

Medtech Color

Executive Director / CEO

EIN 830543603

MD · NTEE E80

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Katrina Holland, Executive Director / CEO** (\$192,308) against **every comparable organization** that fit the selection criteria — **32** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

Benchmarked executive: Katrina Holland — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (E80).

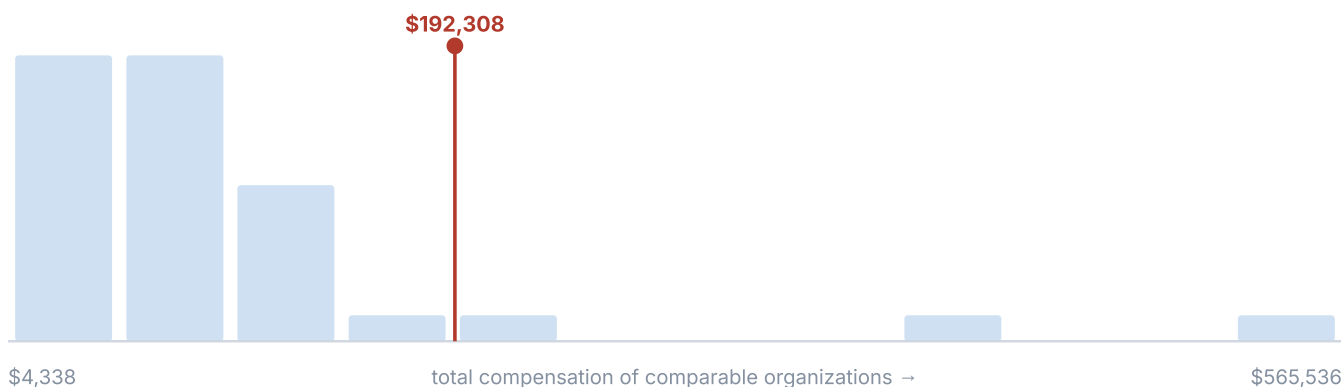
BUDGET Total revenue between \$334,829 and \$749,619 — 0.67x to 1.50x the subject's \$499,746 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (E80), nationwide + budget 0.67–1.5x revenue.

32 organizations qualified on sector, size, and geography

→ **32** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$21,336

\$41,382

\$79,417

\$122,675

\$159,566

\$192,308



● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to MD cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Frasier Living Inc	CO	\$501,339	President And Ceo	\$8,505	\$8,723	2024
Pennsylvania School-based Health Alliance	PA	\$490,668	Cousler	\$46,000	\$49,067	2024
Oregon Cancer Foundation	OR	\$488,965	Executive Director	\$86,700	\$86,120	2024
Putnam Hospital Center Foundation Inc	NY	\$537,399	President - Putnam Hospital	\$45,894	\$44,359	2024
International College Of Dentists	MI	\$542,423	Secretary General	\$69,000	\$78,428	2023
Urban Health And Wellness Inc	GA	\$542,748	Executive Director	\$81,620	\$87,782	2024
Global Parents For Eczema Research	CA	\$554,281	Executive Director	\$124,587	\$118,470	2023
Community Access National Network	LA	\$559,103	President Ceo	\$108,500	\$131,566	2023
Tepeyac Qalibc Inc	CO	\$424,150	President	\$20,098	\$20,613	2024
Akron Bar Foundation	OH	\$423,717	Executive Di	\$6,825	\$7,533	2025
Advocates For Better Health	MN	\$423,545	Executive Di	\$114,741	\$121,271	2024
Active Southern West Virginia Inc	WV	\$580,396	Executive Dir.	\$73,365	\$87,476	2023
Love Button Global Movement	CA	\$413,096	Executive Director	\$36,000	\$33,250	2024
Southern Ohio Healthcare Network	OH	\$587,182	Ahs Ceo	\$368,169	\$417,098	2024
Reproductive Freedom Fund Of New Hampshire	NH	\$397,166	Executive Director	\$70,000	\$69,136	2024
Infusion Access Foundation	TX	\$607,713	Executive Dir.	\$124,382	\$133,084	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Mercy Specialist Physicians Inc	CT	\$611,967	Medical Director	\$547,727	\$565,536	2023
Medical Research Analytics And	IL	\$371,208	Secretary	\$4,125	\$4,338	2024
Business For Health Solutions International Inc	NY	\$367,837	Ceo And Board Member	\$144,246	\$139,420	2024
Better Health Of Cumberland County Inc	NC	\$361,831	Executive Director	\$70,403	\$75,804	2025
Friends Of Jaclyn Inc	NY	\$639,397	Key Employee Former Bod	\$27,981	\$27,843	2023
Carepoint Clinic	WA	\$357,518	Executive Director	\$33,082	\$32,616	2023
Christiana Care West Grove Inc	DE	\$355,825	Director, President & Ceo	\$214,949	\$231,772	2023
Culpeper Adult Day Care Center Inc	VA	\$344,525	Executive Director	\$62,250	\$62,632	2025
Peak Health Alliance	CO	\$341,570	Exec Dir-beg	\$57,000	\$58,462	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to MD cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

■ Sample, role match & sensitivity

PEER COUNT 32 organizations. Compensation range \$4,338–\$565,536; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$499,746); for reference, expenses \$820,326 and assets \$313,402. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Katrina Holland, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	8 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	91 st
Total compensation (D + F), as reported (no adjustments)	91 st
Reportable pay only (column D), adjusted	97 th
All sources (D + E + F), adjusted	78 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness • 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Katrina Holland) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 10, 2026, comparing compensation against 32 similarly situated organizations (Same NTEE sector (E80), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$192,308 is reasonable (approximately the 91st percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability

data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 10, 2026.