



hfma™ florida chapter
healthcare financial management association

2012 Mid-Winter Revenue Cycle Forum

January 18 – 20, 2012

Orlando, FL

Special Presentation by David Wildebrandt
Senior Vice President
Baptist Health Care
January 18 from 5:30 – 7:00 pm



The Other Integration: De-Mystifying the Mission-Critical Link Between Finance and Operations to Drive Performance

David Wildebrandt, Senior Vice President at Baptist Health Care, will address one of the toughest questions in healthcare ... is it possible to have a world-class culture in the midst of major financial reform? The answer is yes! David will present how the connection between operations and finance is paramount to achieving a patient-centered culture, and sustaining the viability of your organization into the future. You will learn the nuts and bolts of the Baptist framework for ensuring consistent year-over-year financial performance through the development of Margin Improvement Teams, and instilling ownership of financial performance and the patient experience. Key takeaways include a review of the major challenges ahead, and how to fully onboard clinical and operational leaders and staff to your team to drive financial performance.

For more information visit <http://floridahfmamidwinter2012.eventbrite.com>.