

# Financial Management and Business Essentials

*For Nurse Managers and Directors*

November 1st & 8th, 2023 · 9:00 AM - 12:30 PM *via Zoom*

Financial management skills and business acumen help nurse managers and directors excel in their roles, maximize their impact, and continue to grow in their careers in the modern, ever-evolving healthcare environment.

**This interactive, two-part program is designed to prepare and empower nurse managers and directors who want to hone the essential financial management skills they need to be successful and enhance their business acumen.**

## SESSION 1

- Today's financial healthcare environment: key issues, innovations, and trends
- An introduction to financial statements, terminology, and metrics
- Overview of the budget process: the building blocks of budgeting, the nurse's role, and productivity measures

## SESSION 2

- Review and discuss your own department's budget and staffing
- Variance analysis and mitigation action planning
- The components of a well-crafted business plan
- Building and presenting a persuasive business case for change: negotiating resources, articulating value, and forecasting financial implications

*Participants will learn by doing, applying session learnings to assess their own department's budget, staffing, and variances and preparing and presenting a business case!*

## PROGRAM FACULTY



**KT Waxman**  
DNP, MBA, RN, CNL, CENP,  
CHSE, FSSH, FAAN



**Mary Lynne Knighten**  
DNP, RN, NEA-BC

Drs. KT Waxman and Mary Lynne Knighten are the authors and editors of two nursing textbooks: *Financial and Business Management for the Doctor of Nursing Practice (3rd edition)* by Springer and *Economics and Financial Management for Nurses and Nurse Leaders (4th edition)*. They both teach healthcare finance at the doctoral level in major universities.

## Program Logistics:

- Target Audience: Nurse managers and directors who want to hone their financial skills and build their business acumen.
- 6.5 Contact Hours will be awarded for participation in the full program.
- Registration fee: \$199 per person
- To register a group, [download our sign-up form.](#)

**REGISTER  
TODAY!**

[CLICK HERE](#)

*Space is limited.*