West Penn Allegheny names CEO, Gregory Burfitt (MBA ’75)
By Kim Leonard
Pittsburgh Tribune-Review

Veteran health care executive Gregory Burfitt was named Wednesday as the new chief executive for Allegheny General Hospital and The Western Pennsylvania Hospital.

Burfitt is a former CEO at Centura Health, the largest integrated health care system in Colorado, the West Penn Allegheny Health System said in making the announcement. More recently he was with Miami-based BDC Advisors LLC, a national consulting firm.

West Penn Allegheny's leadership has turned over in recent years, starting with the departures of two top executives in 2007.

Dawn Gideon, executive vice president and chief of hospital operations for the health system, called Burfitt "a highly intelligent, creative and visionary leader" whose experience will help the system to better integrate its hospitals and grow key service lines.

In his new job, Burfitt will take charge of clinical, academic and operational performance at Allegheny General in the North Side and its suburban campus in Bellevue, along with West Penn in Bloomfield.

A Warren, Ohio, native, Burfitt has an undergraduate degree from Youngstown State University and a master's in business administration from the University of Florida, with a certificate in health and hospital administration. He completed Harvard University's advanced management program.

Burfitt left his former employer, Centura Health, in December 2007 when its board terminated his contract due to differences in management philosophy, the health care system said in a news release. West Penn Allegheny spokesman Dan Laurent could not be reached.

Burfitt said he's impressed with "the history of this organization and its future promise under the leadership of Dr. Christopher Olivia and his team." Olivia, the health system's CEO since March 2008, was unavailable for comment.

West Penn Allegheny CEO Jerry Fedele left the region's second biggest hospital network in July 2007, after clashing with doctors and board members over the pace of combining services to streamline finances.

Mark Palmer, hired by Fedele as West Penn Hospital's CEO, left his position soon afterward, and was temporarily replaced by retired system executive Edward Klaman. A month after Olivia took the helm at the health system, Gideon was named to lead West Penn Hospital and its Forbes Regional campus in Monroeville. Connie Cibrone resigned
in September 2008 as Allegheny General's CEO after 10 years.

The hospital system has had financial woes, including an informal Securities and Exchange Commission inquiry in 2008 that followed word that payments from patients and vendors were overstated by $73 million.

A $57.8 million loss was reported for fiscal 2008, and while the last two quarters have had slight profits due to investment income, 213 jobs were cut this month at the six hospitals and corporate headquarters.