

Scholarship Application and Registration Form

2009 CFO Boot Camp™

Sunday, June 14, 2009
Seattle, WA

The 2009 CFO Boot Camp™ is a full-day program for healthcare executives who wish to improve their financial skills. This program will offer participants the necessary financial tools to advance to a CFO position, and is also intended to enhance the already established knowledge of current CFO's. At the end of the session, participants will successfully:

- Utilize key benchmarks and outcomes
- Establish essential operating tactics for cost reduction, quality, and top and bottom line revenue
- Obtain real world exposure from the panelists who will discuss the multiple challenges that new and existing CFO's face day-day in their organizations
- Become a more effective CFO. The panelists will draw upon their own personal experiences to convey key survival skills to all participants

Please fax, email, or mail registration and payment to:
HSML Department, The George Washington University
Attn: Katelyn Fleming
2175 K St. NW Suite 320 Washington, DC 20037
202-994-5571 (phone) 202-994-5577 (fax)
fleming1@gwu.edu

Yes I will Attend

I _____, would like to nominate a financial professional from my healthcare organization to attend. The attendee is listed below.

Attendee Name: _____

Title: _____

Organization _____

Address: _____

Email: _____ Office Phone: _____

Please make checks payable to **GW HSML Department** or please use the credit card information below:

_____ \$249 Scholarship Applicant through May 4, 2009 _____ \$499 after May 4, 2009

Charge my: _____ Visa _____ MasterCard

Card Number: _____ Expiration Date: _____

Signature: _____ Total Amt. Enclosed: \$ _____

CFO Boot Camp™

June 14, 2009

AGENDA

8:30 – 9:00	Welcome & Overview	Robert Burke, PhD, Chair, HSML, GWU Bill Phillips, Adjunct Professor – Finance Boot Camp “Platoon Leaders”
9:00 – 9:50	New Metrics for CFOs	Buddy Elmore, SVP & CFO Sacred Heart Health System Pensacola, FL
9:50 – 10:40	View from the Top	Jack Buckley, FACHE, Former CEO St. Joseph Health System, Bryan, TX
10:40 – 11:00	Beverage Break	
11:00 – 11:50	Physician Paranoia with the New CFO	Bernie Emkes, MD, Medical Director for Managed Care St. Vincent Health, Indianapolis, IN
11:50 – 1:00	Lunch (provided)	
1:00 – 1:50	CFO in Tough Times	Stephen Forney, CPA, FHFMA, FACHE Vice President – Margin Development Ardent Health Services Nashville, TN
1:50 – 2:40	10 Critical Actions to Minimize RAC Recovery	Tony Scarcelli, CPA, FHFMA Partner, IMA Consulting Chadds Ford, PA
2:40 – 3:30	Our Iceberg is Melting	Bill Phillips, FACMC, CHC VP & Chief Revenue Officer Revenue Strategies
3:30 - 3:45	Questions / Answers	Attendees / Faculty
3:45 – 4:00	Evaluations & Adjourn	Robert Burke, PhD, Chair, HSML, GW