

UW School of Medicine and Public Health: Conrad joins UW School of Medicine and Public Health as chief financial officer

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MADISON, Wis. – Heidi Conrad, an experienced fiscal strategy leader devoted to education and health care, will become the next chief financial officer of the University of Wisconsin School of Medicine and Public Health.

She will guide the financial health of the school and direct its fiscal management and operations by overseeing budgeting, reporting and management of school funds. She will also maintain strong working relationships with finance leaders at UW-Madison, UW Health and other key partners, such as the UW Foundation and Alumni Association.

Conrad, a native of Mequon, who attended UW-Madison, looks forward to helping the school advance health and health equity through education, research and service.

“The healthcare industry is facing unprecedented challenges and change, requiring we enhance clinical outcomes and reinvent care models to improve the health of all communities,” she said. “Critical to our success is training future health care professionals to provide high quality, compassionate care in innovative ways. The opportunity to help advance education and research to meet this challenge is an exciting honor and privilege.”

Conrad brings to the school nearly three decades of progressive leadership at HealthPartners, a Minnesota-based \$7 billion integrated, nonprofit system that

offers health care delivery and health plan services. HealthPartners also provides medical education and training to medical professionals, conducts research and performs fundraising to support its health care delivery system. Her recent roles include vice president and chief financial officer for Regions Hospital and senior vice president and chief financial officer for care delivery.

For Regions Hospital, Conrad partnered with HealthPartners and higher education leaders focused on graduate medical education, such as at the University of Minnesota, to enhance and grow the HealthPartners-sponsored residency programs. She served on the board of the Minnesota Metropolitan Council for Graduate Medical Education from 2007-16, including a year as board chair. As part of the council, she optimized financial support and helped to increase the quality of graduate medical education in collaboration with the University of Minnesota and other institutions. She also serves on the board of directors of the American Board of Plastic Surgeons, which is the certifying board for plastic surgeons in the United States.

As the financial leader for HealthPartners care delivery, Conrad provided leadership to the care delivery system, which has revenue of approximately \$4 billion. The system includes eight hospitals, six ambulatory surgery centers and more than 50 clinics.

She earned her bachelor's degree in accounting at UW-Madison, followed by a Master of Business Administration from Hamline University. In 2019, she was named a Chief Financial Officer of the Year by *Business Journal*.

Conrad's extensive experience in health care and educational settings combined with her collaborative leadership style makes her a perfect fit for this role, according to Dr. Robert N. Golden, dean, UW School of Medicine and Public Health.

"Heidi Conrad's background in utilizing values-driven financial strategies will further advance our vision of healthy people, healthy communities," he said. "I look forward to her playing a pivotal role in our school's leadership team as we seek to promote health throughout the state of Wisconsin and beyond."

Her appointment will begin in mid-October. Conrad is available for interviews today.