



RUDISH HEALTH

Leadership Profile

Chief Financial Officer



Table of Contents

Opportunity	3
Wills Eye Hospital	4
Reporting Structure	7
Position Summary	9
Candidate Qualifications	10
Compensation	11
Contact	11

Position	Chief Financial Officer
Organization	Wills Eye Hospital
Location	Philadelphia, PA
Website	www.willseye.org

Opportunity

The internationally renowned Wills Eye Hospital – one of the world’s top eye institutes – is seeking a transformational Chief Finance Officer.

The role offers the opportunity of a lifetime in what the Board Chair, former Mayor of Philadelphia Michael Nutter, describes as “the greatest turnaround of one of the best hospitals in the planet with massive support from the Board.” Reporting directly to the CEO, the CFO will have significant visible exposure partnering closely with the Board of Directors of City Trusts leading the Wills Eye Committee.

Key priorities for the CFO are to 1) ensure the organization continues in its current direction to breakeven and move to a positive operating margin; 2) develop a steady state of financial operations for the long term; and 3) bring leading practice technology, cash management, and process improvements to modernize the financial business model for the organization. The ideal candidate brings a problem-solving attitude driving turnaround change management to optimize current Wills Eye assets through work plans designed for improving the organization’s financial performance in the near term, while innovating strategic advancements, capital projects, and new growth areas in the long term.

Wills Eye Hospital

Wills Eye is a non-profit specialty hospital that is world-renowned for its clinical expertise, residency and fellowship program excellence, and innovative research initiatives. Its locations comprise Wills Eye Hospital (academic medical center in Philadelphia and flagship location of Wills Eye Physicians), outpatient clinics, as well as a network of four ambulatory surgery centers in Cherry Hill NJ, Warminster/Bucks County, Plymouth Meeting, and Philadelphia Stadium Campus.



Wills Eye Hospital
Philadelphia, PA

Wills provides the full range of primary and subspecialty eye care for improving and preserving sight, including cataract and primary eye care, cornea, emergency care, glaucoma, neuro ophthalmology, ocular oncology, oculoplastics, pathology, pediatric ophthalmology, refractive surgery, retina, and strabismus. Ocular Services include the Wills Laser Correction Center and Diagnostic Center. Its 24/7 Emergency Service is the only one of its kind in the region.

U.S. News & World Report consistently ranks Wills Eye as one of America's top ophthalmology Hospitals since the survey began. It has the most nationally ranked ophthalmologists and is among the top academic training programs for its residency program. Wills Eye is a premier, competitive resident and postgraduate training site for all levels of medical education. The Vickie and Jack Farber Vision Research Center at Wills harnesses the core strengths of Wills, the close connection between innovative research and advanced patient care, to discover therapeutic breakthroughs.

Before Wills Eye was founded, the care of eye diseases was just one of many general surgical responsibilities. Establishing Wills Eye as a specialty hospital from its inception in 1832 developed momentum early as a pioneer in the prevention and treatment of eye disease and played a vital role in establishing ophthalmology as a separate branch of medicine in the United States.

In 1972, Wills Eye affiliated with Jefferson Medical College of Thomas Jefferson University and, till today, serves as Jefferson's Department of Ophthalmology. All Jefferson medical students receive their basic eye instruction and training at Wills Eye. As Wills Eye approached the 21st century, a new, modern facility was constructed in June 2002 and houses a hospital, physician offices, clinics and a state-of-the-art center for ophthalmic education and research. In 2019, Wills Eye opened the William Maul Measey Ophthalmic Surgical Training (MOST) Laboratory. The state-of-the-art facility advances ophthalmic microsurgical training with access

to the latest technology and techniques that are needed to efficiently and safely learn ophthalmic surgery in an increasingly complex environment.

Since its founding, Wills Eye has maintained its commitment to serving the needs of their patients and the community. Through their partnerships with organizations such as Thomas Jefferson University, the American Diabetes Association, and the School District of Philadelphia, they endeavor to support and address the eye health needs of children and adults who live in the Philadelphia region.

Governance

Wills Eye Hospital is governed by the Board of Directors of City Trusts and the Wills Eye Committee. The organization is led by the Chief Executive Officer and the Ophthalmologist-in-Chief, Julia A. Haller, MD. The Board of City Trusts is a group of dedicated Philadelphia civic leaders appointed by and accountable to the Judges of the Courts of Common Pleas of Philadelphia. Membership consists of 12 citizens of Philadelphia and the Mayor and the President of City Council, who serve Ex-Officio. The board serves without compensation.

