



RUDISH HEALTH | LEADERSHIP PROFILE

**Corporate Director,
Net Patient Service Revenue**

EMORY
HEALTHCARE



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Position	Corporate Director, Net Patient Service Revenue
Organization	Emory Healthcare
Location	Atlanta, GA or Remote Eligible*
Website	www.emoryhealthcare.org

*AL, FL, GA, IL, LA, NH, NC, OH, SC, TN, TX, VA, WI

Opportunity

Emory Healthcare, a premier \$7B academic health system serving the Atlanta and Georgia region, is seeking a hands-on analytical leader as its inaugural Corporate Director of Net Patient Service Revenue.

The Corporate Director is a newly established role responsible for accurate reporting, forecasting, and reconciliation of net patient service revenue. Reporting directly to the VP Financial Operations/Corporate Controller, this system role will enhance financial transparency and accountability across Emory Healthcare by implementing standard processes for the valuation of patient accounts receivable and partner with operations across the health system with analytical insights. Key priorities include (1) leading all aspects of net revenue reporting, reconciliation, budget, and analysis for EHC facilities; (2) partnering with Hospital CFOs, the Service Line CFO, the Physician Group Practice CFO, revenue cycle, and managed care executives to deliver actionable financial insights related to net patient revenue collections and critical trends for the improvement of business decision making and financial outcomes; and (3) standardizing and developing processes, models, and tools to enhance net revenue forecasting and reporting accuracy.

Serving as the primary contact for net patient revenue reporting across the organization, the successful candidate brings an analytical mindset to connect financial statements with operations and transform 'telling the story' around revenue capture trends and risks. The Corporate Director of Net Patient Service Revenue will make a lasting impact at this ideally sized and highly collaborative health system – with its extensive care network and commitment to innovation – by helping to drive its core mission to improve the health of individuals and communities at home and throughout the world.



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Emory Healthcare

Emory Healthcare (EHC) is an integrated academic health care system committed to providing the best care for patients, educating health professionals and leaders for the future. As the most comprehensive health system in Georgia, Emory offers patients and families the choice of more than 3,700 doctors and 525 locations including 11 hospital campuses as well as primary care, urgent care, and MinuteClinics across Atlanta and beyond.



Emory University Hospital
Atlanta, GA

EHC is the clinical enterprise of Emory University's Robert W. Woodruff Health Science Center which additionally comprises Emory University School of Medicine, Nell Hodgson Woodruff School of Nursing, the Rollins School of Public Health, the Yerkes National Primate Research Center, the Winship Cancer Institute of Emory University, and the Emory Global Health Institute. The Woodruff Health Sciences Center is part of Emory University, which comprises the Candler School of Theology, Emory College of Arts & Sciences, Emory School of Law, Goizueta Business School, Laney Graduate School, and Oxford College. Including the health sciences, Emory has a total of 15,889 students, 7,343 faculty, 34,710 employees, and \$11 billion in endowment.

Through community partnerships, patient-focused care, and innovative research, Emory Healthcare works to improve health care in Georgia and across the globe.

Mission, Vision, and Values

Emory Healthcare Mission: Improving the health of individuals and communities at home and throughout the world.

Emory Healthcare Vision: Be the leading academic health science center in transforming health and healing through education, discovery, prevention, and care.

Emory Healthcare Values:

- We exemplify excellence, innovation, and collaboration.
- We treat everyone with respect, care, and compassion.
- We embrace diversity, equity, and inclusion.
- We steward our resources responsibly to optimize value.
- We serve with integrity.



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Emory Healthcare Locations

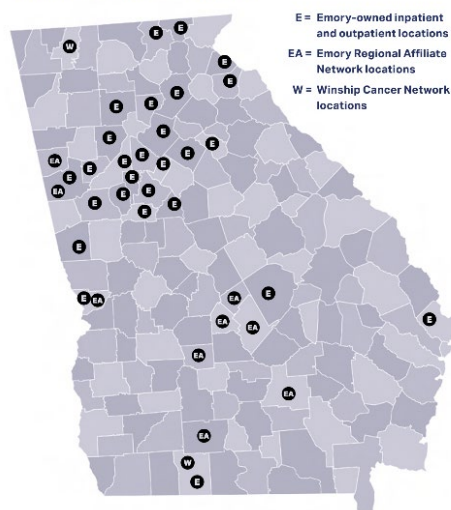
Inpatient Care

- Emory University Hospital
- Emory University Hospital Midtown
- Emory University Orthopedics & Spine Hospital
- Emory Hospital at Wesley Woods
- Emory Decatur Hospital
- Emory Hillandale Hospital
- Emory Johns Creek Hospital
- Emory Long-Term Care Acute Hospital
- Emory Rehabilitation Hospital
- Emory Saint Joseph's Hospital

Outpatient and Ambulatory Care

- Emory Clinic: Physician practice of Emory faculty physicians
- Emory Specialty Associates: Emory-owned outreach physician practice network with locations throughout the city and state

IN ATLANTA AND ACROSS THE STATE



Emory Clinic, Emory Specialty Associates, and the joint venture with Select Medical together have 127 practice locations and ambulatory service sites in 27 Georgia counties.

