



## Chief Revenue Officer

### Leadership Profile

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## The Opportunity

Lexington Health, located in the South Carolina Midlands, seeks a strategic and accomplished executive to serve as the organization's inaugural Chief Revenue Officer (CRO). This is an exceptional opportunity to provide enterprise leadership over revenue cycle operations and managed care strategy within a highly respected, independent nonprofit health system with a long-standing commitment to quality, community care, and financial stewardship.

Lexington Health is a comprehensive network of care anchored by Lexington Medical Center, a 607-bed Magnet®-designated teaching hospital. The system serves the healthcare needs of the region through a broad and integrated delivery network that includes more than 80 physician practices, six accredited urgent care centers, and a range of specialized clinical and extended-care facilities. With approximately \$1.8 billion in annual revenue, more than 9,000 employees, and a medical staff of nearly 900 physicians and advanced practice providers, Lexington Health delivers care across inpatient, outpatient, urgent, and post-acute settings throughout the Midlands.

The CRO represents a new and important addition to Lexington Health's leadership team, created to further strengthen and align revenue cycle and managed care capabilities amid an increasingly complex reimbursement environment. Reporting to the Chief Financial Officer, the CRO will serve as a key financial and operational leader driving the modernization and transformation of the function into a highly integrated, forward-looking model. The executive will play a central role in advancing the organization's revenue strategy by ensuring coordinated, high-performing operations across patient access, coding and documentation, billing and collections, denial management, and payer contract performance. A central mandate of the CRO will be to partner closely with leaders across Lexington Health to connect disparate functions and develop a unified strategy. Another key priority for the CRO will be evaluating and deploying new technologies to improve denial prevention, coding accuracy, revenue integrity, and administrative efficiency. It is imperative that the CRO partner closely with IT, compliance, and clinical leaders to deploy new tools and accelerate adoption across the enterprise as the healthcare landscape continues to evolve.

The Chief Revenue Officer will inherit a highly experienced and stable leadership team, providing a strong foundation for advancing the organization's strategic objectives. A key priority will be to establish and align clear KPIs and performance metrics with the broader strategic and financial plan, ensuring that day-to-day execution directly supports enterprise goals.

The ideal candidate will be a data-driven and collaborative leader with the ability to balance strategic vision with operational discipline. Success in the role will require strong executive presence, high emotional intelligence, and the ability to build trust and alignment across a complex organization. This is a rare opportunity for a seasoned revenue cycle executive to step into a newly created enterprise role and shape the future of revenue strategy at an independent health system where stability, performance, and purpose are deeply embedded in the culture.

## Organization Overview

### Lexington Health

Lexington Health is a leading network of care and teaching hospitals that has served the South Carolina Midlands for more than 50 years. Anchored by Lexington Medical Center, a 607-bed Magnet®-designated teaching hospital, the organization provides comprehensive healthcare services across the region and serves as a key clinical and academic resource for its communities.

The system comprises over 80 physician practices spanning primary care and a wide range of medical and surgical specialties, complemented by six accredited urgent care centers that expand access to timely, community-based care. Lexington Health also operates several specialized facilities, including the largest [extended care center](#) in the Carolinas and [Carroll Campbell Place](#), a dedicated residential and care community for individuals living with Alzheimer's disease and other memory disorders. Together, these assets support a broad continuum of care across inpatient, outpatient, urgent, and post-acute settings.

Lexington Health generates approximately \$1.8 billion in annual revenue and is supported by a workforce of more than 9,000 healthcare professionals. The organization is widely recognized for clinical quality and nursing excellence, maintaining Magnet® recognition, which reflects sustained performance in patient outcomes, professional practice, and workforce engagement.

With a strong commitment to [education](#) and workforce development, Lexington Health operates fully accredited residency programs and robust nursing education programs, in partnership with regional academic institutions, reinforcing its role as a teaching institution and ensuring a pipeline of well-trained clinical professionals.

Across the system, approximately 885 providers deliver care in numerous medical specialties, supporting a diverse portfolio of patient care programs that address the needs of the growing Midlands population.

