



CFO FORUM

SPRING EDUCATION CONFERENCE

MARCH 18, 2022

hfma™



Rob Broermann
EVP & CFO
Sentara Healthcare

Career Highlights

- CFO of Sentara for the past 21 years.
- Joined Sentara in 1998 as part of the Tidewater Health Care merger. CFO of Tidewater Health for the previous 5 years.
- 11 years of Big 4 public accounting experience prior to joining Tidewater Healthcare.

Education

- Old Dominion University
 - Bachelors of Science in Accounting
 - Masters of Business Administration

Licenses & Certifications

- Licensed CPA
- Fellow, Healthcare Financial Management Association (HFMA)

Community Involvement:

- Board of Visitors and Finance Committee Chair – Old Dominion University
- Board of Directors – United Way of South Hampton Roads
- Board Chair – Va. Beach Education Foundation
- Board of Directors – Samaritan House



Sentara at a Glance

134-Year Not-for-Profit Mission	 12 Hospitals	\$15.6B Annual Economic Impact in Virginia supporting 63,436 jobs	 Sentara College of Health Sciences	 1,400+ Sentara Medical Group Providers 880+ Physicians 520+ Advanced Practice Providers
 300 + Sites of Care	 900,000+ Member Health Plan	 700,000 Medicaid covered lives	 9 Magnet Nursing Hospitals	
 States Served	\$15 Minimum Hourly Living	 \$50M Addressing Social Determinants of Care & Health Equity	 28,000+ Team Members	
			2nd Largest Private Employer in Virginia	
 \$10.3B Total Operating Revenues	52% Total Revenues in service of Medicaid beneficiaries	 Aa2/AA Ratings	\$256M 2020 Investment in our communities	20+ Years Best Hospitals, U.S. News and World Report



Mission: We improve health every day



John Katsianis, CPA, MBA

Vice President and Chief Financial Officer

Key Responsibilities

Oversight of Financial Management, Materials Management, Revenue Cycle and Treasury.

Previous Experience

- Health System Chief Financial Officer
- Managed Care Finance and Operations Executive
- Home Health Care Finance

Professional Affiliations

- American Institute of Certified Public Accountants
- Illinois CPA Society
- Healthcare Financial Management Association

Community Involvement

- Countryside Police Pension Board
- Greater Louisville Inc.
- Boy Scouts

Education

- Benedictine University, MBA
- University of Illinois, Chicago Circle, BS





Quick Overview

- 255 beds
- 375 active medical staff
- 2,100 employees
- 290 volunteers
- 173 Augusta Medical Group providers
 - ❖ 367,000+ outpatient visits annually
- 11,500 admissions
- 20,000 Surgeries & GI cases
- 2,500 Cath Lab visits
- 1,000 babies delivered
- 56,000 emergency visits

Douglas E. Lischke

Chief Financial Officer, UVA Health
Charlottesville, Virginia

Douglas E. Lischke, CPA, MBA, CHFP

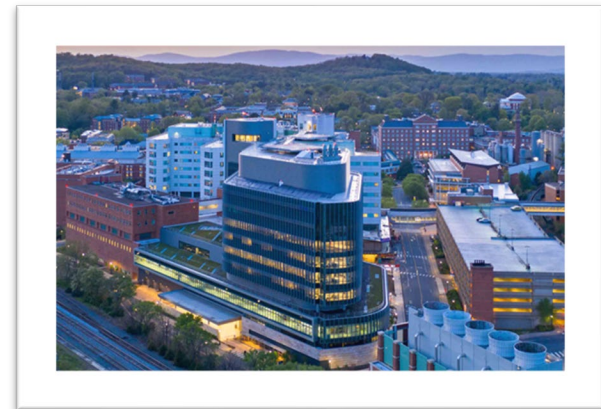
2018 – Present	Chief Financial Officer, UVA Health
2015 – 2018	Chief Accounting Officer, UVA Health
2010 – 2015	Associate VP & Controller, Wake Forest Baptist Medical Center
2014 - 2015	Adjunct Faculty Wake Forest University
1999 – 2010	Associate VP & Controller, Wake Forest University Health Sciences



