

Froedtert Health: Announces Alicia M. Maitland as senior vice president of finance

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MILWAUKEE (August 16, 2022) — Froedtert Health announced today that Alicia M. Maitland joined Froedtert Health as senior vice president, finance. In Maitland's role, she will have oversight and responsibility for key business operations including accounting; internal controls; financial reporting; tax; payroll; reimbursement; decision support and financial planning; risk management and treasury activities.

"Alicia is a proven CFO and a high-impact executive that has a sustained track record of delivering results and creating value," said Scott Hawig, executive vice president of finance, chief financial and administrative officer and treasurer, Froedtert Health. "Her financial expertise and her outstanding leadership qualities will be an invaluable addition to the team as we continue to face financial headwinds due to the COVID-19 pandemic. As important as her experience, her commitment to our mission and values while actively living our values of dignity and respect will help our organization continue to move forward being the trusted leader in the diverse communities we serve."

"I've admired Froedtert Health's team, commitment to mission and their journey to becoming one of the premier academic health networks in the nation," said Alicia Maitland, senior vice president, finance, Froedtert Health. "I look forward to working with the team to continue to move Froedtert Health forward and to execute on the company's priorities, support the organization's continued growth and most importantly support the organization's commitment to their mission and values."

Maitland joins Froedtert Health from Munson Healthcare, Traverse City, Mich., where she served in progressive leadership roles since 2012, most recently as chief

financial officer. In this role, she oversaw treasury, financial accounting, financial planning, business intelligence, reimbursement and revenue cycle.

Prior to joining Munson Healthcare, she spent 11 years as a leader at Rush University Medical Center, Chicago. Maitland began her career at Deloitte in the tri-state region (New York, New Jersey, and Connecticut) and Chicago metropolitan area, where she specialized in health care.

Maitland is a certified public accountant and received a Bachelor of Science degree in accounting from the Wallace E. Carroll School of Management at Boston College.

For more information visit froedtert.com/about/executive-leadership.