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**William O. Cleverley, Ph.D.**, has been the President of Cleverley & Associates since its formation in January 2000. Prior to forming Cleverley & Associates, Dr. Cleverley was the President of CHIPS (Center for Healthcare Industry Performance Studies). He formed CHIPS in 1992 with Dr. Roger Harvey. United Healthcare acquired the firm in March 1998 and Dr. Cleverley remained on staff as a part-time employee until December 1999. Dr. Cleverley is also Professor Emeritus at The Ohio State University where he has taught courses in healthcare finance since 1973.

Dr. Cleverley is the author of over 40 books dealing with the application and use of financial management principles and data in healthcare organizations. In addition, he has authored over 150 articles on healthcare financial issues in a wide variety of both academic and professional journals.

**+ About the firm:**

Cleverley + Associates is a firm specializing in providing benchmarking and consulting services to hospitals in the financial, operating, and clinical areas. The firm emphasizes data interpretation and business solution identification that will enable hospital clients to improve their financial performance. Cleverley + Associates is one of the leading firms in the United States providing strategic pricing studies to hospitals. A wide range of standard reports and customized consulting services are available to clients in various healthcare sectors.