Clinical Networks

- Emory Regional Affiliate Network: Extending Emory's clinical expertise and knowledge to systems in nine counties across Georgia and the nearby Southeast, the six Network Associates and one Emory Healthcare joint venture hospital collaborate on initiatives aimed to keep care local by growing clinical services capacities and competencies.
- Winship Cancer Network: Winship physicians provide advanced cancer care, training, and research at eight Emory Healthcare locations (including the only NCI-designated comprehensive cancer center for the state of Georgia) and affiliated community-care organizations.
- Emory Healthcare Network: A clinically integrated network, encompassing many of the above entities, in which partners share common goals and are connected via the Emory data-sharing network to share data securely to make care safer and more efficient. The network has more than 525 provider locations in metro Atlanta and Georgia including MinuteClinics as well as urgent care partner Peachtree Immediate Care.



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Affiliates across the metro Atlanta area and state of Georgia

- Atlanta Veterans Affairs Medical Center, staffed in majority by 304 Emory physicians.
- Children’s Healthcare of Atlanta, staffed by over 400 Emory physicians.
- Grady Memorial Hospital, staffed in majority by 877 Emory physician faculty, 149 advance practice providers, and 413 Emory residents and fellows.
- Georgia Clinical & Translational Science Alliance
- Centers for Disease Control and Prevention
- Georgia Center for Oncology Research and Education
- Georgia Institute of Technology
- Georgia Research Alliance
- Morehouse School of Medicine
- University of Georgia

Emory Healthcare Key Statistics¹

FY2024 Total Net Revenue: \$7B
Hospitals: 11
System Licensed Beds: 2,811
Admissions: 101,444
Outpatient Service Visits: 6.32 million

Unique Patients Treated: 772,822
Care Delivery Locations: 525
Specialties: 70
Practicing Physicians: 3,730
Employees: 23,988

1. Source: Becker’s Healthcare and *Emory Woodruff Health Sciences Center – At a Glance 2024*

Awards and Recognitions

Emory University Hospital consistently ranks as US News and World Report’s number one hospital in metro Atlanta and Georgia, with Emory St. Joseph’s Hospital in ranked number two and Emory University Hospital Midtown in fourth place. Emory Healthcare ranks 1st in Monigle’s “Top 10 Most Trusted Healthcare Brand”. Emory Healthcare hospitals and providers are recipients of numerous quality awards and recognition, including the illustrative designations below.



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Reporting Structure

The Corporate Director of Net Patient Service Revenue will report to Emory Healthcare's VP of Financial Operations and Corporate Controller.

Elizabeth Allen, CPA

EHC Vice President of Financial Operations and Corporate Controller

Elizabeth (Beth) Allen serves as a financial business and accounting leader for Emory Healthcare. As Corporate Controller, she is responsible for planning, developing, implementing, and evaluating all accounting functions of EHC and serves as a senior level advisor to the CFO. She is also a close partner to the University Finance and Treasury Division for all enterprise accounting matters.

Prior to Emory Healthcare, Beth was Vice President of Strategic Finance and Analytics at Virginia Commonwealth University Health System where she led a team of 58 in financial planning, accounting, and reporting operations. Beth's leadership style is characterized by a strong focus on collaboration, strategic thinking, and empowering employees to achieve their full potential.

Beth holds an MBA from Virginia Commonwealth University and a BS in Accounting from Wesley College. She is a Steering Committee member of the AMC CFO Council.

Supervisory Role

The Corporate Director of Net Patient Service Revenue will be responsible for oversight of a team of three direct reports including a part-time Director, Manager, and a Staff Analyst.



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Position Summary

The Corporate Director of Net Patient Service Revenue is a hands-on, results-driven leader responsible for accurate reporting, forecasting, and reconciliation of net patient service revenue. This role will enhance financial transparency and accountability across EHC business units by implementing standardized processes for net patient revenue accounting. Reporting directly to the Corporate Controller, this leader will collaborate closely with financial reporting and revenue cycle teams, as well as partner with Hospital CFOs, the Service Line CFO, and the Physician Group Practice CFO to ensure the accuracy of net patient revenue, providing critical insights for operational and strategic business decisions. This role requires a working leader who actively engages in revenue cycle operations, collaborates with cross-functional teams, and drives performance improvements through direct involvement.