HFMA Member Since 2012

Overview of UVA Health

- Four Hospitals
 - Charlottesville – 696 beds
 - Culpeper – 70 beds
 - Prince William – 130 beds
 - Haymarket – 60 beds
- 50-bed LTACH, 50-bed IRF (Rehab)
- >1,000 physicians
- Monticello Community Surgery Center
- 100+ primary & specialty care clinics
- UVA Comprehensive Cancer Center
 - only NCI Designated Cancer Center in state (2021)*
 - Comprehensive breast center (2020)
- Comprehensive Orthopedics Center (2022)
 - 200,000 square foot outpatient facility
 - 95 exams rooms, 6 operating rooms



#1 Ranked Children's Hospital in Virginia

L. Shawn Nelson, CPA, FHFMA

Associate Vice President, Finance & CFO, Lifelong Health



- Shawn currently serves as CFO for Riverside Health System's Lifelong Health Division and Associate Vice President of Finance. He is responsible for financial oversight of the Lifelong Health Division, strategic and long range financial planning for the health system, financial and operational analysis and improvement of the health system, and for Riverside's Treasury function, including both short-term and long-term cash and debt management.
- Shawn started with Riverside in 1998 as an intern and served in a variety of roles before leaving in 2007 to help start Carilion Clinic Children's Hospital in Roanoke, VA as Finance Director. He returned to Riverside in 2014 as Director of Financial Planning and Revenue Cycle for Lifelong Health. In 2019, he transitioned into his current role.
- Shawn currently serves on HFMA's (Healthcare Financial Management Association) National Advisory Committee for Strategy and Innovation and on the boards of RxPartnership and Lackey Clinic. He also served on the VA/DC HFMA Board of Directors from 2014 – 2021, including as President from 2019-2020. He has a passion for helping develop healthcare finance professionals so that we can ensure our organizations continue to care for and provide value to our communities for many years into the future.
- Shawn graduated from William and Mary in 1998 with a BBA with a focus in Finance. He returned to William and Mary to graduate in 2005 with an MBA, earned his CPA in 2006, and his FHFMA (Fellow of the Healthcare Financial Management Association) in 2014.



Riverside Health System

Our Mission...to care for others as we would care for those we love - to enhance their well-being and improve their health

Acute Care

- Four Hospitals including a Level II Trauma Center

Specialty Facilities

- Behavioral Health
- Long Term Acute Care (with Select Medical)
- Rehabilitation (with Select Medical)

Riverside Medical Group

- More than 100 practices including 30+ specialty services
- Almost 700 providers
- Five urgent care locations
- Four residency programs

Lifelong Health

- Four Long Term Care Facilities
- Three Retirement Communities
- Two Wellness/Fitness Centers
- Four Home Care/Hospice Agencies



College of Health Careers

- 480 enrolled students (2020)
- RN, RN to BSN, LPN programs
- Radiological Tech, Surgical Tech, Physical Therapy Assistant, and Nurse Aide programs as well



James E. Siegel, CPA, CIA

Chief Financial Officer, VCU Health System



James Siegel is the Chief Financial Officer for VCU Health System, a position he has held since June 2021. As CFO, Siegel is responsible for planning, directing, organizing, and evaluating the overall financial health, strategic vision and long-range financial plan for VCU Health System. Additional responsibilities include leadership and oversight of all Health System financial, revenue cycle and supply chain functions, as well as collaboration with the executive leadership team and the Board of Directors to enable health system strategic alignment and accountability. Prior to this role, Siegel was the Vice President, Financial Planning & Analysis for the Health System.

Before joining VCU Health System, Siegel served as the Vice President of Finance & Budget with Virginia Premier Health Plan, at that time, a VCU Health System wholly owned Medicaid managed care organization. Siegel also served as the Chief Integration Officer for the Bon Secours Mercy Health merger in 2018, as well as Vice President, Financial Planning & Analysis with Bon Secours Health System, Inc. in Marriottsville, Maryland, since 2007. In addition, he held other increasingly progressive finance and operational leadership roles with Bon Secours Health System over his 18-year tenure.

Overall, Siegel has over 26 years of progressive healthcare finance, audit, accounting and operations experience serving also with KPMG, LLP, as well as the Virginia State Auditor's Office. Other leadership experience includes honorable service as a non-commissioned officer in the United States Army, serving in both Europe and Southwest Asia.

A native of Virginia, Siegel received his B.S.B.A. with a concentration in Accounting from Longwood College, Farmville, Virginia, graduating cum laude. He is a licensed Certified Public Accountant (CPA) in Virginia, as well as a Certified Internal Auditor (CIA).

