


**G.A. CARMICHAEL
FAMILY HEALTH CENTER**
Put Your Family's Health In Our Hands

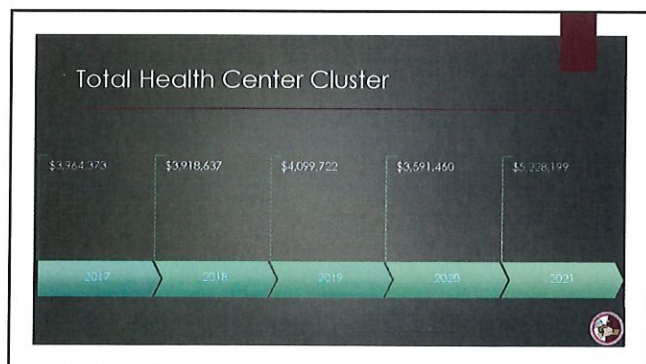
THE TRICKLE-DOWN EFFECT: CEO + CFO = A HEALTHY CENTER

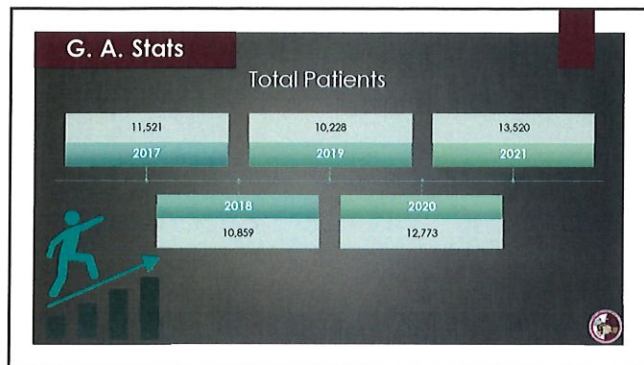
By James L. Coleman, Jr., Ed.D.
William Edwards

**G.A.
Carmichael
Locations**



- Canton: 1668 W. Peace St., Canton, MS 39046
- Belzoni: 16463 Highway 49, Belzoni, MS 39038
- Yazoo: 1547 Jerry Clower Blvd., Yazoo, MS 39194
- Yazoo (49 Junction) 110 North Jerry Clower Blvd., Yazoo, MS 39194
- Carthage: 303 W. Franklin St., Carthage, MS 39051
- 9 School-Based Sites





Overview

CFOs are responsible for steering the organization to overall success (a) driving increased revenue, (b) managing costs, (c) ensuring the organization has the right financial resources in place to achieve its goals.


They tell the CEO the direction for a company, while the CEO supports that direction. That CEO decides on budgets while CFOs prepare them. That the CEO drives company culture while CFOs implement it. And that CFOs generate new growth while CEO prepares cases for them.

Why is the role of a CFO important? The Chief Financial Officer directs a health center's financial goals, objectives and budgets. If you work as a CFO, you oversee the investment of funds held by the health center and assess and manage associated risks.

What makes a successful CFO? What Makes a Great CFO? A great CFO is distinguished by his or her experience in the field. A CFO will have high-level operational experience as well as finance experience. They will also have strong financial skills in forecasting, budgeting, managing risk, and more.

How Can a CFO Add Value

Driving Financial Strategy	Creating Financial Forecasting	Establishing Financial Visibility	Improving Cash Flow
Increasing Profit Margin	Product Line Optimization	Raising Capital	Preparing for a Successful Exit



The most important and ever-evolving relationship in a company today is that of the CEO and CFO. There is no other professional business relationship closer to the CEO than the Chief Financial Officer. To remain competitive in the changing business landscape, these two leaders must forge a relationship based on **trust, collaboration, and a shared view on how to move their company forward**. Together they define the commercial, strategic, operational, and financial blueprints. With the right chemistry, the relationship grows, and the business maximizes its opportunities. (CFO Selection Team, June, 2017)

Identify Key Concepts of a Strong Relationship

TRUST: Must be built between CEO and CFO:
How?

- Consistently delivering ahead of schedule
- Arriving at meetings prepared
- Delivering bad news prior to meetings
- Creating structure by creating a calendar of events
- Circulating information prior to meetings
- Developing relationships with service providers like accountants and attorneys
- Identifying ways to execute instead of finding reasons things cannot be done

Collaboration

- Collaboration is a working practice whereby individuals work together for a common purpose to achieve business benefit.
- Collaboration enables individuals to work together to achieve a defined and common business purpose.
- Collaboration relies on openness and knowledge sharing but also some level of focus and accountability on the part of the business organizations. Awareness – We become part of a working entity with a shared purpose

At the Conceptual level involves

- Motivation – We drive to gain consensus in problem-solving or development
- Self-synchronization – We decide as individuals when things need to happen
- Participation – We participate in collaboration and we expect others to participate
- Mediation – We negotiate and we collaborate together and find a middle point
- Reciprocity – We share and we expect sharing in return through reciprocity
- Reflection – We think and we consider alternatives
- Engagement – We proactively engage rather than wait and see

A Shared View

- Shared view allows the individual to take ownership in goals (Sinkula et al., 1997). Therefore, shared vision is very important learning process because it provides the focus and energy for learning to take place (Iloe, 2007).
- A strong shared view also creates a sense of identity that permeates the company. It drives a work culture that allows employees to thrive. There is a feeling of unity and teamwork, and there are high standards. These standards aren't arbitrary rules that come from out-of-touch management.



How Does the CEO/CFO Relationship Impacts Health Center?

Tells the tone for the entire health center.

