

APHCA Networking Forum



**ALABAMA PRIMARY
HEALTH CARE ASSOCIATION**

**Strengthening Financial and Operational
Foundations: Strategizing for Health Center
Resilience**

May 6-7, 2025

Montgomery Marriott Prattville Hotel and
Conference Center at Capitol Hill

Agenda

May 6, 2025

10:00 AM - 11:30 AM	Beyond the Numbers: Strategic Budgeting for Sustainable Growth
11:30 AM - 12:30 PM	Lunch
12:30 PM - 1:30 PM	Pro Forma Fundamentals: Building a Strong Financial Forecast
1:30 PM - 2:00 PM	Networking Break
2:00 PM - 3:00 PM	Mastering Uncertainty: A Hands-On Scenario Planning Workshop
3:00 PM - 3:30 PM	Networking Break
3:30 PM - 4:30 PM	Demonstrating Program Efficiency and Return on Investment
4:30 PM - 5:30 PM	Networking Reception

May 7, 2025

8:00 AM - 9:00 AM	Breakfast
9:00 AM - 10:30 AM	Organizational Design: Structuring for Success
10:30 AM - 11:00 AM	Networking Break
11:00 AM - 12:00 PM	Driving Performance: Creating Effective Incentive Programs

Speakers

Jay Boyer, MBA – Managing Partner, Facktor

Based in Los Angeles, Jay Boyer is Managing Partner at Facktor. Boyer uses his understanding of business organization and infrastructure to help clients build the foundations and develop relationships to maximize their potential. Boyer provides financial guidance in capital campaigns, public plan rate settings, forecasting, and financial compliance. He has also served as an interim Chief Financial Officer at several Federally Qualified Health Centers. Boyer received his Bachelor of Arts in Economics from Vanderbilt University and a Master of Business Administration from the University of Michigan Ross School of Business.

Michael Ceballos, MBA – Senior Director, Facktor

Based in Columbus, Ohio, Michael Ceballos is a Senior Director leading Facktor's value-based care work as part of the Value & Quality division. Ceballos specializes in optimizing contracts, operations, and partnerships that support risk-bearing providers in succeeding in Medicare and Medicaid value-based care contracts. He brings over 15 years of experience in healthcare to Facktor, previously running profit and loss for the two largest Medicaid managed care organizations and co-leading the largest full-risk Medicare network in Ohio via a clinically integrated network. Ceballos obtained his Bachelor of Science from Stanford University and a Master of Business Administration from the University of Chicago Booth School of Business.

Audience

Health center C-Suite and other health center leaders



Session Descriptions

Session 1: Beyond the Numbers: Strategic Budgeting for Sustainable Growth

Budgeting is more than just numbers—it's a strategic tool for driving organizational priorities. In this hands-on working session, participants will explore best practices in strategic budgeting, aligning financial planning with business objectives. Attendees will engage in practical exercises to refine their budgeting approach, ensuring sustainability and adaptability in an evolving healthcare environment.

Session 2: Pro Forma Fundamentals: Building a Strong Financial Forecast

Understanding and developing a strong pro forma is crucial for financial planning and decision-making. This session will cover key components of financial forecasting, revenue projections, and expense modeling. Attendees will gain practical insights into creating and analyzing pro forma statements to support business growth and investment decisions. Telehealth continues to reshape healthcare delivery, offering both opportunities and challenges for providers and organizations. This session will explore emerging trends, regulatory considerations, and best practices for implementing and optimizing telehealth services.

Session 3: Mastering Uncertainty: A Hands-On Scenario Planning Workshop

In today's uncertain healthcare landscape, strategic foresight is essential for resilience and growth. This session will guide participants through scenario planning methodologies, helping them anticipate future challenges and opportunities. Attendees will learn how to develop strategic responses, build flexibility into their operations, and enhance decision-making for long-term success.

Session 4: Demonstrating Program Efficiency and Return on Investment

Healthcare is currently being restructured at a federal level to ensure funds are being spent efficiently and effectively. This session will guide participants through focusing on health center internal efficiencies to demonstrate the impact of the spend. Participants will be able to tell the health center story in a data-driven way.

Session 5: Organizational Design: Structuring for Success

Enhance clarity, accountability, and efficiency within your organization through strategic leadership and organizational design. This session covers vision setting, team structuring, and process optimization, equipping participants with the tools to align their organizational design with strategic objectives. By defining a clear direction, leaders can drive growth and operational excellence. After all, you can't reach your destination without knowing where you're headed.

Session 6: Driving Performance: Creating Effective Incentive Programs

A well-structured incentive program can drive performance, boost engagement, and align team efforts with organizational goals. In this session, we will break down different incentive models, from financial bonuses to value-based rewards, and discuss how to design effective programs tailored to healthcare organizations. Attendees will gain practical strategies to create sustainable incentive structures that motivate employees while supporting long-term business objectives.

