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WESTMED Practice Partners Appoints Anthony Viceroy as CFO

Anthony Viceroy, CPA, has been appointed as Chief Financial Officer of WESTMED Practice Partners (WPP), a healthcare management services organization. Previously, he spent 10 years at Omnicom Group, Inc., a Fortune 200 holding company in advertising and marketing communications, first as senior vice president of financial management and client partnership for Diversified Agency Services (DAS). He then went on to become global president and CFO of Porter Novelli, a public relations firm within the DAS unit.

“As a leader in healthcare delivery, WESTMED has proven its ability to innovate, leverage best-in-class technology and integrate its administrative and clinical operations,” said Viceroy. “This is unparalleled in the industry. I am honored to be joining as CFO a talented management team that is committed to expanding its model of high-quality patient care to communities while reducing costs and inefficiencies.”

Prior to joining Omnicom Group, Viceroy served as the North American treasurer of the Danish biopharmaceutical company Novo Nordisk. Earlier in his career, he held various financial and consulting positions within the Big 4 public accounting firms.

Dr. Simeon Schwartz, CEO of WPP, said, “Anthony is the right person to head up WESTMED Practice Partners’ financial operations as today’s healthcare landscape moves steadily in the direction of patient-centered care with a focus on measured quality. His experience aligns with our commitment to our clients’ success and our business goals.”

“With his track record of increasing responsibility in financial management leadership positions, we saw Anthony as a standout choice for WPP as we grow our successful business model nationwide to build free-standing, comprehensive offices that offer a full range of outpatient services,” said Dr. Barney Newman, Chief Medical Officer of WPP.

Viceroy received his MBA in global management and corporate finance from Fordham University and his BBA in public accounting from Iona College.

WESTMED Practice Partners (WPP) is a healthcare management services company, based in Purchase, NY, that evolved from the success of WESTMED Medical Group (WMG), a multi-specialty group medical practice. In the late 1990’s, WMG rolled out the healthcare delivery model of the community-based integrated multi-specialty medical practice, providing coordinated, efficient and quality care. WESTMED Practice Partners provides a turnkey solution to hospital systems looking to build a free-standing, comprehensive outpatient center offering a full range of primary, specialty and ancillary services.

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