

# Niels Kronborg Andersen

Advisory Board Member at N.A.M.E.D. Nutritional Addiction Mitigation Eating and Drinking  
niels@kontaktintelligence.com

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## Summary

Over 25 years in the business of healthcare as well as clinical experience early in his career. A strong history of assisting organizations solve complex challenges in; • Medical staff development planning • Medical group development • Physician relationship management/retentio • Practice valuation & acquisitions • Physician productivity benchmarking & metrics • Financial management • Healthcare software design A published industry writer, articles in New England Journal of Medicine's Recruiting Physicians Today, CHEST, Association of Staff Physician Recruiters publications, and others <http://www.youtube.com/watch?v=oxXucQB2ROM>

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## Experience

**Advisory Board Member at N.A.M.E.D. Nutritional Addiction Mitigation Eating and Drinking**  
May 2015 - Present (2 months)

N.A.M.E.D. was founded by Keith Kantor, PhD on the premise that nutrition and its effects on the body are often overlooked and the powerful effect that being properly nourished has on the overall metabolism, organ function, and mental health is underestimated. Those who are overcoming addiction will benefit from a precise nutrition plan that will keep the body functioning at its optimal level reducing symptoms and complications of addiction recovery. The vision of N.A.M.E.D is to advance the science of opiate receptors, including finding new ways not to stimulate them, suppressing them and even actually naturally blocking binding to the opiate receptors thus drastically reducing addition problems naturally through specialized nutritional dietary menus.

**CEO & Founder at VetCV**

January 2014 - Present (1 year 6 months)

Whatever it takes to get this new important startup launched!

**Partner & Co-Founder at KontaktDirect**

June 2008 - Present (7 years 1 month)

As the majority shareholder with business partner Michael Duncan, Niels's focus is on business development and strategy. Michael leads the creative and operational components. Michael is also a Principal Partner in Duncan McCall Advertising with Bryan McCall. KontaktDirect is a full-service marketing company specializing in physician recruitment. Our intelligent advertising and direct mail will get you noticed by health care professionals. KontaktDirect provides services to both commercial and government sector clients. KontaktDirect is a Registered Veteran Owned Small Business.

**Advisory Board Member at NewChoiceHealth**

2008 - Present (7 years)

Niels brings over 25 years of healthcare experience and currently serves as the Founder & CEO of KAMedData.com and delivers comprehensive business management and e-health solutions to numerous top government organizations such as DoD TRICARE, Humana Military, and the Department of Veteran Affairs.

**President & CEO at VeritasHealthCare, Inc.**

April 2003 - Present (12 years 3 months)

CEO and founder of VeritasHealthCare, a wholly owned subsidiary company of KAMedData. Responsible for business strategy and operations. Also maintains an active consulting role in various client engagements.

**President & CEO at KAMedData**

July 2001 - Present (14 years)

CEO and founder of KAMedData and its family of subsidiary companies, Niels is responsible for business strategy and operations. Commercial and Government Business development and overall company oversight of: brand development, revenue growth and profitability. Also retains an active consulting role. KAMedData, a healthcare management solutions and innovations company is focused on providing healthcare business related solutions to its clients. The primary functions of KAMedData are as a consulting and healthcare research firm with particular expertise in: • Medical staff development planning • Physician productivity & compensation • Cost center benchmarking • Patient throughput analysis and optimization

**President & CEO at KontactIntelligence, Inc.**

July 2001 - Present (14 years)

CEO and founder of KontactIntelligence, a wholly owned subsidiary of KAMedData. Responsible for business strategy, operations, overall software technology design and innovation development.

**Director, Physician Recruitment at Sacred Heart Health System**

1995 - 2001 (6 years)

Planning, implementation, and operation of physician recruitment and retention programs

**Director, Physician Recruitment & Retention at Franciscan Health System**

1991 - 1995 (4 years)

Developed the department with an annual budget in excess of \$520,000. Responsible for five hospitals with a medical staff in excess of 1,200 and a large primary care group which expanded from 20.6 to 48 FTE's within 18 months in three geographic sites.

**Financial Consultant at Merrill Lynch**

1989 - 1991 (2 years)

Stock broker Newport Beach CA office

**Senior Medical Coordinator at Cura-Care Diagnostic Service**

1986 - 1989 (3 years)

Mobile CT diagnostic services

### **Navy Corpsman at U.S. Navy**

December 1980 - February 1986 (5 years 3 months)

Navy Medic stationed Camp Pendleton Marine Corps Base CA, Naval Hospital Okinawa Japan, Naval Hospital San Diego CA

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## Projects

### **Innovation Awards**

April 2014 to Present

Members: Niels Kronborg Andersen, Brice Harris, Bill Wein, Julie Sheppard, Jim McClellan, Bernie McShea, Bentina Terry, Michael W. Myhre, Innovation Coast, Inc., Space Florida, Florida Small Business Development Center Network

