

PITTSBURGH
BUSINESSTIMES

CFO FINALISTS
SMALL NONPROFIT ORGANIZATION

Franco Insana

Family Hospice & Palliative Care

Franco Insana, CFO for Family Hospice & Palliative Care, has lead the nonprofit's financial team for two years. Prior to this position, Insana served as CFO for a system of nursing homes, but he was attracted to the growing field of home care.

You're a numbers man, but your work affects people's health and their lives. How do you keep that in perspective?

My office is located in the same building as our inpatient unit. Even though I don't care for patients every day, the fact that I see family members coming into the building – in the lobby, in our small cafe – that reminds me on a constant basis that this is a person-to-person (effort) – that we're not selling commodities, we're not making commodities. In another organization, a large hospital, the bean counters might be in another building miles away. I'm here in the same building. You just have to be with those people.

How do you further the medical and social mission of the organization?

We participate in a



group of hospices that are national leaders. I work with those other CFOs and exchange information – financial and operation information. That way I can share that with our clinical staff and they can see if other large hospitals are having issues such as nursing shortages.

What types of things do you talk about?

Some cost savings ideas, some ideas regarding efficiencies within finance. For instance, we talk about what kind of payroll systems we all use, what are the job

descriptions of our finance staff so that we're finding the best people. We also stay current on Medicare regulations, especially billing regulations.

How do you make sure you don't miss anything?

We have to be diligent about understanding Medicare guidelines. We have a corporate compliance committee, and we do internal audits of our billing process and medical records to make sure all of our paperwork's in order.

Can you tell us your motto for managing money?

My son just started at Penn State, and I told him, if you remember one thing, don't screw up royally. Just don't make any big mistakes. You can usually clean up the small mistakes.

— BY ANYA LITVAK

Congratulations

Franco Insana

on being named a finalist in
Pittsburgh Business Times'
CFO of the Year Awards



Family Hospice
& Palliative Care

[wwwfamilyhospice.com](http://www.familyhospice.com)

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