

Robert A. Broermann
Senior Vice President and Chief Financial Officer
Sentara Healthcare



Mr. Broermann currently serves as Chief Financial Officer of Sentara Healthcare, one of the nation's top integrated health care organizations and Virginia's largest health care system. He was appointed to this position in 2001 and is responsible for all aspects of the organization's financial management. His staff includes the financial personnel of all 12 Sentara operating divisions in addition to all centralized finance employees including the Revenue Cycle and Treasury functions. He joined Sentara in 1998 through the merger with Tidewater Health Care, where he served as CFO since 1993. Prior to joining Tidewater Health Care, he was a Senior Audit Manager with Coopers & Lybrand. He earned his Bachelor of Science in accounting and his MBA from Old Dominion University. He is a CPA and a Fellow in the Healthcare Financial Management Association. Mr. Broermann was the 2006 Chairman of the Board of Directors of the United Way of South Hampton Roads and is a past Chair of the United Way Regional Campaign Committee. In 2006, Virginia Business awarded Mr. Broermann "CFO of the Year" in the large private company category.



Sentara Healthcare is an integrated delivery system providing services to a 1,600-square mile area known as Hampton Roads with a patient base that encompassing southeastern Virginia, the Eastern Shore of Virginia, and northeastern North Carolina. Sentara operates seven hospitals, seven skilled and three intermediate nursing and assisted living facilities, numerous diagnostic and rehabilitative programs, physician clinics, neighborhood medical centers, home health centers, and two health maintenance organizations.

Sentara has received many national recognitions and awards over the years. The following are some of the recent awards received:

- 2009 NCQA Top Health Plans – received an ‘Excellent’ accreditation for the 11th consecutive year from the National Committee for Quality Assurance (NCQA) for its commercial health plans and 10th consecutive year for its Medicaid HMO product, Optima Family Care. Optima Health is Virginia’s only commercial HMO to maintain NCQA’s highest accreditation status since 1998.
- 2009 U.S. News Top Hospitals – Two Sentara Hospitals have achieved ‘Top 50’ rankings in the annual *U.S. News & World Report* ‘America’s Best Hospitals’ edition. Four service lines at Sentara Norfolk General Hospital and one at Sentara Leigh Hospital are in the national ranking. After surveys of 4,861 hospitals across the country, 174 are ranked in *U.S. News*.
- Top 100 Integrated Healthcare Network – In 2009, SDI (formerly Verispan) ranked Sentara Healthcare fourth nationwide in its top 100 integrated health care networks survey, published in *Modern Healthcare Magazine*. Sentara has ranked in the top 10 since the list began publishing in 1997.
- 2007 & 2008 U.S. News Top Hospitals – Sentara Norfolk General Hospital heart and cardiac surgery programs and kidney program were ranked among the top 50 hospitals in the nation in the annual survey by U. S. News and World Report.
- Optima Health Plan maintains A+ rating from the Weiss ratings agency-based on reliability for members and business performance.
- 2008 Magnet Hospital designation – Sentara Norfolk General Hospital received Nursing Magnet status and is the first in southeastern Virginia to have this honor from the American Nurses Credentialing Center.
- 2009 CIO Top 100 Award – CIO magazine, a leading publication in the information technology industry, has recognized Sentara Healthcare with this award. The annual award recognizes innovative organizations that use information technology effectively to create business value.
- 2008 Employer of Choice Award – Sentara Healthcare was named for its dedication to employee relationships that go above and beyond typical human resource practices. The award was provided by Employer of Choice, Inc. who certifies outstanding employers.