

# THE JOURNAL RECORD

Friday, Feb. 13, 2015

journalrecord.com

Vol. 120, No. 31 • One Section

PRIVATE



## Philip D. Kurtz

CareATC Inc.  
Chief Executive Officer

If you ask Philip Kurtz to summarize his leadership style in one statement, he will simply say companies must take care of their people and, in turn, their people will take care of the business and its customers.

His leadership vision is a simple statement, but one that has built a strong and successful organization. The company's values are not only clearly identified and defined, but also woven into the organizational fabric through Kurtz's living example.

First and foremost, the CEO of CareATC Inc. believes in feeding the souls of his employees. He strives to create an environment that allows employees to be excited about coming to work by giving them challenges and opportunities, empowering them to make decisions and utilizing their talents to achieve fulfillment in their work.

Kurtz also knows firsthand how important vitality is for an organization to be able to move quickly and effectively to meet the needs and demands of its customers and build new products and service lines for continued growth.

CareATC helps employers take control of rising health care costs by improving the health of their workforce. Since 2000, CareATC has provided customized health care solutions that have succeeded in bringing patients and providers closer together. Previously, Kurtz was founder and CEO of Benefit Informatics, a health care data analytics company with more than 700 employees and 5 million members on its platform. In 2010, he sold the company to Benefitfocus and he continued to serve the company as president for three more years.

In July 2013, Kurtz accepted his current role for Tulsa-based CareATC, taking the reins and developing a set of company core values throughout the organization. He designed a strategic plan for projected growth of more than 600 percent over the next five years. In his first year, the company saw 40-percent growth.

Kurtz also developed a sales plan and hired a national sales team, invested in new technology and put in place a proper financial reporting structure to measure and analyze results.

"Philip has an intuitive nature when looking at the big picture, and his enthusiasm is contagious," said Dr. Kim Hutton, medical director at CareATC. "He has taken our business model of employer-based primary care clinics and explored new options for service lines, such as direct contracting with providers to create centers of excellence for our clients."

In addition to his business leadership, Kurtz is also active in numerous city and state organizations, industry associations and charities.

**CEOs**  
THE JOURNAL RECORD  
OKLAHOMA'S MOST ADMIRABLE