

MATT L. JOHNSON, MA, MBA

Healthcare Executive | Strategic Advisor | Physician Practice & Healthcare Innovation Leader

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EXECUTIVE PROFILE

Senior healthcare executive and strategic advisor with more than 30 years of leadership experience across independent physician practices, multispecialty medical groups, and integrated health systems. Proven record of partnering with physician leaders to drive growth, navigate organizational change, recruit and retain clinical talent, develop high-performing teams, adopt emerging technologies, and preserve the strength and independence of physician-led organizations. Brings an operator's perspective to strategy, combining practical healthcare experience, trusted physician relationships, and the ability to translate complex challenges into executable solutions.

AREAS OF EXPERTISE

Executive & Strategic Advisory • Physician Practice Operations • Healthcare Innovation & AI • Physician Governance & Relations • Organizational Transformation • Growth & Business Development • Strategic Partnerships • Physician Recruitment & Retention • Value-Based Care

PROFESSIONAL EXPERIENCE

MJ HEALTHCARE ADVISORY GROUP, LLC / *Raleigh, NC*

Founder & Principal | 2026–Present

Independent healthcare advisory firm established to provide strategic counsel and experienced operator perspective to physician organizations, healthcare leaders, innovators, and companies navigating growth, transformation, and technology adoption.

WAKE INTERNAL MEDICINE CONSULTANTS, INC. / *Raleigh, NC*

Chief Administrative Officer | June 2014–November 2026

Senior executive for an independent, physician-owned multispecialty medical group with 44 physicians and advanced practice providers, approximately 150–160 employees, two locations, and approximately \$33 million in annual revenue. Partner with the physician President in a dyad leadership model with enterprise responsibility for strategy, operations, financial stewardship, physician recruitment, human resources, technology, facilities, strategic partnerships, and governance.

- Led organizational growth and diversification, expanding clinical and ancillary capabilities to include rheumatology, endocrinology, nutrition services, infusion, mammography, clinical research, and other services while helping preserve WIM's independent, physician-owned model.
- Personally recruited 30 of the organization's 44 current providers, successfully navigating a significant physician retirement cycle while supporting growth and specialty expansion; recruited three additional providers scheduled to join in 2027.
- Led planning, design, and development of a new 48,000-square-foot flagship medical facility, navigating pandemic-era construction and supply-chain challenges to complete the project ahead of schedule and below budget.
- Championed an AI-enabled call-center platform that substantially reduced abandoned calls, improved appointment utilization, and enabled repurposing of at least two FTEs; expanded the platform into outbound patient campaigns and positioned WIM as a beta site for new capabilities.
- Scaled strategic partnerships with measurable clinical and operational impact: grew outsourced Chronic Care Management from 20+ to nearly 500 patients within six months and expanded into behavioral health; developed clinical research from one GI investigator to five investigators across GI, rheumatology, and endocrinology; and brought mammography in-house to generate financial benefit while improving closure of ACO care gaps.
- Identified long-term financial risk within the physician-shareholder retirement program and led owners through a substantial restructuring; helped establish one of the region's early Accountable Care Organizations in 2015 and continued guiding value-based care strategy.
- Provided executive leadership for an organization reaching nearly 200 employees at peak, with as many as 10 direct reports; partnered across Board, Executive, Finance, shareholder, and committee governance; led WIM through COVID-19 without workforce layoffs; and established enduring employee-engagement initiatives.

EARLIER EXECUTIVE EXPERIENCE

HOLZER HEALTH SYSTEM / *Ohio & West Virginia*

Executive Director | 2012–2014

- Directed operations supporting 30+ physicians and more than 200 FTEs across internal medicine, medical subspecialties, hospitalist services, and acute-care medical floors.
- Recruited five hospitalists, eliminating dependence on locum tenens coverage, and developed a physician compensation methodology incorporating productivity and quality.
- Converted infusion services to a Hospital Outpatient Provider-Based model, enabling 340B pharmaceutical pricing and higher reimbursement and increasing revenue by more than 400%.
- Served in senior governance roles and chaired or participated in committees focused on finance, physician engagement, human resources, clinical operations, and employee satisfaction.

HOLZER CLINIC / HOLZER CARDIOVASCULAR INSTITUTE / *Ohio & West Virginia*

Executive Director & Progressive Leadership Roles | 1992–2012

- Served as chief executive of the Holzer Cardiovascular Institute, helping bring two competing parent organizations together in a physician-hospital joint venture with an annual operating revenue budget exceeding \$17 million.
- Led development and administration of a comprehensive cardiovascular service line encompassing cardiac catheterization, interventional cardiology, cardiothoracic and vascular surgery, electrophysiology, cardiac testing, and systemwide cardiology services.
- Assumed interim leadership of Provider Relations during organizational merger activity, overseeing physician recruitment, credentialing, risk management, and related services; recruited 15+ physicians and advanced practice providers within 12 months.
- Earlier operational leadership included growing a multispecialty satellite operation from one physician and 15 employees to five physicians, more than 50 employees, and over \$4 million in annual revenue.

SELECTED CAREER IMPACT

100+ physicians and advanced practice providers recruited across career • 30+ years healthcare leadership • \$33M physician enterprise • 48,000-sq.-ft. facility delivered ahead of schedule and below budget

PROFESSIONAL & INDUSTRY LEADERSHIP

CAROLINAS MEDICAL GROUP MANAGEMENT ASSOCIATION (CMGMA)

Past President | Board Member | Committee Leader | Speaker

- Served multiple terms on the Board of Directors, including the standard one-year term as President, and was subsequently invited to return to the Board to fill an unexpected vacancy following completion of elected service.
- **Current member of the Education and Conference Committees; previously chaired the Education Committee and served as inaugural Chair of the Emerging Leaders Cohort launched in 2024.**
- Frequent contributor to healthcare-management education through conference presentations, webinars, panel discussions, and professional programs.
- Recognized as NCMGMA Administrator of the Year (2017); Wake Internal Medicine Consultants named NCMGMA Practice of the Year (2015).

EDUCATION

MBA, Health Care — University of St. Thomas, Minneapolis, MN | 2012

MA, Speech-Language Pathology — Marshall University | 1987

BA, Speech-Language Pathology, Minor in Audiology — Marshall University | 1985