### Lexington Medical Center

[Lexington Medical Center](#)—is a 607-bed teaching hospital located in West Columbia, South Carolina which provides acute and specialized care.



## Services

Lexington Health offers an array of [services](#). Awarded specialty care services include:

[Cancer Center](#)—Lexington Medical Center is one of four hospitals in South Carolina to be Quality Oncology Practice Initiative (QOPI®) certified.

[Heart and Vascular Center](#)—Lexington Health's Heart and Vascular Center is South Carolina's first [HeartCare Center](#)™ recognized by the American College of Cardiology.

[Orthopaedics and Sports Medicine](#)—is backed by the only [DNV Total Hip and Knee Accredited](#) hospital in the Midlands.

[Women's Health](#)—nationally recognized women's primary care in South Carolina.

[Maternity](#)—Lexington Medical Center is a designated birthing-friendly hospital, recognized for its commitment to improving maternal outcomes.

## Awards

Lexington Health is committed to providing its patients with the highest quality of care, and its top national rankings and an ever-growing list of honors certainly reaffirm that commitment. Besides several "Best Hospital" awards, other select accolades include:

- National Research Corporation Consumer Choice Award
- Press Ganey Summit Award for Outstanding Patient Satisfaction
- HealthGrades Outstanding Patient Experience Award
- American Nurses Credentialing Center Magnet with Distinction

Lexington Health has also been honored with several workplace awards, including:

- The Green Bill of Health Earth Day Award
- Best Company for Working Moms, by March of Dimes
- One of the "Best Places to Work" in South Carolina, by SC Chamber of Commerce
- 2025 Best Places to Work, by Modern Healthcare
- 2025 Most Family-Friendly – Modern Healthcare
- 2025 Community Award (3<sup>rd</sup> place) – Modern Healthcare

## Vision and Mission Statement

### Vision

To be a coordinated healthcare delivery system that is accessible, affordable, and continually improves the health status of their community.

### Mission Statement

To serve the needs of the Midlands community by providing quality health services, incorporating advanced technology, leading-edge techniques, and a strong commitment to community health.

For more information about Lexington Health, visit: [www.lexhealth.com](http://www.lexhealth.com)

## Position Summary

Reporting to the Chief Financial Officer, the Chief Revenue Officer (CRO) will serve as a key executive leader responsible for advancing Lexington Health's enterprise revenue strategy and optimizing financial performance across an increasingly complex reimbursement environment. The CRO will provide strategic and operational leadership over revenue cycle operations and managed care contracting, ensuring alignment across hospital and ambulatory settings within a large, integrated nonprofit health system.

The CRO will lead performance excellence across revenue cycle functions by driving continuous improvement, strengthening governance, and leveraging data, analytics, and technology in close partnership with finance, clinical leadership, IT, compliance, and managed care teams. This role requires a leader who can balance strategic vision with operational discipline to enhance net revenue performance, contract compliance, and financial integrity.

In addition, the CRO will provide executive oversight of payer strategy and contracting across government and commercial payers. The role will foster and sustain strong, collaborative relationships with payer partners, supporting effective negotiation, operational alignment, and reimbursement sustainability while reinforcing Lexington Health's commitment to quality, access, and community-focused care.

## Reporting Relationships

Reporting to the Chief Revenue Officer, direct reports include:

- Vice President, Revenue Cycle
- Assistant Vice President Managed Care

## Responsibilities

### Revenue Cycle Leadership & Strategy

- Provide executive oversight of all revenue cycle functions, including patient access, HIM, CDI, charge capture, billing, collections, customer service, denial prevention and appeals, and revenue integrity.
- Develop and execute an integrated revenue cycle strategy aligned with payer contracting, reimbursement trends, and organizational financial goals.
- Establish system-wide performance targets, dashboards, and governance structures to drive accountability and continuous improvement across key revenue cycle KPIs.

