



**FOR IMMEDIATE RELEASE**

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**Francisco Rodríguez-Castro Earns  
Certified Healthcare Financial Professional certification from  
HFMA.**

**HFMA, Downers Grove, IL and Birling Capital Advisors, San Juan, PR – November 22, 2023**

Healthcare Financial Management Association (HFMA) and Birling Capital Advisors are proud to announce that Francisco Rodríguez-Castro, Birling Capital Advisors Founder, President & CEO, CHFP, recently became a Certified Healthcare Financial Professional or CHFP.

To be awarded the CHFP distinction, applicants must be HFMA members and have completed HFMA's Business of Health Care® and HFMA's Operational Excellence programs.

Rodríguez-Castro, an HFMA member since 2015 and HFMA Puerto Rico Chapter participant, earned this certification by demonstrating high healthcare financial management knowledge and expertise.

"We recognize Francisco "Paco" Rodríguez-Castro as a healthcare leader who has demonstrated an impressive depth of knowledge in healthcare financial management and business skills," said HFMA President and CEO Joseph J. Fifer, FHFMA, CPA. "Earning this certification signifies a commitment to professional excellence."

The CHFP program provides a broad range of business and financial skills essential for succeeding in today's high-value healthcare environment. A wide variety of financial professionals enroll in the CHFP program, including clinical and nonclinical leaders, financial professionals, and health plan leaders, among others.

In addition to CHFP, HFMA offers a variety of other certification programs: Fellow of the Healthcare Financial Management Association (FHFMA), Certified Specialist Business Intelligence (CSBI), Certified Specialist Physician Practice Management (CSPPM), Certified Specialist Managed Care (CSMC), Certified Specialist Payment & Reimbursement (CSPR), and Certified Specialist Accounting & Finance (CSAF). Learn more at [hfma.org](http://hfma.org).

### **About Birling Capital**

Birling Capital is a leading corporate advisory and consulting firm that offers broad corporate finance and advisory services to institutional, Government, corporate, and middle-market companies, family corporations, and their owners. We work to identify and resolve organizational finance-related issues. We use a holistic approach to assets and liabilities with integrated business and family needs and objectives. Over the past two decades, our firm's principals have advised on hundreds of transactions in the corporate, healthcare, education, insurance, banking, and government markets.

### **Healthcare Consulting Practice**

Birling's Healthcare Consulting practice involves various engagements related to healthcare transformation, business development, financial education, corporate advisory, mergers, and acquisitions. Birling provides vital insight on financial, investment, strategic decision-making, and public policy matters while delivering corporations comprehensive financial services to assist them in their opportunities and issues. Learn more at [www.birlingcapital.com](http://www.birlingcapital.com)

## **About HFMA**

The Healthcare Financial Management Association (HFMA) equips its more than 100,000 members nationwide to navigate a complex healthcare landscape. Finance professionals in the full range of work settings, including hospitals, health systems, physician practices, and health plans, trust HFMA to provide the guidance and tools to help them lead their organizations and the industry, forward. HFMA is a not-for-profit, nonpartisan organization that advances healthcare by collaborating with other key stakeholders to address industry challenges and providing guidance, education, practical tools, and solutions, and thought leadership.

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