association (HFMA).

Mr. Marten can be reached at:

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