

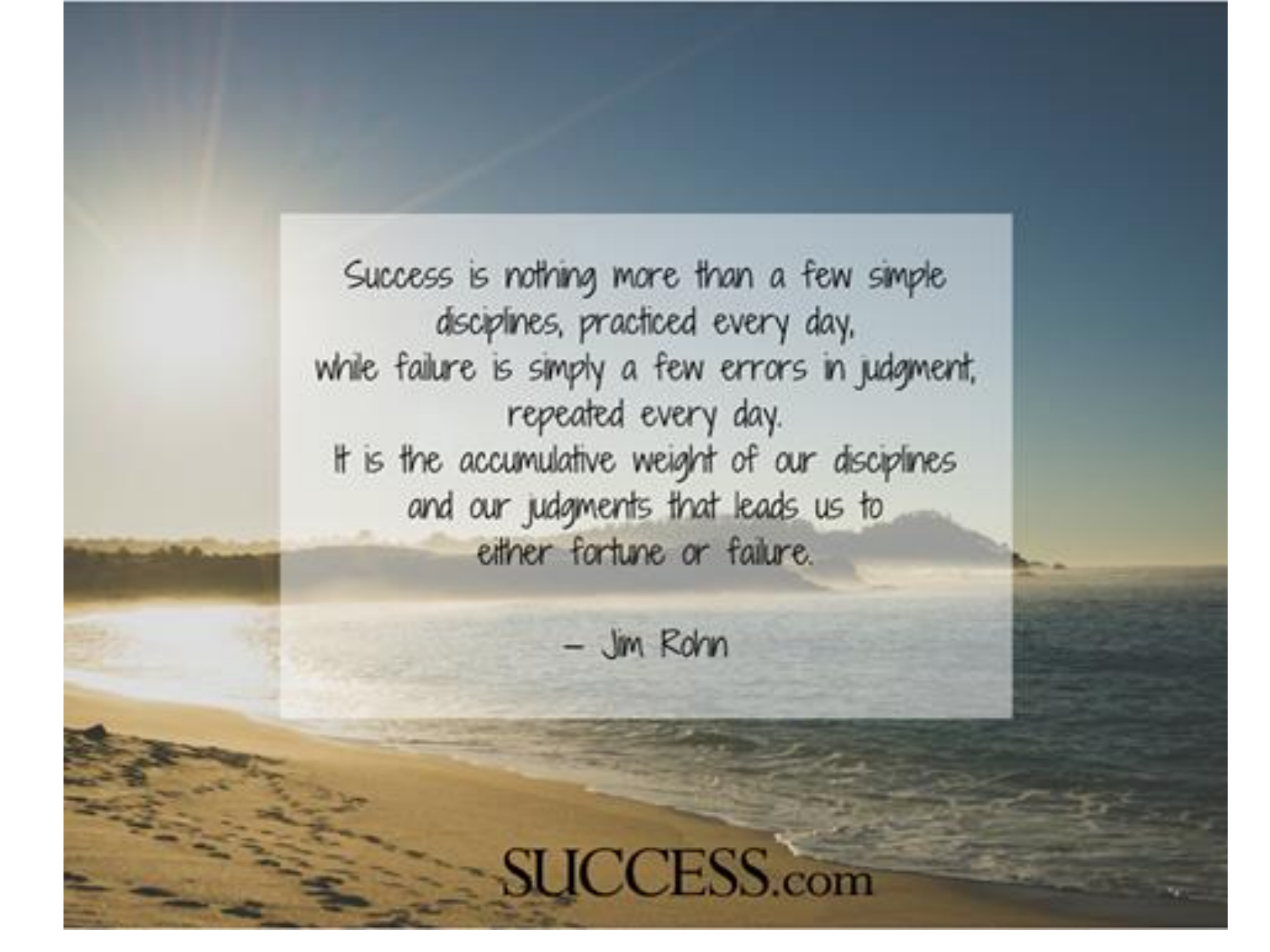
# Taking your Financial Career to The Next Level

Presented by:

**Stefan Werdegar**

**Vice President,**





Success is nothing more than a few simple disciplines, practiced every day, while failure is simply a few errors in judgment, repeated every day.

It is the accumulative weight of our disciplines and our judgments that leads us to either fortune or failure.

