



RUDISH HEALTH | LEADERSHIP PROFILE

Chief Revenue Cycle Officer

 **Cooper**
University Health Care



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Position	Chief Revenue Cycle Officer
Organization	Cooper University Health Care
Location	Camden, NJ
Website	www.cooperhealth.org

Opportunity

Cooper University Health Care, a premier \$2.7B academic health system serving the South Jersey and Greater Philadelphia region, is seeking a decisive and visionary executive to serve as the leader of its organization-wide revenue cycle function.

As the Chief Revenue Cycle Officer, this individual will hold ultimate responsibility for centralized oversight and expert management of all hospital and professional revenue cycle activities across the organization. This role is charged with advancing executive leadership over Cooper's revenue cycle, which has experienced robust patient volume and double-digit revenue growth over the past seven years.

Key priorities for this role include: (1) reestablishing and strengthening executive command of the revenue cycle function; (2) spearheading strategic technology deployment to reduce overall cost-to-collect; and (3) leading direct engagement with physician leaders to drive improvements in prior authorization and reimbursement coverage. The successful candidate will be empowered to architect the future of Cooper's revenue cycle, serving as the face and voice of the function to all stakeholders, and driving creative, forward-thinking digital innovation to optimize collections.

A rare opportunity for an exceptional influential leader to architect the go-forward function for a financially healthy organization, the next Chief Revenue Cycle Officer will make a lasting impact at this ideally sized health system – with its growing care network and commitment to innovation – by helping to drive its core mission to serve, to heal, and to educate.



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Cooper University Healthcare

Cooper University Health Care, the leading academic health system in South Jersey, provides access to primary, specialty, tertiary, and urgent care within one complete health system. Cooper offers over 95 specialties and subspecialties with hospitals throughout the region sending the most complex, critically ill and injured patients to Cooper for treatment by highly skilled experts.



Cooper University Hospital
Camden, NJ

Ranked annually by US News & World Report as one of the top health systems in the Philadelphia Metro area, Cooper is consistently recognized for its quality, safety, and exceptional patient care.

Cooper has three hospitals: Cooper University Hospital in Camden (South Jersey's only Level I trauma center and also the busiest in the region), Cooper University Hospital Cape Regional, and Children's Regional Hospital at Cooper (a Level II pediatric trauma center). Cooper is home to the leading MD Anderson Cancer Center at Cooper, six urgent care centers, and more than 130 outpatient offices from the Delaware River to the Jersey Shore including large regional hubs in Camden, Cherry Hill, Moorestown, Voorhees, Willingboro, and Sewell. It is affiliated with Cooper Medical School of Rowan University, located on the Cooper Health Sciences Campus in Camden.

Cooper has a long history in the City of Camden and plays a leading role in its revitalization. Since 1887, Cooper has been committed to providing expert, compassionate care to the residents of the region. Today, Cooper treats patients from all 50 states and 35 countries.

Read more about Cooper's impactful work in its [annual report](#).

Key Statistics¹

Operating Revenue: \$2.7B
Licensed Beds: 663
Admissions: 32,546
ED Visits: 84,719
Urgent Care Visits: 64,438
Surgical Cases: 34,240

Trauma Cases: 5,358
Outpatient Locations: 130
Outpatient Visits: 2.4 million
Surgical Cases: 34,240
Employees: 11,124
Employed Physicians: 1,074

Source: 2024 annual report and Cooper finance leadership. Bed and visit totals do not include the recently acquired Cape Regional.



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Premier Institutes and Service Lines

MD Anderson Cancer Center at Cooper
Surgical Services Institute
Adult Health Institute
Cooper Digestive Health Institute
Cooper and Inspira Cardiac Care
Cooper Bone and Joint Institute
Cooper and Inspira Neuroscience
Women's and Children's Institute

Urban Health Institute
Center for Critical Care Services
Center for Urgent & Emergent Services
Center for Population Health
Center for Trauma Services
Recovery Village Cherry Hill
Premier Training Center for the Military

Mission, Vision, and Values

Mission: To serve, to heal, to educate.

Vision: We will be the best place to be a patient, the best place to work, and the best place to learn and practice medicine.

Values:

Compassion: We are caring, kind, and empathetic, taking action to relieve the suffering of others.

Inclusion: We respect others, value differences, and promote a sense of belonging for all.

Excellence: We are honest, professional, active, accountable, innovative, and passionate about quality.

Awards and Recognitions

Cooper University Health Care and providers continue to earn regional and national recognitions each year, including the illustrative awards and designations below.



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Reporting Structure

The Chief Revenue Cycle Officer will report to Brian Reilly.

Brian M. Reilly, MBA

Chief Financial Officer

Brian Reilly has been CFO at Cooper since 2017.

