

Josh M. Berlin, JD – CEO



rule of three.



We are strategic healthcare advisors, well-tenured in helping our diverse clients (providers, payors, employers, advocacy and startups) adeptly navigate their challenging inflection points in this dynamic time. We readily employ a personal touch and a virtual approach when needed. We believe that at the heart of every business strategy is a human focus, requiring meaningful, outcome-driven action, to embrace the benefits of any plan. We are rule of three, LLC, the only three that matter.

Work History. Josh brings more than 20 years of experience, most of which has been in healthcare advisory, to his clients. Most recently, he has served as Principal and Co-Practice Leader of Citrin Cooperman's Healthcare Practice and Managing Partner for IBM Watson Health's Strategic Advisory Practice, leading a unique group of consultants in each instance to serve clients across the full healthcare ecosystem (Providers, Payers, Employers, Governments, Advocacy, etc.). Previous to those roles, he served as a Principal in the healthcare consulting practice at Dixon Hughes Goodman, helping to lead their Strategy Consulting business. Prior to which, he served as a leader in all versions of KPMG (KPMG Consulting/BearingPoint and KPMG). Currently, he serves on the Boards of the Validation Institute, Population Health Management Journal and Bettie Brand Mothers' Empowerment Fund.

Sample Clients Served. Some of his clients have included the Hospital Corporation of America, the Department of Health and Human Services (including the Centers for Disease Control and Prevention and the Centers for Medicare & Medicaid Services), Children's Mercy of Kansas City, the Ochsner Health System/Network, the BJC Collaborative and The Leapfrog Group, as well as a variety of other healthcare organizations. He has developed longstanding client relationships at all levels of organizations, notably including some of the most prestigious C-suite executives in healthcare today.

Competencies & Capabilities. Josh's expertise spans both the consulting and healthcare industries. He has led businesses and engagements that include strategic planning, change management, organizational design, communications strategy, design thinking, strategic facilitation, health informatics/analytics, strategic partnerships, regulatory affairs, appropriations law, population health, policy analysis/planning, vendor selection, systems integration, clinical integration, physician alignment and care coordination, amongst others.

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