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healthcare financial management association

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HFMA Presents Individual Achievement Award to Bob Broadway

(June 25, Las Vegas) –The Healthcare Financial Management Association (HFMA) presented Robert L. “Bob” Broadway, FHFMA, with the 2014 Frederick C. Morgan Individual Achievement Award during its annual conference in Las Vegas. A long-time leader of HFMA’s Florida Chapter, Broadway is the 56th recipient of this award, which honors career-long contributions to HFMA and to the healthcare finance profession.

“Bob Broadway truly embodies the spirit of HFMA,” said HFMA President and CEO Joseph J. Fifer, in presenting the award. “His support and encouragement have helped so many to succeed both as HFMA leaders and within their organizations. Bob’s service to HFMA, both at the chapter and national levels, is unparalleled.”

Broadway has been vice president of Corporate Strategy at Bethesda Health in Boynton Beach, Fla., since 1979.

A member of HFMA since 1978, Broadway has served HFMA in many roles on both the chapter and national levels. He was president of the HFMA Florida Chapter for the 1985-86 term. In 2003, he received the Florida Chapter President’s Award. At the national level, Broadway has

served on the Chapter Advancement Team, the National Advisory Council, the Governance Committee, the Audit and Finance Committee, the Strategic Planning Committee, and the Executive Committee, among others, and chaired many of these groups. Broadway went on to serve as Chair of HFMA for the 2008-09 term. Broadway also is the recipient of HFMA's Founders Medal of Honor and Bronze, Silver, and Gold Awards.

About HFMA

With more than 40,000 members, the Healthcare Financial Management Association (HFMA) is the nation's premier membership organization for healthcare finance leaders. HFMA builds and supports coalitions with other healthcare associations and industry groups to achieve consensus on solutions for the challenges the U.S. healthcare system faces today. Working with a broad cross-section of stakeholders, HFMA identifies gaps throughout the healthcare delivery system and bridges them through the establishment and sharing of knowledge and best practices. We help healthcare stakeholders achieve optimal results by creating and providing education, analysis, and practical tools and solutions. Our mission is to lead the financial management of health care. hfma.org

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