



**William Ringwood**  
*Senior Director, Sg2*

Bill works on Sg2's Consulting team, specializing in financial planning and forecasting for value-based care, physician alignment, managed care contracting and payer strategy initiatives. With 15 years of health care provider, payer and consultancy experience, he brings a unique strategic perspective to his clients that is rooted in financial rigor. He also has significant experience in network development, medical group operations, physician compensation, service line strategy and transaction advisory.

Prior to joining Sg2, Bill was a senior leader of the finance department for Rochester Regional Health, where he oversaw the financial operations of the specialty medicine physician enterprise and service lines. In addition to his financial oversight of all medical, surgical and hospital-based specialties, he was responsible for the annual financial planning and budgeting of the system's physician recruitment efforts. Prior to that, Bill served as a consulting manager at GE Healthcare Camden Group, focusing on advising hospital, physician and consortium-led organizations through the transformation from fee-for-service to value-based reimbursement. Additionally, he was previously a reimbursement analyst in the health care delivery innovation department of Horizon Blue Cross Blue Shield of New Jersey, where he supported initiatives to launch programs around new models of patient care and risk-based reimbursement arrangements. Bill began his career as a management consultant in the health care practice at Blum Shapiro, specializing in pricing transformation and transparency, managed care contracting, charge master strategy, and fee schedule optimization.

Bill received his master's degree in business administration with concentrations in health care management and finance from the Simon Business School at the University of Rochester. He earned his bachelor's degree in business administration from the State University of New York at Geneseo. He is an active member of the Healthcare Financial Management Association and holds Healthcare Financial Professional and Specialist Managed Care certifications.