The importance of the CEO/CFO relationship and how it should work in practice. Choosing a CFO who can work in union with the CEO is crucial to the business's success.

The partnership between CEO and CFO touches every aspect of the business, from investor relations to cash flow planning.

A CFO is typically responsible for a long list of financial duties, including developing a financial and operating strategy and telling out a long-term plan to monitor, validate and improve that campaign. When employees see this in the CEO/CFO relationship, it permeates across the center building an overall air of trust.

When CFOs communicate with transparency and with attention to the financial background of their CEO and board it also builds trust and knowledge of the health center is effectively shared.

Alignment between the CEO/CFO means respecting the chain of command between the CFO and the CEO. It's essential to building trust, credibility and support that can reduce friction and help push your company's mission along.



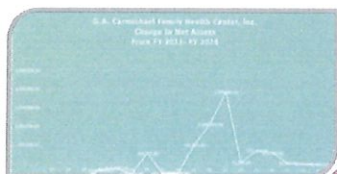
Strategies To Promote Positive Employee Moral

- Promote work-life balance among employees
- Share your vision and the mission of the business
- Invest in trust building
- Go beyond - My door is always open
- Support employee-led initiatives
- Don't ignore the power of small gestures
- Foster Professional Development and offer training
- Establish a Mentorship Program
- Train your managers to become better coaches
- Help your people develop both personally and professionally
- Show employees how much you appreciate them
- Don't forget to have fun



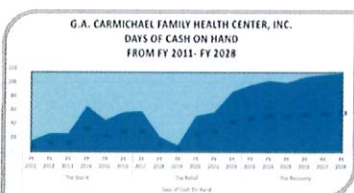
Change in Net Assets

The "bottom line" on the statement of activities. The change in net assets results from revenues, expenses, and the release of assets from restrictions. It is computed for an organization's three classes of net assets as well as for total net assets during the period appearing in the heading of the statement of activities.



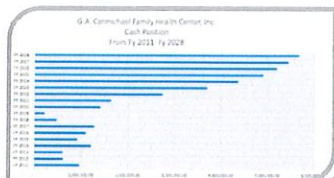
Days of Cash on Hand

Days cash on hand is the number of days that an organization can continue to pay its operating expenses, given the amount of cash available.



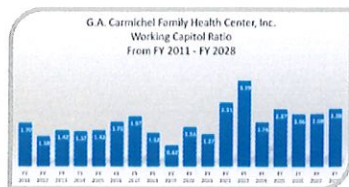
Cash Position

A cash position refers to the amount of actual cash a given corporation, bank or other entity has in its possession at a particular point in time.



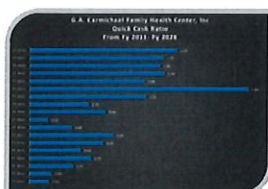
Working Capital

The capital of a business which is used in its day-to-day trading operations, calculated as the current assets minus the current liabilities. Also called [net current assets](#).



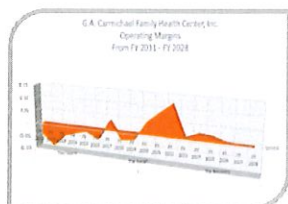
Quick Cash Ratio

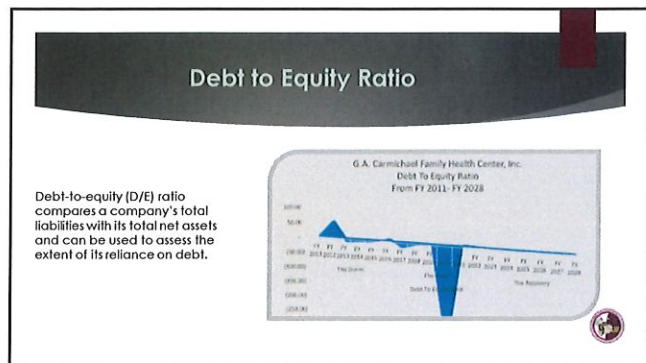
What is Cash Ratio? The cash ratio, sometimes referred to as the cash asset ratio, is a liquidity metric that indicates a company's capacity to pay off short-term debt obligations. Current Liabilities Current liabilities are financial obligations of a business entity that are due and payable within a year.

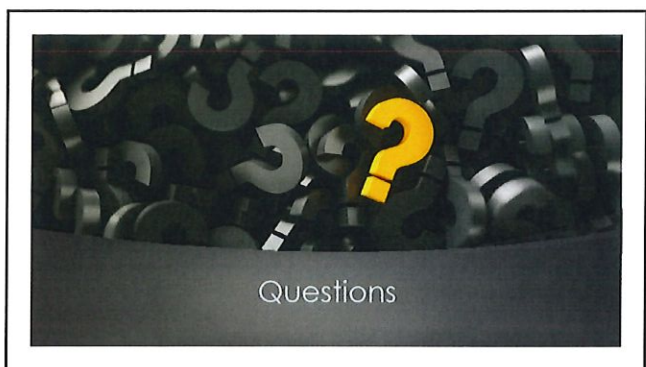


Operating Margin

Operating margin takes into account all operating costs but excludes any non-operating costs. Net profit margin takes into account all costs involved in a sale, making it the most comprehensive and conservative measure of profitability.









Thank You

We are committed to Operational Excellence




JAMES L. COLEMAN, JR., ED.D.
Chief Executive Officer
G.A. Carmichael Family Health Center

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WILLIAM EDWARDS
Chief Financial Officer
G.A. Carmichael Family Health Center

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