



KENNETH ALEX KESSLER

BA '65, MD '69

KENNETH ALEX KESSLER has changed the face of healthcare by developing innovative solutions for treatment delivery. A bold thinker who embraces new challenges, Kessler has consistently reinvented his career with an uncanny ability to foresee the future of medicine.

After receiving his medical degree from Temple University in 1969, Kessler completed an internship in internal medicine at Washington Hospital Center and a residency in psychiatry at the University of Pennsylvania. From 1973 to 1983, he practiced psychiatry in Washington, D.C. During this time, he started the first psychopharmacology clinic in the area, taught at George Washington University School of Medicine, published widely in peer-reviewed journals and directed outpatient services for a 120-member group practice. He also served as the director of psychopharmacology at the Psychiatric Institute of Washington.

In the mid 1980s, Kessler launched his first entrepreneurial effort, branching out into the then-emerging frontier of managed care. Backed by his own savings, he established the first-ever managed behavioral health company, American PsychManagement, Inc. With the novel concept of telephonic utilization for behavioral health, PsychManagement, Inc. attracted major Fortune 500 clients, such as IBM and paved the way for a \$5 billion industry. The company later merged into Value Health and went public in 1991.

Kessler then launched APS Healthcare, which ultimately focused on day care outpatient services, then moved to reducing inpatient stays for mental health care. Kessler oversaw its growth into the nation's second largest public sector medical disease management company before he sold it in 2006.

Based on these successes, Kessler was recruited to serve as an in-house healthcare entrepreneur for a private equity firm. An investment opportunity led to a role as CEO of Pinnacle Treatment Centers. Pinnacle, which began as a methadone maintenance company, evolved under Kessler's charge into a new business, providing outpatient and inpatient integrated systems of care for addictive diseases. An industry leader, it grew 35 percent annually before it was sold in 2016.

In his retirement, Kessler currently serves on several private and public boards and he is still seeking out start-up investment opportunities.