

INSIDE THE MIND OF THE HOSPITAL CFO



hfma

healthcare financial management association

You'll Learn:

- Discuss the general overview of current healthcare economics, as viewed by the CFO.
- Compare and contrast the major payers, and their economic implications for providers.
- Examine the CFO's role, responsibility, purchasing power and authority.
- Explore the current healthcare issues having the biggest impact on the CFO's job.
- Examine what this may mean to your company and its sales efforts.

Who Should Attend:

Attendance is encouraged for sales, marketing and service personnel and their senior leadership who are interested in gaining additional understanding of the CFO's role and responsibility regarding the hospital's purchasing decisions.

Schedule:

This seminar runs for two to three hours.

Seminar Outline:

This course has been designed for sales, marketing and service personnel interested in exposing team members to what may be going on inside the mind of the hospital's chief financial officer. It allows the participant to gain a greater understanding of why the CFO may choose to encourage or discourage the acquisition of various products that are offered throughout the hospital.

Prerequisite:

None.

About the Presenter:

Steven Berger, FHFMA, CPA, is president of Berger & Associates, which specializes in the teaching and consulting of healthcare financial management issues. Mr. Berger has 25 years of healthcare financial management experience and is the author of *Fundamentals of Healthcare Financial Management*.

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