AMERICAN ACADEMY™
OF OPHTHALMOLOGY

AAO 2018 Conversation with the Experts		
Academy Resource Center — Practice Management Area -- **Booth 508**		
Consultant	Agency	Areas of Expertise
Mark **Abruzzo**	Esq. **Wade, Goldstein, Landau & Abruzzo, PC**	**Group Practice Buy-Ins/Buy-Outs, Group Practice,Income** Division Employment Arrangements, Practice Exit Planning, Practice Mergers/Affiliations/Medical Practice Sales and Acquisitions
Dan **Bernick**	JD, MBA VP **The Healthcare Group**	**Ophthalmic practice buy-ins and buy-outs, private equity** practice sales, doctor-to-doctor practice sales, ophthalmic practice valuation, shareholder agreements, associate employment agreements, independent contractor agreements, ASC operating agreements, group practice income division, restrictive covenants/non-compete clauses, termination or separation agreements, merger agreements, corporate legal advice, Stark, Fraud and Abuse, tax issues, fee splitting
Barry **Biagini**	President **BJB Medical Associates, Inc.**	**Barry Biagini has been serving the ophthalmic community since** the 1980's as the owner and founder of BJB Medical Associates ("The Ophthalmologist's Search Firm"). If you are looking for an associate... exploring practice options... locum tenens assignments... considering selling/transitioning your practice contact BJB for a free consultation on all employment related matters.
Larry **Brooks**	Principal **Practice Flow Solutions**	**Practice Productivity analysis, Space Planning, Facility Design,** Ambulatory surgery centers, Operational reviews, Operations enhancement, Practice start-up.
Laurie **Brown**	MBA, COMT, COE, CPC Senior Consultant **BSM Consulting**	**EHR: documentation compliance, project management,** Recruitment/ placement, physicians and leadership, Benchmarking tools and analysis, Productivity analysis, Executive staff development and management mentoring, coaching and development, Patient flow, Operational reviews, surveys, and enhancement, Patient and staff surveys, Personnel policies, Salary and benefits administration, Physician and staff retention, Compliance and risk management

Consultant	Agency	Areas of Expertise
Drew **Caldwell**	Owner **OjO - Ophthalmology jobs Online**	**Recruitment and Placement of Ophthalmologists (MDs) and** Optometrists (ODs)
Jolynn **Cook**	RN, COE, CASC Senior Consultant **BSM Consulting**	**Practice management and daily practice operational challenges.** Practice leadership, Human Resources, organizational management. Focus on compliance planning and implementation. Leadership and physician recruitment. Human resources for practice and ASC.
Dixon **Davis**	MBA Senior Consultant **BSM Consulting**	**Strategic planning, business development, private equity,** benchmarking, operation efficiency, compensation structures, financial analysis, mergers and acquisitions, and compliance.
Arthur **De Gennaro**	President **Arthur De Gennaro & Associates, LLC**	**Dispensary Valuations, Optical Dispensary, Benchmarking; Buy-**ins, Buy-outs; General practice management issues, Management and Marketing; Recruiting; ODs, Opticians, Administrators, Patient flow and throughput enhancement
Jim **Flynn**	President/CEO, Certified Brand Strategist **Hult Marketing**	**Practice differentiation strategies: Get found. Convert. Grow.** Web, social media, Online marketing. LASIK Surgery, Elective procedures, Optical, Overall practice growth
Jill **Garabedian**	Esq. **Wade, Goldstein, Landau & Abruzzo, PC**	**Employment negotiations, sales and acquisitions of medical** practices, HIPAA privacy and security compliance, Employment matters, Preparing/implementing employment policies, Estate planning and trust and estate administration
Lawrence **Geller**	MS, MBA VP Consulting Services **Medical Management Associates, Inc.**	**Income Allocation, Practice Exit Planning/Retirement, Practice** Valuations/Sales and Mergers, Physician Employment/Practice Buy in, Partnership/Buy Sell Agreements, Employment Contracts - Review and Negotiation, Income allocation and compensation arrangements among partners

