

Women in Healthcare: Inspiring stories from Asia Pacific

Ms. Amy Cheah, Head of Finance, Farrer Park Hospital



Amy is a healthcare veteran with almost 20 years' experience helming senior positions at large regional healthcare organisations. An Accountant by training, from Singapore's Nanyang Technological University, she has spearheaded projects and co-ordinated organisational wide efforts in her previous capacity as Financial Controller as well as Vice President of Operations at Parkway Shenton. Now she brings her passion and skillsets to Farrer Park Hospital. As Head of Finance, she leads her team to set up a well-oiled finance machinery to support the Hospitals ambition of being a rising star in the region's healthcare sector.

HMA interviewed Ms. Cheah and asked her about the challenges in being a leader in financial management of a healthcare organisation:

What are your biggest achievements in hospital management and healthcare services in 2016/2017?

I'm very excited to be here at Farrer Park Hospital, being part of a pioneering team that is building a new hospital, a new culture of good medicine from ground up. The journey of setting up an efficient and effective finance system from scratch is a tremendous effort. One that is dynamic, challenging and very fulfilling. Working with a group of passionate and like-minded healthcare team members, who are all senior and very experienced, but willing to roll up their sleeves to tighten the nuts and bolts because they fully believe in the principles of providing value, care and comfort for patients and customers, both external and internal.

My team and I have built mechanisms and processes. We have put in place SOPs and technology to facilitate a financial structure that supports our stakeholders in their efforts to serve customers and patients better. It is not accurate to say this is the biggest achievement

because achieving is a continual process. Our work to improve and fine tune the system is always on going.

What has been the most exciting thing that you worked on in 2016/2017?

I would have to say amongst the many projects we embarked on, in this digital era, my favourite would be spearheading the effort between Finance and our IT team to build data blocks that helps the FPH leaders feel the pulse of the business.

What are the main challenges in leading the finance management in the hospital?

As head of finance, I have to constantly switch my focus between front of house and back of house. Front of house, especially in private healthcare, requires excellent people skills to provide exceptional service in the way we provide financial advice to patients and their family. Back of house needs extreme clinical scrutiny to ensure that all the processes, procurement, payments, statutory reporting, claims and insurance are working in clockwork precision. These two components must work well and seamlessly together.

What are the new technologies that you are looking to implement in the near future? Any tool or technique that particularly interests you?

Technology will push the boundaries of healthcare. I am excited on new projects with IT that will allow us to use data analytics to help with trend analysis and predictive analysis. The implications for managing cost are tremendous. I see this development fulfilling our core tenant of providing more value for patients as it will bring down patients' cost of care.

Finally, who is the healthcare leader that inspires you the most?

I have to say Dr Timothy Low, our CEO. He is an out of the box thinker, always inspiring team members to be the best in industry by applying the best practices from all industries. He has built great team morale and set the pace for innovation.

To learn more about the healthcare challenges in Asia Pacific, join us on 23-24 August 2017 at the 16th Hospital Management Asia. This annual conference will be held at Shangri-La the Fort, Manila, Philippines. Visit www.hospitalmanagementasia.com and register today.