Mission and Values

Skill with Compassion: Our motto is central to every aspect of patient care and Wills Eye remains steadfast in our commitment to improve the quality of life for patients and their families in our community and beyond.

Mission: Wills Eye serves as a comprehensive center of ophthalmology and strives to remain the preeminent center of excellence by creating a continuum of care accessible and responsive to the needs of the community.

Values: We are dedicated to the preservation and restoration of vision at every stage of care: Excellent patient care to all of those in need; Support of medical staff; Education of healthcare professionals and the community; Participation in medical research.

FY2025 Key Financial Statistics

Patient Service Revenue: \$98.6M

Grant Revenue: \$3.4M

Other Revenue: \$7.7M

Total Operating Revenue: \$110M

NPR Payer Mix: Medicare (53%), Medicaid (12%), Managed Care and Third Party Payers (33%), Self Pay (2%)

Source: Wills Eye Hospital FY25 Financial Statements

2026 February Monthly Volume

Inpatient Beds: 4
Ambulatory Surgery Centers: 4
Physicians: 35
February Hospital Outpatient Surgeries: 844
February Outpatient Centers Visits (including ER): 10,071

Source: Wills Eye Hospital February 2026 Financial Statements

Awards and Recognitions

Wills Eye and its physicians are proud recipients of numerous quality awards and recognition, including the illustrative designations below.



Greater Philadelphia Area

Often referred to as the birthplace of American democracy, Philadelphia occupies a special place in American history. And beyond its historical sites and stately manors, Philadelphia is a city of people — all who've chosen to make this their home for many reasons.



Philadelphia, PA

The 11-county Greater Philadelphia region serves as a major hub for healthcare, education, pharmaceutical, financial services, and technology, acting as a competitive advantage along the East Coast with easy commuter access to New York City, Baltimore, and Washington DC. Healthcare and education are the largest employment sections with prominent institutions such as Jefferson Health, University of Pennsylvania, and Temple offering world-class medical care and related career opportunities for partners and families. Nearby, the Poconos Mountains and Jersey Shore offer four seasons of outdoor activities for all.

The vibrant city, its suburbs, and adjacent regions across the river in Southern New Jersey blend cultures and neighborhoods with community- and family-centered activities. Residents enjoy diverse access to housing choices from colonial row houses to mainline mansions and new suburban dwellings, boasting one of the highest quality urban and suburban lifestyles in the country. Outstanding colleges (both public and private) in the state and educational resources make it a great place to raise a family.

Philly is also a hub of innovation and creativity. With a thriving arts scene, you can visit world-class museums like the Philadelphia Museum of Art, home to masterpieces and the famous Rocky Steps. The city hosts a dynamic range of performances, from Broadway shows to local theatre productions, ensuring there's always something exciting happening. The city is routinely named the "most walkable city to visit", one of the "25 most exciting places around the world to visit" and one of the "10 affordable US travel destinations". With its welcoming atmosphere and commitment to excellence, you'll find the perfect environment for networking and collaboration.

Philadelphia At a Glance:

- Sixth largest city in the United States
- Home to the Eagles, Phillies, Flyers, 76ers, and Philadelphia Union
- 100+ museums for residents to visit and explore
- 6000+ restaurants, one of the best food scenes in the country

Reporting Structure

The CFO will report to the Chief Executive Officer and Ophthalmologist-in-Chief of Wills Eye Hospital.

Julia A. Haller, MD

Chief Executive Officer and Ophthalmologist-in-Chief

Julia A. Haller, MD is a trailblazing retina surgeon-scientist and leader who has innovated translational advances against blindness on many fronts.

Dr. Haller was educated at the Bryn Mawr School in Baltimore, Princeton University and Harvard Medical School. After her Halsted internship in surgery at Johns Hopkins, residency in ophthalmology, and retina fellowship at the Wilmer Eye Institute at Johns Hopkins, she served as Wilmer's first female Chief Resident. Recruited to the Hopkins faculty thereafter, Haller directed the retina fellowship, was named to the inaugural Katharine Graham Chair in Ophthalmology, and subsequently to the inaugural Robert Bond Welch, MD Professorship. In 2007, she was appointed Ophthalmologist-in-Chief and William Tasman, MD Endowed Chair at Wills Eye Hospital, and Professor and Chair of Ophthalmology at Sidney Kimmel Medical College at Thomas Jefferson University and Hospitals.