Primary Duties and Responsibilities

Financial Reporting and Compliance

- Oversee the financial accounting and reporting processes related to net patient revenue, ensuring the accuracy of data and compliance with healthcare industry and reimbursement regulations.
- Lead and deliver high-quality AR valuation reporting and related financial models based on transparent and efficient methodologies that ensure proper tracking, reporting, and reconciliation of net revenue:
 - Standardize and oversee the valuation of patient revenue accounts.
 - Manage, review, and advise on monthly net revenue calculations.
 - Direct the patient accounts receivable reserve calculation process for EHC hospitals and professional entities.
 - Integrate patient revenue data into financial statements.
 - Ensure alignment and consistency in financial reporting with respect to net patient revenue streams.
 - Improve the accuracy of revenue forecasts and reduce discrepancies.
 - Produce and/or review monthly and annual reserve estimates, journal entries, general ledger account reconciliations, and variance analyses for hospital and professional entities.
 - Oversee the completion of the annual net revenue budget for hospital and professional business units.
- Prepare and present to leadership the monthly net revenue estimates and analysis with a focus on providing actionable insights.
- Collaborate closely with managed care and government reimbursement teams to ensure accurate reporting of Medicare, Medicaid, other government-funded programs, and third-party revenues.



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Hands-On Leadership & Revenue Optimization

- Support and educate finance and operational leaders, establish open lines of communication with CFOs and facility leadership, and ensure alignment between revenue cycle, finance, and health system goals and objectives to maximize gross to net revenue.
- Work with IT and finance teams to optimize reporting systems, ensuring timely and accurate data flow between systems for net patient revenue reporting. Stay actively involved in technology implementations to ensure systems are optimized for revenue cycle success.
- Collaborate with revenue cycle teams and finance systems teams to ensure seamless data integration and real-time visibility into revenue streams.
- In collaboration with the revenue cycle department, actively lead and participate in processes to maximize net patient revenue. Develop actionable strategies based on data-driven insights to enhance revenue capture and minimize leakage.
- Serve as a problem solver and escalation point for complex revenue cycle challenges.
- Regularly meet with department leaders and staff to provide coaching, feedback, and process improvements.
- Serve as liaison with internal and external auditors as needed.
- As needed, engage directly with teams handling patient access, billing, coding, claims management, and collections.

Financial Analysis & Performance Improvement

- Produce data and analytics that deliver actionable business insights to EHC hospital, physician, and system leaders.
 - Partner with operational leaders to improve data-driven decision-making by delivering actionable financial insights related to net patient revenue.
 - Directly analyze net patient revenue metrics and provide real-time insights to leadership.
- Lead the implementation of new tools (e.g., Kodiak) to improve revenue forecasting and reporting accuracy.
- Drive process improvements for net patient revenue reporting, reducing inefficiencies and ensuring timely responses to revenue-related inquiries from leadership and operational teams.
- Work in collaboration with revenue cycle leaders to identify gaps in charge capture, coding accuracy, and collections, working proactively to resolve issues.
- Actively monitor reimbursement trends and collaborate with teams to mitigate financial risks.
- Establish and maintain performance dashboards with clear accountability measures.
- Partner with managed care and compliance teams on reimbursement issues to ensure accurate payer reimbursements and timely appeals.



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Leadership and Team Management

- Serve as the primary point of contact for net patient revenue reporting across Emory Healthcare, providing leadership and guidance to other finance and operational teams.
- Lead efforts to identify skill gaps, structuring a skilled net patient revenue team and ensuring the team is equipped with the expertise to meet organizational needs related to net patient revenue.
- Lead by example, actively engaging with teams at all levels to foster a culture of collaboration and excellence.
- Provide mentorship and professional development opportunities to revenue cycle staff.
- Encourage innovation and continuous learning by staying informed of industry best practices and regulatory changes.
- Stay current with changes in healthcare reimbursement regulations and guide the organization in adapting its reporting process to meet new/emerging requirements.

Candidate Qualifications

Education

- Bachelor's degree in finance, healthcare administration, business, or a related field required.
- Master's degree preferred.

Experience, Knowledge, and Skills

- Minimum of 7-10 years of progressive experience in healthcare patient revenue management or revenue cycle or reimbursement, with at least 3-5 years as a hands-on leader.
- Proven experience in a working leadership role, directly influencing patient revenue in a hospital, health system, or large physician group setting.
- Hands-on approach with a deep understanding of patient revenue and revenue cycle functions.
- Strong analytical, problem-solving, and decision-making abilities.
- Ability to build trust and credibility across all levels of the organization.
- Expertise in revenue cycle technologies, EHR systems, and financial reporting tools. Working knowledge of Epic and Kodiak RCA is a plus.

Compensation

An attractive compensation and benefits package will be offered commensurate with the candidate's experience.



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Contact

Rudish Health

www.rudishhealth.com



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