

Brian Potter

Senior Vice President
Finance/Chief Operating Officer
Wisconsin Hospital Association



Brian has served the Wisconsin Hospital Association (WHA) as Senior Vice President, Finance since December 2010. He has been with the hospital association for over 19 years in total, working primarily on hospital reimbursement issues and other regulatory, compliance and legislative matters facing hospitals and health care systems. He also serves as WHA's Chief Operating Officer and oversees the association's internal operations and the WHA Information Center.

Prior to joining WHA, Brian worked for a staff model health maintenance organization concentrating on finance and operational issues. He also spent three years in public accounting focusing on hospital audits and other health care consulting projects. He has a Masters degree from the University of Wisconsin in Healthcare Fiscal Management and he is a CPA.

Brian serves as treasurer for the HIPAA Collaborative of Wisconsin, serves on the finance committee of the Wisconsin Collaborative for Healthcare Quality, and serves on the boards of the Wisconsin Chapter of the Healthcare Financial Management Association, the Wisconsin Chapter of the American Association of Healthcare Administrative Management, and the Wisconsin Statewide Health Information Network.