— Jim Rohn

SUCCESS.com

# *AGENDA*

- Healthcare career trends and opportunities
- Moving up in the organization
- Standing-out in interviews
- Personal Development
- Resume tips
- Developing a network and marketing plan
- Questions



# *CURRENT HEALTHCARE ENVIRONMENT*

- Many disrupters in market
- Larger systems purchasing smaller fish
- New roles
- Integration between revenue cycle, IT, clinics and population health
- Heavy competition
- Physician alignment



# ***THOUGHTS ON CAREERS***

- Build skills in each role and take them with you
- The job search is about relationships/network
- Need to look at where the market is going
- You are the product- think about marketing



# *THOUGHTS ON CAREERS*

- It's competitive; you have to differentiate !
- Must always develop marketable skills
- Be able to communicate your VALUE
- Always be networking !
- It's a marathon and not a sprint



# ***DEFINITION OF LUCK:***

***When preparation  
meets opportunity!***



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# *A GAME PLAN FOR MOVING UP*

## **PHASE I**

- Review skill sets. Which ones do you lack?
- Acquire or improve when skills are lacking
- Let your wishes be known
- Join ACHE/HFMA, TAHFA etc..
- Seek a mentor
- Leadership role for projects/task forces ( be visible)





# A GAME PLAN FOR MOVING UP

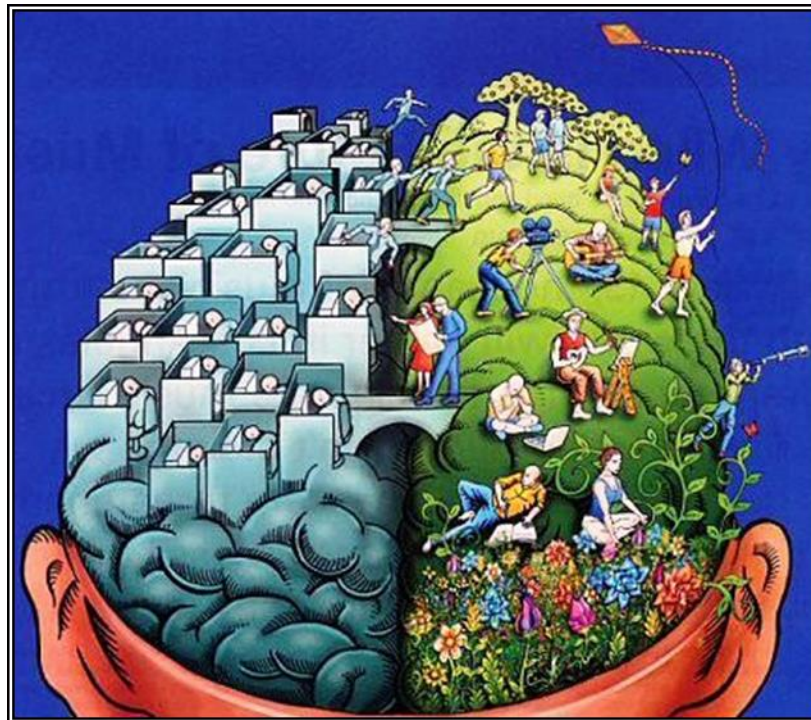
## PHASE II

- Groom a successor
- Take on non-financial departments – i.e., laboratory, radiology, ER
- Get your title changed
- Hang around CEOs, COOs, CFOs



# PREPARING TO BE A CFO

- Develop your right brain to complement your left brain



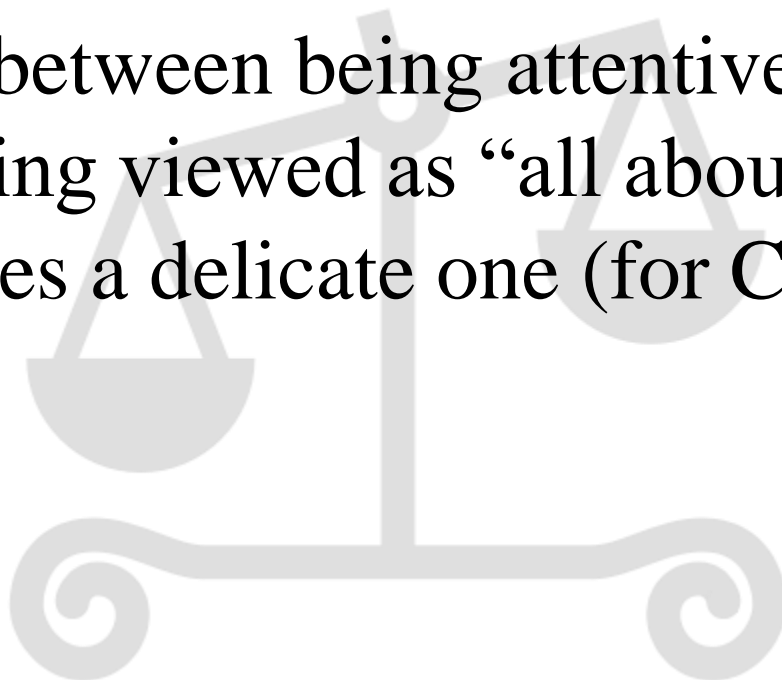
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# *PREPARING TO BE A CFO*

- Interact with nurses and physicians (especially physicians) – they think differently
- Balance between being attentive to finances without being viewed as “all about the money” is sometimes a delicate one (for CFOs *and* CEOs)



