

Calendar of Events

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July 29, 2025

Sea of Change 1 hour Webinar

12:00 PM - 01:00 PM PAC

*Sea of Change:
2025 Healthcare Policy Outlook with New Administration at Helm*

*Webinar
July 29th, 2025
12 – 1 pm PT*

2025 brings forward a new administration and with it a returning President and a new Congress. With parties somewhat "aligned," expectations are high for the Federal Government to curb spending. With a tax bill looming and billions of dollars to balance, Medicaid and other programs are large targets for 2025's Federal Healthcare Policy agenda. This session will highlight the key appointments to President Trump's cabinet and committees, the likely impacts on federal healthcare programs, and other insights on where the healthcare policy ship may sail over the next year.

LEARNING OBJECTIVES:

*Outline the Federal infrastructure and priorities for the 2025 legislative session and beyond
Comprehend the financial impacts on the ACA, Medicaid, and other federally funded programs
Contrast and compare the likelihood and timing of the healthcare policy implications before the 2026 mid-terms
Assess the operational and financial forces that will influence hospital and health system profitability
Evaluate enforcement efforts under Price Transparency and No Surprises Act under the new administration*

Featured Speaker:

*Jonathan G. Wiik, MSHA, MBA, FHFMA
Vice President, Health Insights
FinThrive*

Jonathan Wiik has almost 30 years of healthcare experience in acute care, health IT, and insurance settings. He started his career as a hospital transporter and served in clinical operations, patient access, billing, case management, and many other roles at a large not-for-profit acute care hospital and prominent commercial payer before serving as Chief Revenue Officer.

In his current role as Vice President of Health Insights at FinThrive, he is responsible for leading healthcare data insights and research. Wiik works closely with the market and hospitals on industry best practices for revenue management. He is considered an expert in the industry for healthcare finance, legislation, revenue management, and strategic transformation.

Wiik is an active advocate of legislative changes that evolve the healthcare industry. He's also the author of three healthcare finance publications: Healthcare Revolution: The Patient Is the New Payer, Revenue Evolution: Helping Providers Get Paid in an Era of Uncertainty, and RCM Advantage: Transformative Revenue Management for Healthcare, which was released in June 2024. He frequently speaks as a thought leader at state and national events.

Wiik is the past President of Colorado HFMA, and now serves as a HFMA regional executive for Region 10. Jonathan is also a member of the American College of Healthcare Executives (ACHE), and previously served as a board member for the Colorado Association of Healthcare Executives (CAHE). He holds a bachelor's degree in sports medicine and holds two master's degrees in healthcare administration and business.

He enjoys spending time outdoors with his family in Colorado with his wife and two very energetic red-headed sons. He's also a certified whitewater rafting guide instructor and an avid traveler, and has had a six-month stay in Antarctica and a visit to the South Pole.