

Lisa Napier Martin

SeatonHill Partner

CORE COMPETENCIES

Strategic CFO • Servant Leader • Healthcare Operations • ACO • 501c3 • M&A
Academic Medicine • Healthcare Information Technology • Financial Policies & Procedures
• Clinic Workflow Re-Design • Productivity & Labor Management • Ethics and Compliance
Clinical Documentation and Denial Management

EXECUTIVE PROFILE

Lisa Napier Martin is a partner in the New Orleans office of SeatonHill. Her career spans over 30 years in executive level healthcare financial operations where she has worked with community hospitals, tertiary medical centers, for/not profit, academic, research hospitals, and ACO environments. Core skills include her ability to assess and identify revenue enhancement and cost containment opportunities such as contract management, clinical documentation, productivity and denials management, and AR performance improvement. In addition to traditional CFO responsibilities, Lisa's diverse experience includes the operational conversion of acquisition, merging, and joint venture hospitals, in addition to orchestrating one hospital's move to its replacement facility while simultaneously redesigning its workflows. Lisa has also managed joint ventures, physician practices and provider-based clinics, worked with organized unions, and developed 501c3 foundations. Prior to SeatonHill she was the Regional Chief Financial Officer at Steward Healthcare in Boston, Massachusetts.

KEY EXPERIENCE

Steward Healthcare: As **Regional CFO** Lisa was responsible for the financial performance of this 3-state fully integrated, \$2 billion, 12-hospital ACO health system with long-term acute care, rehab, and 10 acute care community hospitals. Lisa optimized cash flow through a focus on key metrics such as DNFB, Clean Claim Processing, Medicaid eligibility, and point of service cash collections. She also restructured the clinical documentation (CDI) program through a weekly scorecard that benchmarked CC/MCC percentages, query response rates, and staff productivity. She also deployed a denial management program. Within the first year, these initiatives achieved a \$17 million improvement in net revenue.

University Medical Center New Orleans: As **SVP** and **CFO** for this 446-bed, \$430 million, academic, safety net, tertiary care medical center, Lisa was recruited to serve as a change agent to convert the medical center from a state owned and operated medical school hospital to a private non-profit 501c3 tertiary care medical center. She negotiated and managed two university medical school affiliation agreements with over 1,000 residents and contracts valued at over \$120 million. Within one year, Lisa improved cash flow by \$1 million per month through revenue cycle re-design of financial assistance and insurance verification processes. She reduced inventory by \$4 million through the deployment of a cutting-edge RFID charge capture open access supply and inventory management system and increased annual clinic volume by 13% by redesigning clinic scheduling tools and protocols and throughput workflow.

Tenet Healthcare Atlanta Medical Center: As **CFO** for this 2-campus, \$360 million, 762-bed tertiary care and community-based teaching medical center in Atlanta, GA, Lisa's financial oversight included the employed faculty, several academic affiliations, free standing imaging and surgery centers, a PHO, DPU's (rehab and behavioral health), and an LTAC. She implemented \$9 million in strategic cost reductions, in addition to partnering with the CEO to implement new service lines such as an interventional stroke program and achieved trauma level 1 status.

EDUCATION & CERTIFICATIONS

BBA Accounting • Eastern Kentucky University, Richmond, Kentucky



SELECT EXECUTIVE EXPERIENCE

Steward Healthcare [2019-2020]
Regional CFO

Northwest Health [2017-2019]

University Medical Center New Orleans [2014-2017]
SVP & CFO

Tenet Healthcare [2004-2014]
Hospital CFO

HCA Healthcare [1989-2004]
Hospital CFO, Controller

CONTACT

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