### Managed Care

- Provide executive oversight of managed care contracting strategy and performance, including commercial, Medicare Advantage, Medicaid managed care, and value-based arrangements.
- Develop and negotiate payer contracts that optimize reimbursement, reduce administrative burden, and align with organizational cost structures.
- Evaluate contract terms related to denials, medical necessity, prior authorization, payment methodologies, and value-based incentives.
- Ensure payer contract terms are operationalized effectively within revenue cycle workflows, systems, and analytics.
- Lead financial modeling and impact analysis for new and renewed contracts, including reimbursement risk, denial exposure, and margin sustainability.
- Collaborate with revenue cycle and analytics teams to monitor payer performance, identify unfavorable trends, and inform renegotiation strategies.

## AI, Automation & Technology Enablement

- Lead the exploration, evaluation, and implementation of AI-enabled technologies across revenue cycle and managed care domains, including:
  - AI-driven coding and CDI
  - Automated charge validation and revenue integrity analytics
  - Predictive denial management and automated appeal drafting
  - AI-supported patient billing communications and self-service tools
  - Analytics to evaluate payer behavior, denial patterns, and contract compliance
- Partner with IT, compliance, legal, and AI governance groups to ensure technology solutions are secure, compliant, scalable, and aligned with enterprise standards.
- Champion responsible AI adoption that enhances accuracy, efficiency, and workforce effectiveness while supporting long-term payer strategy.

## Governance, Compliance & Risk Management

- Ensure compliance with all federal and state regulations, payer requirements, and internal policies related to billing, coding, collections, and contracting.
- Establish strong internal controls, audit processes, and monitoring mechanisms related to payer compliance, underpayments, and denial risk.

## Leadership & Talent Development

- Lead, mentor, and develop high-performing leaders across revenue cycle and managed care functions.
- Foster a culture of innovation, accountability, and cross-functional collaboration.
- Support workforce transformation as automation and AI reshape traditional revenue cycle and contracting roles.

## Executive & Physician Partnership

- Serve as a trusted advisor to the CFO, CEO, and senior leadership team on revenue cycle performance, payer strategy, and reimbursement risk.
- Collaborate with physicians and clinical leaders to align documentation, quality, and operational practices with payer expectations and financial sustainability.

## Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Be viewed as a highly credible and experienced leader by Lexington Health's senior leadership team. This leader will be recognized as a collaborative and visible member of the finance leadership team.
- Build strong, trust-based relationships across the revenue organization and broader enterprise by establishing credibility with a tenured leadership team and fostering collaboration across clinical, finance, IT, compliance, and operational partners.
- Align closely with the CFO to serve as a strategic thought partner on revenue performance, reimbursement risk, and long-term financial sustainability, ensuring revenue strategy supports enterprise priorities.
- Assess and establish an integrated, enterprise-wide revenue strategy that aligns revenue cycle operations and managed care activities across the health system. This leader will lead integration efforts to ensure a more coordinated, end-to-end revenue model with shared accountability.
- Modernize and advance the maturity and effectiveness of revenue cycle operations by implementing clear KPIs and performance metrics, dashboards, and accountability structures that provide leadership with actionable insight to guide decision making and support continuous improvement.
- Lead the deployment of advanced analytics, automation, and AI-enabled technologies to improve denial prevention, coding and documentation accuracy, operational efficiency, and overall performance.
- Enhance Lexington Health's ability to proactively respond to evolving payer behavior, regulatory requirements, and reimbursement trends through better coordination, analytics, and operational readiness.
- Promote the effective use of technology, automation, and advanced analytics to improve efficiency, accuracy, and scalability across revenue cycle and managed care processes, in close partnership with IT and enterprise stakeholders.
- Strengthen payer strategy and performance management, ensuring managed care contract terms are operationalized, monitored, and actively managed across workflows and systems.
- Partner effectively with physicians and clinical leaders to align documentation, utilization, and care delivery practices with reimbursement requirements while supporting high-quality, patient-centered care.

