

## Industry Insights – Healthcare

I think the biggest challenge in the healthcare industry has been the change in the delivery models for how healthcare is, how patients get care, and how the physicians interact with the patients and how they get paid. That's trickled all the way down into the financial sector for us in terms of how we deal with the physicians, how we best structure their practices, how we maximize their reimbursement and then how we pay them.

I think it's a very specialized knowledge base that's needed to deal with physicians. Really every industry group that we as accountants and consultants deal with has their own intricacies, but especially so in healthcare. It's just a different operating model, a different business model, a different payment structure, a different revenue cycle. All aspects that if you aren't really dealing with it on a regular basis, you may understand it on a service level, but you really need to be working hand in hand with the physicians and their business operations on a regular basis to truly understand it. And then truly understanding it lets you be the best consultant you can be.

I'm passionate about working in healthcare and I think just the accounting profession in general because we get to help people. There's a certain benefit, a certain feel-good that comes from that when somebody comes to you with a problem and you have the expertise to help them. And you understand their problem and you can see them walk out of the meeting feeling really good about themselves and good about the meeting. I think that creates passion, so I think you can be passionate plus then just servicing people helps create more passion.