Mr. Reilly previously served as chief financial officer of RWJ Barnabas Health, the largest health system in New Jersey, and corporate chief financial officer of Robert Wood Johnson University Hospital since 2012.

Prior to joining RWJHS, Mr. Reilly served in various leadership positions during his 13-year tenure with Tenet Healthcare Corporation in Philadelphia, PA, which included both hospital- and corporate-based roles. As chief financial officer of Hahnemann University Hospital, his role included oversight of the academic relationship and funds flow with the Drexel College of Medicine as well as the management of business, development, and divestitures for the Philadelphia market. He has significant experience leading teams within the non-profit, for-profit, and academic medical center settings. In addition to advancing the accounting and financial reporting function of complex institutions, he also has directed facility turnaround plans, financial change management, and integration activities.

Mr. Reilly also served in operational and financial leadership positions for affiliated physician services organizations and worked in the insurance industry to develop provider reimbursement strategies. Prior to his work at Tenet Healthcare Corporation, he was employed in a variety of roles at Independence Blue Cross.

Over the past 20 years, Mr. Reilly has served on numerous boards and board subcommittees within the New Jersey and Philadelphia markets. Mr. Reilly earned his MBA in finance and health care administration from Philadelphia University, and his bachelor's degree in accounting from King's College in Wilkes Barre, PA.

Supervisory Role

The Vice President is responsible for the oversight and management of a team of approximately 450 FTEs including two Assistant Vice Presidents and one Administrative Director as direct reports.



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Position Summary

The Chief Revenue Cycle Officer leads the overall strategy, optimization and implementation guidance of revenue cycle operations for Cooper University Health Care's acute care, outpatient, and professional networks across the health system. This individual will collaborate cross-functionally with finance, IT, compliance, and clinical leaders to serve as a thought leader in revenue cycle best practices and digital innovation.

Key areas of responsibility include oversight of the hospital registration, insurance verification, financial counseling, utilization management and discharge planning, revenue integrity, coding, clinical documentation improvement (CDI), health information management, patient financial services, claims resolution, vendor management, training, and overall collection of patient service revenues across the revenue cycle.

Primary Duties and Responsibilities

- Develops, leads and improves revenue cycle workforce, processes, policies and procedures, and technologies to ensure they are consistent with an effective revenue management approach.
- Oversees the management and continuous improvement of the operational standards to positively impact the overall collection, financial yield, cost of collection, accounts receivable days, and the service experience throughout Cooper University Health Care.
- In conjunction with service line leadership, oversees and drives continual denial reduction activities.
- Collaborates with Finance to provide adequate line of sight related to write-offs and variances in receivables. Maintains procedures and tactics to maintain optimal levels of bad debt.
- Provides regular reports to members of the Executive Leadership Team, in written and presentation formats. Acts as a single point of accountability for Cooper's revenue cycle performance and improvement opportunities.
- Monitors and measures the quantitative performance of each function within the Revenue Cycle, addressing unfavorable trends and areas of risks.
- Monitors the local and national emerging and best practices associated with revenue management. Reviews and evaluates the effectiveness and efficiency of revenue cycle operations and recommends and guides modifications as conditions change.



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- In collaboration with managed care leadership, ensures effective compliance and management of contract terms related to reimbursement and other revenue cycle activities. Provides insight into suggested opportunities in managed care contract negotiation.
- Ensures internal control oversight and compliance with price transparency laws and regulations, safeguarding of assets, compliance with Cooper policies and procedures, reliability of internal and external reporting, and efficiency and effectiveness of operations. Creates an effective control environment, conducts risk assessment, implements and monitors controls.
- Develops roadmap for automation and use of digital innovation and artificial intelligence to improve process and reduce overall cost-to-collect.
- Partners with peers and cross-departmental team members in the call center, ambulatory enterprise patient access, physician practice registration and scheduling, and MD Anderson service line on key workflows.
- Oversee and/or participate in cross-functional committees.

Candidate Qualifications

Education

- Bachelors degree required
- Masters degree preferred

Experience, Knowledge, Skills and Abilities

- Minimum 10 years of progressive experience in revenue cycle management
- Epic experience is preferred
- Technology forward mindset
- Track record of leading teams through change
- Commitment to Cooper's core values
- Proficiency in computer software (i.e. Microsoft Office)
- Ability to communicate effectively in both oral and written form
- Ability to recognize, analyze and solve a variety of problems
- Ability to manage a budget and work within the constraints of that budget
- Ability to direct, manage, implement and evaluate department operations
- Ability to establish department goals and objectives that support the strategic plan
- Ability to navigate clinical, administrative, and finance relationships across a matrixed service line delivery model
- Ability to provide knowledgeable thought leadership to the evolution of the revenue cycle enterprise and to inspire and develop talent



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Contact

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