The Innovation Awards is a business plan competition presented by Innovation Coast Inc. and Space Florida, in partnership with the Florida Small Business Development Center (SBDC) Network. The top 20 companies will be selected by a panel of experts to showcase their products and services before an attending audience of entrepreneurs, industry leaders, and potential investors or strategic partners. The top 10 companies will be invited to compete before a live panel of judges for cash and prizes. This is the single largest business plan competition in Florida's history. 1st place is a cash prize of \$100,000. 2nd place is a cash prize of \$50,000. 3rd place is prize equal to \$5,000 in business services. The top 20 companies will receive an exclusive package of business mentorship, business planning and counseling services from the Florida SBDC Network. Additionally, Microsoft will award all qualifying companies a Microsoft BizSpark subscription. The three most promising software development entries will receive a "Microsoft BizSpark Plus" subscription, a \$60,000 value in Microsoft software and Azure services. Participating companies will be engaged in such market sectors as space transportation and advanced aerospace platforms; satellite systems and science payloads; ground and operations support systems; agriculture; climate/ environmental monitoring; civil protection and emergency management; International Space Station and human life science (including medical research); communications; cyber security; robotics; adventure tourism; clean/alternative energy applications; advanced materials and new products; knowledge-based services; information technology; health technology. This showcase event will take place at the Hilton Pensacola Beach Gulf Front (Florida) on November 6-7, 2014.

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## Languages

**Danish, Spanish**

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## Skills & Expertise

**Human Resources**

**Team Building**

**Personnel Management**  
**Healthcare**  
**Strategy**  
**Business Development**  
**Team Leadership**  
**Training**  
**Recruiting**  
**Medicine**  
**Leadership**  
**Healthcare Management**  
**Hospitals**  
**Analysis**  
**ASP.NET**  
**Management**  
**Physicians**  
**Coaching**  
**Organizational Development**  
**SaaS**  
**New Business Development**  
**Project Management**  
**Oracle**  
**Marketing Strategy**  
**Talent Management**  
**Mergers & Acquisitions**  
**Advertising**  
**Time Management**  
**Employee Relations**  
**Data Mining**  
**SQL**  
**Project Planning**  
**Consulting**  
**Strategic Planning**  
**Cold Calling**  
**Contract Negotiation**  
**Process Improvement**  
**Public Speaking**  
**Customer Retention**  
**Marketing**  
**SOA**  
**Leadership Development**  
**Budgets**  
**Java**  
**Customer Service**  
**Government**  
**Vendor Management**

**Business Strategy**  
**Account Management**  
**Talent Acquisition**

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## Education

### **National University**

BBA, Marketing and Finance, 1983 - 1989

Activities and Societies: Alumni association

### **University of Maryland University College**

Attended, Business Administration and Management, General, 1983 - 1983

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## Honors and Awards

KAMedData and family of companies: Three time awardee of the Inc. 500/5000 Fastest Growing Private Companies in America Award 2007, 2009, and 2010

## Interests

Physician relationship management software, physician recruitment software, physician network development software, healthcare technology, healthcare marketing, medical staff development planning, physician productivity data benchmarking and metrics, physician credentialing and quality

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## Publications

### **CHEST**

September 2014

Authors: Niels Kronborg Andersen

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## 4 people have recommended Niels Kronborg

"Long overdue... I've know Niels for more years than I'd care to admit. I know him for a truly quality database geared toward physician recruitment. It comes from Niels being in the industry for years and understanding our client's needs. Niels really does take it to the next level. His customer service is amazing making any changes on the fly instead of months or years in the works. I like his product so much, I recommend our clients consider it for their in-house recruitment department. It comes down to knowledge, understanding, can-do, and ethics. Niels has it all and I consider him the 'real deal.'"

— **Kurt Scott**, was Niels Kronborg's client

"I have known Niels for ten years. Our organization purchased his Physician Recruitment Software Tracking System- KI (Kontakt Intelligence). We have been very pleased with our ROI on products and overall service. Niels is a true healthcare technology innovator; physician relationship management & recruitment software expert. Niels and his company consistently builds technology products with a mission to support the success of his clients. He has the unique ability to connect relevance between seemingly disparate data points. He is trusted and respected by the in-house physician recruitment industry and has been a long time supporter of ASPR. Brett Walker Director, Physician Recruitment Indiana University Health System & ASPR President 2009-2010"

— **Brett Walker, FASPR**, was Niels Kronborg's client

"Niels is an expert in physician recruitment and medical staff development. His KAMedData software is by the far the best on the market of its kind."

— **Mark Browne, MD, MMM, CPE, FAAP, FACPE**, was Niels Kronborg's client

"It's my pleasure to write a recommendation on Niels Andersen. I have known Niels for well over 14 years and have worked closely with him on many projects in the past, with more ideas on the table for the future. Our companies tend to coincide alongside each other as we provide personalized recruitment data on the graduating physicians within the physician recruitment arena and Niels provides an innovative and complete tracking system for physician recruiters. Our information can be easily uploaded into Neils software thereby making a total connection of possibilities. I have always had much respect for Niels and I know he is a

consummate professional and a champion of this industry. I would highly recommend Niels and any of his businesses to you for a solid and reputable team player in the marketplace. Sincerely, Jack Johnson Profiles, LLC Profiles Database"

— **Jack Johnson**, was with another company when working with Niels Kronborg

[Contact Niels Kronborg on LinkedIn](#)