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## Candidate Qualifications

### Education/Certification

- Bachelor's degree in Finance, Accounting, Business Administration, Healthcare Administration, or a related field required; master's degree strongly preferred.
- At least 10 years of progressive leadership experience within healthcare finance, including substantial accountability for enterprise revenue cycle operations and managed care strategy.
- Proven experience leading large-scale revenue cycle transformation initiatives and complex, payer-related financial programs within health systems or similarly complex healthcare organizations.

### Knowledge & Skills

- Comprehensive understanding of hospital and health system revenue cycle operations, reimbursement methodologies, and managed care contracting structures.
- Strong working knowledge of advanced analytics, automation, and emerging AI-enabled technologies as applied to revenue cycle performance and payer management.
- Demonstrated executive leadership capabilities, including strategic negotiation, stakeholder influence, and change management within complex, matrixed organizations.

### Leadership Skills and Competencies

- Deeply aligned with and energized by Lexington Health's mission, values, and commitment to community-based, high-quality care, with a strong sense of purpose and personal accountability for excellence.
- A visible, approachable, and credible leader who builds trust and rapport with physicians, team members, patients and families, and external partners across the communities Lexington Health serves.
- Demonstrates a leadership style grounded in confidence, humility, and servant leadership, balancing decisiveness with respect for people and perspective.
- Possesses outstanding interpersonal skills and an executive demeanor that enables rapid credibility and influence at all levels of a complex, matrixed healthcare organization.
- Brings an innovative mindset and fresh perspective, serving as a positive catalyst for change while remaining thoughtful, disciplined, and aligned with organizational culture and values.
- An agile, results-oriented leader with a modern management approach that emphasizes empowerment, accountability, coaching, mentorship, accessibility, and team development; comfortable working in a highly collaborative, hands-on environment.
- Exhibits visionary and transformative leadership, combining strong intellect and strategic acumen with the judgment to take well-calibrated, mission-aligned risks.
- Highly capable and self-motivated, with the emotional intelligence to seek out partnership, leverage expertise, and drive execution through collaboration rather than authority alone.

## The Community

### Columbia, SC



Columbia is the capital city of South Carolina and has a population of approximately 146,000. It is home to the South Carolina State House, a Greek Revival building set in gardens dotted with monuments. Riverbanks Zoo & Garden is a huge park with animal enclosures and botanical gardens. A diverse collection spanning centuries is on display at the Columbia Museum of Art. Dating back to 1823, the Robert Mills House is a mansion and museum surrounded by ornate gardens. You may hear the Columbia area referred to as "The Midlands."

Greater Columbia offers a wide array of entertainment choices throughout the year, as home to the Columbia Museum of Art, South Carolina Philharmonic Orchestra, Columbia City Ballet and a myriad of performing art groups. Meanwhile, for families looking for a public school district or a private school, Greater Columbia is home to some of the South's best academic options.

Columbia is a passionate college-sports town, anchored by the University of South Carolina and its beloved Gamecocks. Each year, the team's storied rivalry with the Clemson Tigers ignites spirited rallies and statewide excitement. Benedict College also contributes to the city's vibrant sports culture, with the Tigers competing in the Southern Intercollegiate Athletic Conference and enjoying strong community support.

Outdoor access is a major draw for those in Columbia. The city sits at the meeting point of three rivers and is just minutes from Lake Murray, a large reservoir known for boating, fishing, and waterfront dining. With mild winters and long warm seasons, outdoor activities are part of daily life, and weekend trips to both the mountains and the coast are within a few hours' drive.

For more information on Columbia and surrounding areas, see:

[www.columbiasc.net](http://www.columbiasc.net)

[www.experiencecolumbiasc.com](http://www.experiencecolumbiasc.com)



## Procedure for Candidacy

Please direct all inquiries, nominations and applications to Keshia Harris and Stacy Lind through the WittKieffer Candidate Portal or via email at [slind@wittkieffer.com](mailto:slind@wittkieffer.com). Candidates can also find this portal via the WittKieffer website at [www.wittkieffer.com](http://www.wittkieffer.com) and by selecting the "Become a Candidate" button.

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