

**Bill Woodson MBA**  
**Senior Vice President**  
**Sg2**

Bill Woodson is a visionary on the future of health care and serves as a national thought leader for Sg2. As senior vice president, he leads Sg2's Strategic Planning research, focusing on developments in health care strategy, policy and growth. He is a frequent keynote speaker at Sg2 events and other industry conferences and regularly advises management teams, boards and professional organizations on the changing health care landscape and how to respond to new payment models. Mr. Woodson is regularly quoted in industry journals and business magazines such as *Fortune*.

With more than 20 years of experience in health care strategic planning, strategic marketing, market forecasting, health system development and public policy, Mr. Woodson's areas of expertise include market evolution, care delivery innovation, organizational design, strategic partnerships, including physician-hospital alignment, and all aspects of System of CARE planning.

Before joining Sg2, Mr. Woodson worked for Solucient (now Truven), where he helped manage the company's suite of strategic planning and marketing products. He also worked in PricewaterhouseCoopers' health care consulting practice, where he led strategic planning, service line development, capital planning and health system merger engagements. He began his career as a legislative assistant for health care policy for Congressman Bill Lowery of California.

Mr. Woodson received his MBA from the Kellogg Graduate School of Management at Northwestern University and his BA from Yale University.