

“A sales professional needs to understand and speak the same language executives use to communicate financial performance. Without that skill, they will not be able to deliver an effective value proposition to those strategic decision makers.”



## MARK A. DURISHAN

Mr. Durishan's distinguished career includes over 15 years at the senior executive level in the healthcare industry. With outstanding credentials and extensive experience in multiple facets of the industry, Mr. Durishan has gained invaluable insights into the dynamic business drivers shaping today's healthcare landscape.

Prior to his retirement in 2006, Mr. Durishan served as CFO of Extencicare, Inc., one of the largest operators of long-term care facilities in North America. He was responsible for directing financial reporting, treasury and information technology functions for this \$2 billion, 20,000-person organization. In this role, Mr. Durishan acted as the primary contact for capital markets, including analysts, bankers and stockholders, led multiple financings and was responsible for reporting to both the U.S. Securities Exchange Commission (NYSE Exchange) and the Ontario Securities Commission (Toronto Stock Exchange).

Mr. Durishan joined Extencicare from his previous post as Senior Vice President of Operations and Finance at Blue Cross and Blue Shield of Minnesota, a \$2 billion health insurance company offering HMO, PPO, Point of Service and Behavioral Health Management products. During his tenure with Blue Cross, Mr. Durishan oversaw development of business plans and budgets to ensure attainment of strategic fiscal goals, developed a corporate-wide compliance program and co-chaired strategic plan development and implementation, which led to a record enrollment of almost two million members.

Earlier in his career, Mr. Durishan was the CFO of a large multi-hospital system. His achievements included spearheading a series of strategic acquisitions, as well as assisting in the development of one of the first provider-owned HMOs on the East Coast.

Mr. Durishan began his career in public accounting, where he rose to the position of Partner at Coopers & Lybrand, specializing in services to academic medical centers.

### INDUSTRY EXPERTISE

Healthcare

### CORPORATE BACKGROUND

Chief Financial Officer, Extencicare, Inc.; Senior Vice President of Operations and Finance, Blue Cross and Blue Shield of Minnesota

### EDUCATION

MBA, Eastern College; BA, St. Vincent College;  
Registered Financial Advisor

### LANGUAGES

English

**Corporate Headquarters**  
1421 34th Avenue, Suite 300  
Seattle, Washington 98122

Executive Conversation has offices throughout the United States and in London, Munich, and Singapore. Visit [conversation.com](http://conversation.com) for office locations.

**For more information:**  
Tel: +01.206.325.1015  
[info@conversation.com](mailto:info@conversation.com)