Dr. Haller became Chief Executive Officer of Wills Eye Hospital in July 2025. She is a Consultant at the Children's Hospital of Philadelphia. One of the world's most renowned retina surgeons, Dr. Haller has published over 400 scientific articles and book chapters, with research interests in retinal pharmacology, macular surgery, venous occlusive disease, diabetic retinopathy, age-related macular degeneration, complicated retinal detachments, health care disparities, and gender equity.

Read more about Dr. Haller's achievements, awards, and board service positions [here](#).

Supervisory Role

This leader will be responsible for a staff of approximately 15 people with roles in Budget, Cash Management, Financial Accounting, Financial Reporting, Research Accounting, and Accounts Payable Management. In the long term, the CFO will have the opportunity to assess, adjust, and evolve the finance operating model – including the billing function.

Position Summary

The Chief Financial Officer is the enterprise leader responsible for financial stewardship, strategy, and risk management, ensuring the organization's long-term sustainability. The CFO provides overall financial and administrative direction and oversight for Wills Eye Hospital, overseeing financial operations, performance management, and compliance while serving as a strategic advisor to the CEO and executive leadership. This includes the Hospital, Outpatient Clinics, four Ambulatory Surgery Centers, a Foundation, Sponsored Projects (Research), and other related entities. Wills is a non-profit health system governed by the Board of Directors of City Trusts, who are appointed by and accountable to the Judges of the Courts of the Common Pleas of Philadelphia.

In the future state, the CFO is accountable not only for financial stability but also for building scalable enabling functions that support enterprise execution. Over time, the role may expand to potentially include oversight of IT, HR, and Legal, ensuring these functions are governed with clear accountability, aligned priorities, and disciplined decision rights.

Primary Duties and Responsibilities

- Provides strategic financial advice to the CEO and senior leadership team.
- Identify and report on financial trends and make recommendations for actions to improve financial results.
- Reports to the Board on a regular basis about financial results, trends, and issues.
- Analyzes and explores means of reducing hospital operating costs and increasing revenues based on knowledge of market trends, financial reports, and operating procedures.
- Oversees audit of financial statements and maintains health system GASB accounting.
- Assures the timely and accurate preparation of financial reports and assures that the reports reliably reflect the financial position of the hospital.
- Key member of the negotiating team with commercial insurance payors.
- Responsible for Finance Office process improvement initiatives to better serve the medical practices at Wills.
- Oversees operating and capital budgeting process annually and communicates with various stakeholders.
- Prepares and analyzes cash flow projections and monitors actual versus projected results.

- Oversees Accounts Payable process and vendor payments.
- Oversees grant accounting for significant research operations.
- Monitors and ensures accurate use of endowment funds.
- Maintains internal control and safeguards for receipt of revenue, costs, and program budgets and actual expenditures.
- Creates and promotes a positive and supportive work environment.
- Upholds the confidentiality of propriety information and takes all necessary precautions to prevent unauthorized disclosure of sensitive materials.
- In the long term,
 - Elevates the CFO role to enterprise financial strategy and stewardship, with clear ownership of sustainability and value creation.
 - Shifts from transactional reporting to performance-driven insight and risk governance, strengthening decision quality and discipline.
 - Expands scope to integrated oversight of enabling functions, positioning the CFO as a core strategic advisor to the CEO and Board.

Candidate Qualifications

Education and Experience

- Bachelor's Degree in Accounting, Finance or related field is required.
- Master's Degree is strongly preferred.
- Minimum 10 years' experience working in financial functions in a complex organization, with progressive management experience preferred.
- Hospital and/or government experience preferred.
- Finance transformation experience strongly preferred.
- Reimbursement strategy experience strongly preferred.

Knowledge, Skills and Abilities

- Knowledge of GASB financial reporting strongly preferred.
- Must be a strong, hands-on, and approachable leader who understands the value of being a team player.
- Must understand how to motivate and inspire staff to achieve optimal results while keeping employee satisfaction high.
- Must be able to juggle and prioritize a variety of strategic projects and assignments while keeping day-to-day operations on track.
- Must be able to prepare and lead Board presentations with results reporting, trending and performance insights.

Compensation

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

Contact

Rudish Health

www.rudishhealth.com



Charlotte Beck

Senior Recruitment Executive

Telephone: (312) 923-9483

E-mail: charlotte@rudishhealth.com



Asmita Shah

Vice President

Telephone: (713) 502-0493

E-mail: asmita@rudishhealth.com



Jessica Cousino

Director, Talent Leadership Services

Telephone: (937) 733-9720

E-mail: jessica.cousino@rudishhealth.com