

Executive Profile



Marc Armstrong
Las Vegas, NV

EDUCATION

MBA, Healthcare Management

University of Phoenix

BS, Business Administration, Accounting

College of the Ozarks



RELEVANT EXPERIENCE

Georgetown Behavioral Health – CFO – 118-bed behavioral health hospital.

Wipfli, LLP & Moss Adams, LLP – Consulting Manager – Professional services firm

Anthem Blue Cross Blue Shield – Healthcare Cost Outcomes Dir – Health insurance plan provider

Carson Valley Med Ctr & Bear Valley Comm Hosp – CFO – Critical Access Hospital, sole community hospital and rural health clinics.

OPERATIONAL SKILLSET

- CFO of Critical Access Hospitals, Behavioral Health Hospital and Rehabilitation Agency
- Long-Term Care Reimbursement Impact Projects
- Medicare and Medi-Cal Cost Reporting and 3rd Party Reimbursement Expertise
- Strategic Analyses & Pro Formas
- Bond Refinancing and Capital Leases
- Collaborative Leader and Teambuilder



**Marcus Armstrong, CPA, MBA,
FACHE, FHFMA**

Executive Summary

A charismatic executive with over 30 years of experience in healthcare financial leadership and consulting. Very strong at building relationships and influencing others with both hands-on experience and oversight of finance and operations. A desire to apply this extensive skillset and rare leadership ability toward the financial and operational success of a healthcare provider.

Relevant Positions

CHIEF FINANCIAL OFFICER	Georgetown Behavioral Health
HEALTHCARE COST OUTCOMES DIR	Anthem Blue Cross Blue Shield
CHIEF FINANCIAL OFFICER	Carson Valley Medical Center
ADMIN DIRECTOR OF FINANCE	Sutter Center for Psychiatry

Professional Experience

CHIEF FINANCIAL OFFICER | **Georgetown Behavioral Health**

August 2022 – Present

- Responsible for monthly financial reporting, insurance authorization, denial management, and utilization review for a 118-bed behavioral health hospital.
- Performed weekly FTE productivity reporting, revenue-related and expense accrual journal entries.

CONSULTING MANAGER | **Wipfli, LLP & Moss Adams, LLP**

September 2017 – December 2021

- Assisted CAHs, rural health clinics (RHCs) and FQHCs in preparing Medicare, Medi-Cal and OSHPD cost reports, analyzing reimbursements, responding to Medicare Wage Index audits and assisting clinics with Medi-Cal rate-setting, change-in-scope reporting and PPS Recons.

HEALTHCARE COST OUTCOMES DIR | **Anthem Blue Cross Blue Shield**

August 2015 – September 2017

- Coordinated the ideation and implementation of cost of care savings initiatives for the Nevada plan market.
- Served in a project manager capacity to conduct periodic ideation and process meetings, remove roadblocks and identify resources requisite to implement cost savings ideas.

CHIEF FINANCIAL OFFICER | Carson Valley Med Ctr & Bear Valley Comm Hosp
June 2010 – June 2014

- Responsible for all financial, reimbursement and procurement functions of Critical Access Hospital (CAH), sole community hospital and rural health clinics.
- Reduced the monthly G/L close from 20 days to 5 days after period end.
- Worked with business partner to develop volume-based clinic physician performance model to drive clinic and hospital volumes.
- Expert at building rapport with physicians and community paramedics to help drive volume.
- Negotiated \$3M capital lease & \$8.7M bond refinancing for equipment, EHR implementation and medical office building acquisition.

MANAGER | HFS Consultants
Oakland, CA

March 2008 – June 2010

- Contracted as Interim CFO and Controller of various California community hospitals, including one district critical access hospital.
- Preparation of Medicare, Medi-Cal and OSHPD cost reports.

ADMIN DIRECTOR OF FINANCE | Sutter Center for Psychiatry
Sacramento, CA

June 2004 – March 2008

- Oversight of financial statements and budgets for a 69-bed psychiatric hospital with supervision of Plant Operations, HIM and Purchasing.



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Irvine, CA 92612

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Marcus Armstrong
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Education

University of Phoenix

MBA HealthCare Management

College of the Ozarks

BS in Business Administration w/Accounting emphasis

Professional Certifications/Community Involvement

Fellow of American College of Healthcare Executives (FACHE)

Fellow of Healthcare Financial Management Association (HFHMA)

Certified Public Accountant (CPA)

Skills

Strategic Analysis

Physician Relations

Collaborative Leadership and Teambuilding

Operating and Capital Budgets

Reimbursement and Net Revenue Expert

Experienced with Lawson, Meditech and Sage GL systems



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