

SOUTH JERSEY

# Biz

## FAMILY-OWNED BUSINESS SHOWCASE



# Grimley Financial Corporation

## Maximizing Best Possible Recoveries While Always Maintaining Superior Customer Service

In today's economy, hospitals and healthcare institutions face more financial hurdles than ever maintaining best possible Revenue Cycle "Accounts Receivable Liquidity." Heretofore, healthcare institutions have relied on Revenue Cycle firms like Grimley Financial Corporation to assist with their early-out placements of Accounts Receivable (Pre Collect), accounts aged over 120 days (Bad Debt), and special project work such as Workers Comp and Auto outsourcing.

For 35 years, Grimley Financial Corporation, located in Cherry Hill NJ, has specialized in Healthcare, Business-to-Business, and Education debt collections. Grimley has been an industry leader perfecting the delicate balance

of achieving best possible netback recoveries (proceeds to client minus contingency fees = "netback") in a fully compliant manner while maintaining impeccable customer service.

A founding principle of Grimley Financial Corporation was to recruit, train, and retain top quality employees, a core philosophy that has paid huge dividends as the average employee at Grimley Financial enjoys a 12-year tenure versus the industry average of 6 months or less. These highly skilled employees are the primary reason Grimley Financial exceeds historical results when compared to other Revenue Cycle companies. Simply stated, higher liquidity and netback results translates to millions of extra recovery dollars

for Grimley Financial clients each year.

Chuck Grimley, founder and current Chairman of Grimley Financial Corporation, reflected upon hospital decision making, saying, "Too often, healthcare institutions make the benign mistake of focusing on lowest possible fees, an understandable desire, rather than the best possible liquidity percentage. As we have demonstrated for 35 years, a 2% higher liquidity in collections easily offsets a slightly higher fee, a financial objective which we have never missed and are extremely proud of. I often refer to our outstanding employees as the 'Seal Team 6' of Revenue Cycle, they amaze me more and more every day. The best part, however, is the unparalleled cus-

David Averell, Chief Financial and Compliance Officer, Chad Grimley, Analytics Manager, Chuck Grimley, Chairman, Kristen Grimley Kavanagh, Vice President of Operations, Marian Grimley, President & CEO, Dawn Droge, Revenue Cycle Director

SOUTH JERSEY

# Biz

## FAMILY-OWNED BUSINESS SHOWCASE

tomer service; they are simply a polite group of incredibly resourceful and knowledgeable partners that love to win.”

Uncommon to most Revenue Cycle firms, Grimley Financial Corporation

has incorporated advanced analytics and algorithms currently overseen by Analytics Manager Chad Grimley, who graduated #1 from Saint Joseph's University (SJU) in Finance and Analytics, to assist in achieving their unparalleled recovery rates. Beyond traditional scoring models, which actually curtailed liquidity success, Grimley Financial has engineered their own algorithms analyzing pay performance data and other factors, and have augmented their core competencies resulting in the highest possible liquidity rates.

Complementing the Grimley Financial executive team is Kristen Grimley Kavanagh, Vice President of Operations, also an SJU graduate, who has fostered outstanding partnered relationships with Grimley's technology and telecommunications partners, Able Technology and USA Phones, respectively.

Recently promoted CEO Marian Grimley characterized Grimley Financial as follows,

“We will never be any better than the outstanding and incredible team of employees we have assembled over the last three decades. Chuck's main focus was developing a winning culture with a relentless eye on customer service while maintaining his coaching mantra of always winning for our clients.”

Dawn Droge, Director of Revenue Cycle, has been with the company for 23 years, overseeing the Revenue Cycle division. Dawn studied at Rutgers University and manages the Revenue Cycle in both the Bad Debt and Pre Collect environments, fostering long term partnerships with multiple clients with a concentration on compliance and excellent customer service, while motivating staff to exceed all call and revenue expectations.

Maintaining championship results in a compliant and enjoyable environment is what separates Grimley Financial Corporation from the competition. David Averell, Chief Financial and Compliance Officer, has been with Grimley for over 14 years, and is responsible for Human Resources, compliance, and financial reporting. Over the years Grimley Financial has developed and utilized client and employee performance analytics, which allows them to evaluate key performance indicators used to increase liquidity and enhance customer service. Employ-

ees at Grimley Financial are always looking to achieve better results than obtained the month prior, and our Finance team of David and Chad make sure we give our staff the tools and reporting necessary to do so.

Grimley Financial Corporation is proud to have been very supportive and on the boards of nonprofits, such as: Boys and Girls Club of Camden County, American Heart Association, Catholic Charities, Ronald McDonald, and Heart Day. Most recently, Grimley Financial sponsored lunches for the amazing healthcare heroes working at Jefferson and Einstein hospital.

The best test and easiest way to get started with Grimley Financial Corporation is with a couple letters of the alphabet and comparing Grimley Financial's results via batch tracking to other Revenue Cycle firms.

### Grimley Financial Corporation

1415 Route 70 East, Suite LL-5  
Cherry Hill  
(800) 673-1414  
Grimleyfc.com



David Cohen, President  
Jackie Needleman, Principal

## Needleman Management

**F**ounded in 1984 by Howard Needleman, Needleman Management is full-service, family-owned, local commercial real estate company. Starting with a two-person team, a hands-on approach, and a knack for surrounding himself with the brightest individuals, Howard grew the company to a 20-person team and numerous commercial properties throughout South Jersey.

Two years ago, the family-business transitioned to the second generation. Howard's son-in-law and 20-year business partner,

David Cohen, took over the reins. David oversees the daily operations of the company, in addition to all investments, re-financings, divestitures and acquisitions. And with much pride, Howard's daughter, Jackie—who entered the business a decade ago—carries on his legacy of warmth and personal touch, managing tenant relationships, leasing, and construction.

The tight-knit approach extends to the company's employees as well, some of whom have been with Needleman Management for

decades and have become like extended family members. Presently, Needleman Management's portfolio is 75 properties, over 2 million square feet, nearly 500 tenants, and a 96% percent occupancy rate.

According to David, “Needleman Management's core principles are relationships matter, fairness in negotiations matter, and deals and leases should always be win-win for the tenant and the landlord.”

Jackie Needleman adds: “In this COVID era, our road forward is to be nimble, humble, responsive and creative. If we landlords listen to our tenants and prospective tenants, we can hear their needs, adapt our inventory and create novel leasing structures that provide physical spaces where our tenants can feel safe, productive and within budget.”

It is no wonder Needleman Management is the most trusted name in South Jersey commercial real estate.

### Needleman Management

1060 N. Kings Highway, Suite 250  
Cherry Hill  
(856) 482-5959  
NeedlemanRE.com