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# ***INTERVIEWING***



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# ***YOU ONLY HAVE TO KNOW 4 THINGS TO HAVE A GREAT INTERVIEW:***

- Know yourself
- Know the organization
- Know the hiring manager
- It's a conversation



# *QUESTIONS/THOUGHTS THEY MAY HAVE*

- Have you dealt with the issues they have?
- Tell me about yourself ?
- Why are you the right person for the role?
- How well you know their business/industry



# ***KNOW YOURSELF***

- Practice answers to questions, but don't be rehearsed.
- Know your strengths and weaknesses.
- Know your past results ( tell stories)
- Take as many test instruments as you can.
- Ex: etest.net, DiSC, Gallup



# *QUESTIONS TO ASK THEM*

- What is their ideal candidate?
- What is the culture like?
- How do they define success for the role?
- Do they have any concerns?





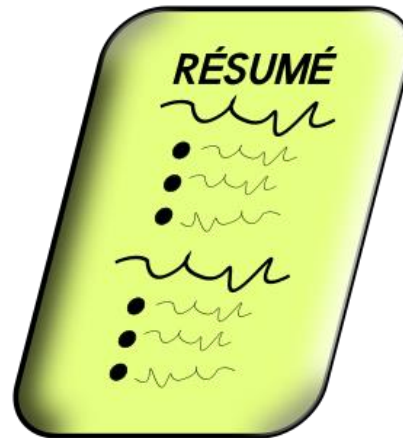
# *PERSONAL DEVELOPMENT*

- Developing positive winning attitude is crucial
- Must feed the mind its food
- It's easy to do... and easy not to do each day
- How many books do you read a year ?



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# *RESUME TIPS*



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# ***RESUME TRUTHS***

- A resume is a facilitation tool – needs to be 70%
- A great resume will not get you a job
- A bad resume will eliminate you



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# *REFERENCES*

## Hierarchy of References

**Supervisor**



**Peer**



**Subordinate**



**Other**



# *RESUME MISTAKES*

- Failure to delineate responsibilities & accomplishments
- Format errors - successive jobs at one employer
- To many words and too long



# *HAVING A GREAT INTERVIEW TAKES...*

- Knowing the organization
- Reviewing financials, LinkedIn, board members etc.



# HAVING A GREAT INTERVIEW TAKES...

Knowing the Hiring Manager



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# ***THINGS “TO DO”***

- Be flexible in interview availability and location
- Talk with spouse about a geographic move early in a search process
- Offer industry information to researcher





# ***THINGS “NOT TO DO”***

- Badmouth prior organization and its leadership
- Stop responding to search firm
- Provide old references
- Become a pest



# ***WHY CANDIDATES GET ELIMINATED***

- Lack of match between needs of organization and wants of individual (don't meet specs)
- Lack of enthusiasm
- Internal politics
- Lack of good, enthusiastic references



# ***HOW TO STAND OUT IN THE CROWD...***

- Be the best prepared candidate
- Ask insightful questions ( be strategic)
- Look like an executive
- Have an “inside” sponsor
- Be enthusiastic
- Ask for the job!



# ***GETTING NOTICED***

- Search firms
- Marketing “you” – create a presence
- Developing your network



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# ***HOW TO GET NOTICED BY SEARCH CONSULTANTS***

- Do good work - be a consistently strong performer
- Create a name for yourself in industry
- Handle job dismissal wisely
- Maintain an up-to-date resume on file



# *HOW TO GET NOTICED BY SEARCH CONSULTANTS*

- Have interviewed on prior searches - and done well
- Be flexible with personal/professional interests
- Be a good source to search consultants on prior searches



# ***DEVELOP YOUR PERSONAL PLAN/PRESENCE***

- Build a personal marketing plan with milestones
- Industry event attendance and committees
- Networking plan
- It's about thought leadership
- LinkedIn groups and activity
- Get a coach

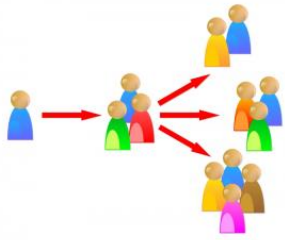


# ***DEVELOPING YOUR NETWORK***

- It's about relationships over time
- Go through people into their network
- Identify your target area and paint a picture
- Identify centers of influence
- Stay in touch !







# Networking Events

- Be strategic and plan ahead
- Know the audience and who is attending
- What are your goals for attending the meeting?
- What is my follow up plan?
- How will I develop these relationships ?

# ***YOUR 30 SECOND BIO***

- Answers the question :  
“tell me about yourself/ or what do you do?”
- Positions you for a potential career move
- Peaks interest in your product or service
- Must be memorable and genuine!
- Tell stories or highlight past accomplishments



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