



### **Why Manfred Sternberg?**

Dr. Bobby Robbins resigned his position as CEO of TMC and Manfred Sternberg is the leader to continue appropriate execution of the existing strategic plan to fulfill our community's vision. Additionally, Manfred believes he can lead TMC to become The City of Health as it was originally envisioned and referenced by its founders many years ago.

According to the *Houston Chronicle* Editor's recent editorial, "the new president must be someone who has passion, determination, people skills and requisite knowledge to achieve long-term goals."

### **Why Manfred is exactly the type of leader that TMC needs.**

- Words that have been used to describe Manfred by colleagues/friends that know him: Smart, bold, innovative, compassionate, strategic, ahead of the curve, detailed, knowledgeable, persistent, determined. Pragmatic, hard worker, make things happen kind of guy. Deal maker, team builder, consensus builder. Great lawyer. Successful entrepreneur. Passionate advocate. Servant leader.

### **Community leadership experience:**

- In 2006, Manfred was appointed by the Texas State Healthcare Coordinating Council to serve as the consumer representative to help write the *Roadmap for the Mobilization of Electronic Healthcare Information in Texas*, still the operative strategic plan for the State of Texas today.
- In 2007, as a pro bono effort, Manfred successfully proposed legislation that he had introduced and lobbied for to change the law in Texas. The law enacted required uniform machine readable standards to be placed on all health insurance ID cards issued by insurance companies to accurately transmit patient demographic information enabling patients to efficiently gain access to the healthcare system, and for providers to get paid in a more timely manner. Manfred was instrumental in brokering a deal between the insurance companies, organized medicine and state agencies to support the legislation. The legislation was signed into law, and served as model legislation for 40 states.
- In 2008, Manfred was appointed and served as the Chairman of the Board of Directors of the Texas Health Services Authority (THSA). Under his leadership, the THSA applied for and received a \$28.8 million federal stimulus grant for Texas. At the time, it was the 2<sup>nd</sup> largest such grant for a health information exchange effort in the nation ever awarded.

- Served and still serves on various other local and national health and civic boards, all pro bono.
- He founded and has operated iHealthTrust, a local healthcare 501c3 nonprofit, for the last 10 years.
- Manfred's history of community service qualifies him as a member of the Pro Bono College of the State Bar of Texas.
- Healthcare is local. Manfred is Houston proud, and has been a local resident for all of his professional life, 32 years. Molly, his wife of 26 years, a native Texan, calls Houston home and the Sternberg family is quite content living and working in Houston. (Molly is a retired PICU nurse that has trained and routinely shares their certified therapy dog with patients at local children's hospitals.) Molly and Manfred fully intend to continue making Houston home for their lifetimes and Manfred is committed to his continued successful involvement in the community.

### **Experience as a lawyer, mediator and CEO**

- Manfred is a 56-year-old Texas Board Certified Consumer and Commercial trial lawyer, with a vast depth of experience practicing law in Texas for the last 32 years. He has run his own law firm for 25 years, and has two other lawyers that work for his law firm.
- For the last twenty years, Manfred has diligently studied healthcare public policy and has professionally worked on state, local and private healthcare legal matters with a keen interest in information technology as it relates to the delivery of better healthcare. He has a sincere and personal passion for healthcare technology and the impending digitization of the entire medical industry.
- Manfred has a deep knowledge, understanding and experience with real estate over the last 50 years (his father was a real estate developer). Manfred was recruited out of law school to work in the land department at Shell Oil Co. in Houston and is currently retained as outside legal counsel to represent clients of a national title company.
- Mediation, public private partnerships and outside general counsel for emerging technology companies are also currently a large part of Manfred's law practice.

### **Strategic thinker**

- Manfred is from the "outside" of healthcare as he has no particular corporate sponsor like a Baylor, Memorial Hermann or Texas Children's behind his name, although over the years he has done business with many such local hospitals and providers. He considers it beneficial for him not to have had a historical stakeholder sponsor when it comes to leading the TMC.
- Manfred is a voracious reader about all things healthcare and he has a deep interest and understanding about how the entire healthcare ecosystem operates. He has a great personal interest in all types of politics, community infrastructure development and social systems.

- Manfred is a student of the history of Houston and the TMC and understands the politics among the healthcare providers in our community. In college at Tulane, Manfred majored in history and minored in political science.
- He also has many professional relationships with key people in the local and national healthcare community. Dr. Billy Cohn, Director of the Johnson & Johnson Center for Innovation in Houston, actually first encouraged Manfred to apply for this TMC leadership position and Dr. Cohn supports Manfred's candidacy.

**Innovator and entrepreneurial spirit**

- Manfred has successfully owned, operated, advised, bought and sold public and private companies over the past 30 plus years having a number of different leadership roles ranging from CEO to VP of Business Development and/or General Counsel.
- He is a 20-year veteran in the telecommunications/IT/software business.
- He does not have any "skeletons" in his closet and would certainly adhere to a strict conflict of interest policy with associated transparency.

**Finally...**

The TMC CEO position is not a 5-year commitment, but rather a professional lifetime commitment like other leadership preceding Dr. Robbins. Candidly, with the dynamic changes and advances that are occurring and will continue to occur in healthcare over the next 20 years, Manfred would probably have greater financial success in the private sector than if he were to exclusively lead the TMC. However, successfully leading the TMC and having the ability to "move the needle" in healthcare in a leadership role at the TMC is a "personally and professionally unbelievably exciting and satisfying opportunity".

This is a once in a lifetime opportunity and one that Manfred is well prepared to lead.

Professional and personal references will be provided upon request.