VCU Health System “At a Glance”

Total Operating
Revenue:
\$2.6+ Billion



1,079

Licensed Beds

200+

Clinical Specialties

19

Clinical Departments

13,000+

Team Members

800+

Physicians

500+

Advanced Practice
Professionals



S&P / Moody's
Credit Rating
AA- / Aa3



548

Patients enrolled
in clinical trials

2,591

Patients in
research studies

394

Studies open
to enrollment

244

Clinical trials
open to enrollment



\$362.9M

Total Amount
of Research Awards

Discharges: **43K+**
Surgeries: **27K+**
CMI: **2.18**



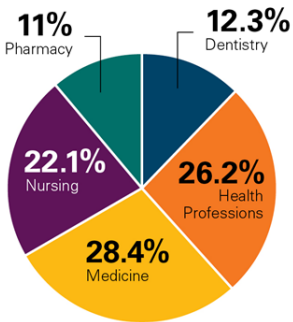
4,119

Total Students

782

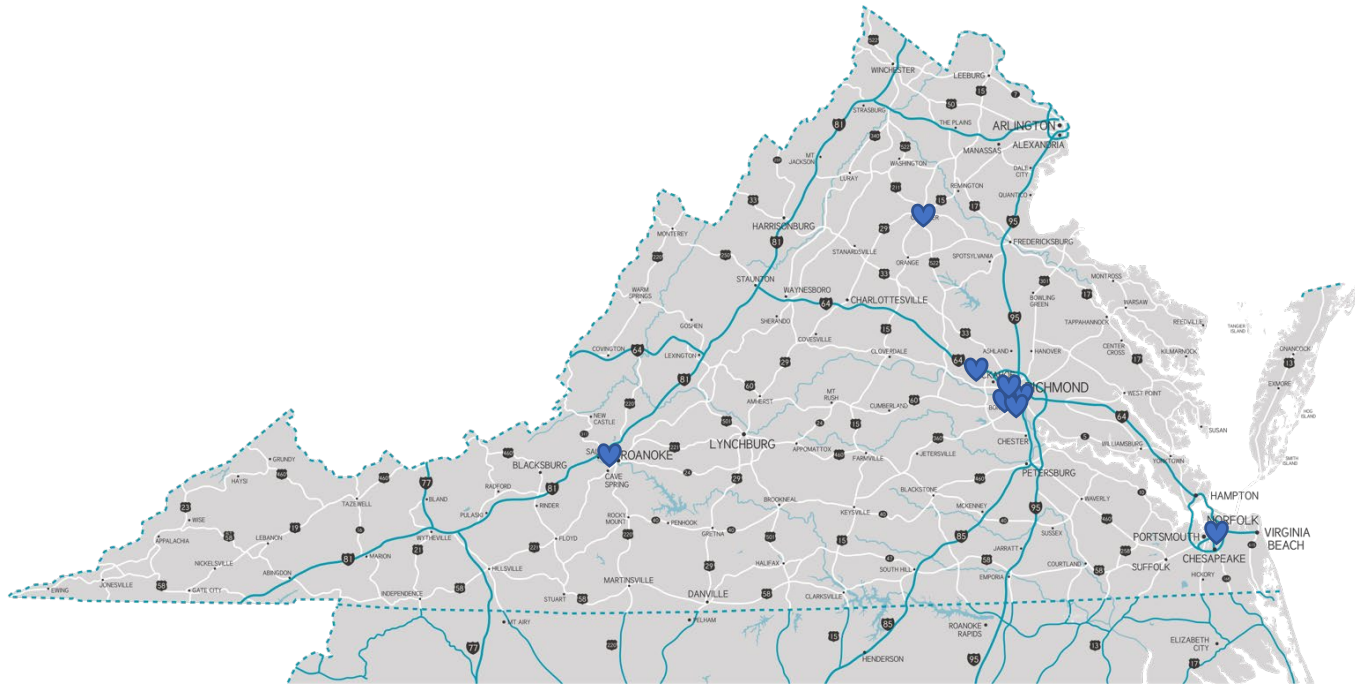
Total Residents*

2021 Enrollment by College or School



*as of Fall 2021

Melinda S. Hancock, SVP and Chief Administrative Officer



Scope of CAO role: Enterprise Analytics, Supply Chain, Strategy/M&A, Legal, Privacy, Compliance, Risk & Internal Audit

Current External Boards: VCHI (Chair), VHI, AHA Regional Policy Board 3