Consultant	Agency	Areas of Expertise
Jim **Hamlett**	Owner/ Consultant **Asset Appraisal Service**	**Valuation of all practice assets (all equipment, all supplies, and all** furnishings) of practices and ASC's for physicians and administrators involved in partnerships, retirements, buying/selling/merging practices, taxes, insurance, etc. and need to know what asset value has been built since opening. Offering Fair Market Value and Replacement Value appraisals depending on the situation
Collin **Hart**	CEO, Managing Director **ERE Healthcare Real Estate Advisors**	**Ambulatory surgery centers, Appraisal/Valuation, Brokerage,** Business and strategic planning, Business development, Construction administration and building development, Estate planning, Investment advising, Non recourse debt and Practice sales, mergers, buy-ins and closure, and sale-leaseback transactions.
James **Hiles**	Partner **First Capital Advisors Group**	**Investment advisory, Practice sales, mergers, retirement** planning, estate planning and tax planning
Patricia **Hirsch**	Vice President **P.M. Medical Billing Corp.**	**Accounts receivable management, Ambulatory surgery centers,** Chart auditing, Coding resources, Credentialing, Fee analysis, Managed care contracting, Managed care negotiations, Medical billing, New business management, Outsourced medical billing, Practice management software, Practice start-up and evaluation, Productivity analysis, Regulatory agencies and Technical training for technicians
Elizabeth **Holloway**	Principal, Senior Consultant **BSM Consulting**	**Business and strategic planning, Business efficiency, Private** equity due diligence and operational assessments, Interviewing and hiring, Matching leadership models with practice scale, Patient Flow, Personnel policies, Productivity analysis, Professional and leadership skills/development, Recruitment/ placement, Salary and benefits administration
Mark **Kropiewnicki**	JD, LL.M, President **Health Care Group, Inc.**	**Practice valuation and goodwill, Practice buy-in and pay-out** arrangements, Practice sales, Practice purchases, Practice succession planning, Practice mergers, New doctor employment agreements and compensation arrangements, ASC purchases/sales, Income division arrangements, and inter-doctor arrangements
Robert **Landau**	Esq. **Wade, Goldstein, Landau & Abruzzo, PC**	**Group Practice Buy-Ins/Buy-Outs, Group Practice Income** Division Employment Arrangements, Practice Exit Planning, Practice Mergers/Affiliations/Medical Practice Sales and Acquisitions

Consultant	Agency	Areas of Expertise
Robert **Levin, MD**	CFP Senior Vice-President UBS Financial Services	**Retirement planning Estate planning, Investment advising, Asset** protection, Brokerage, Charitable gifting and equity, Practice acquisitions, Practice sales, mergers, buy-ins and closure, Practice start-up and evaluation and Equipment financing
Jill **Mahler**	MA, COE Maher Medical Practice Consulting	**Strategic planning, physician and administrator recruitment,** business development, marketing analysis, online reputation management, leadership training, team building, sales training, financial analysis, and overall practice efficiency.
John **Marasco**	AIA, NCARB, Principal Marasco & Associates, Healthcare Architects	**Facility design and Space planning, Ambulatory surgery centers**
Randall **Marsden**	Consultant Marsden Advisors	**EHR meaningful use attestation, EHR contracting, EHR** documentation compliance, EHR project management, EHR system selection, Electronic health records (EHR), Practice management software
Patricia **Morris**	MBA, COE, Principal Consultant Patricia Morris	**Interim and project management, operations assessment,** leadership development, human resource compliance, revenue cycle assessment & maintenance, revenue cycle rescue, HIPAA, OSHA and sexual harassment staff training, visit & surgical prior auth efficiency, practice & optical financial benchmarking, EMR & PM workflow optimization
Justin **Nabity**	CFP Advisor, Wealth Planning Physician Thrive	**Income and cash flow planning, debt repayment, tax reduction,** investments, retirement, estate planning, asset protection, compensation benchmarking, charitable giving, employment and partnership contract negotiation
Michael **Parshall**	Principal Michael J. Parshall Healthcare Consulting, LLC	**Practice and Ancillary (ASC, Optical etc) Sales, Acquisitions,** Mergers and Valuations; Private Equity deals, Buy-ins and Payouts, Physician Recruiting and Compensation, New Provider/Service/Offer Feasibility Studies, Strategic Planning.

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Caroline **Patterson**	Esq. **Wade, Goldstein, Landau & Abruzzo, PC**	**Group Practice Buy-Ins/Buy-Outs, Employment Agreements, Employment** Law, Practice Mergers/ Medical Practice Sales and Acquisitions/HIPAA/Regulatory Compliance
Debra **Phairas**	President **Practice & Liability Consultants, LLC**	**Practice Valuations for Buy/Sell, Retiring, Bringing in Partner,** Divorce; Practice Assessments/Operations Improvement; Recruitment of Administrators/Managers; Financial Analysis/Benchmarking/Increasing Profitability; Merging Practices
Ron **Rosenberg**	PA, MPH President **Practice Management Resource Group, Inc.**	**Accounts receivable management, Benchmarking tools and** analysis, Budget management and analysis, Business and strategic planning, Business efficiency, Capitation analysis, Chart auditing, Credentialing, Fee analysis, Financial performance, Medical billing, Operational reviews, Outsourced medical billing and Practice management software
Jane **Shuman**	MSM, COT, COE, OCS Consultant **Eyetechs, Inc.**	**Technical Training for Technicians, Staff Training, Patient Flow,** Operations Enhancement, Systems (inventory, scheduling, etc.)
Susan **Stratton**	President **Eye Med Management Solutions**	**Outsourced medical billing, Accounts receivable management,** Benchmarking tools and analysis, Business efficiency, Fee analysis, Financial performance, New business management, Operations enhancement, Patient Flow, Productivity analysis and Staff training
Aneesh **Suneja**	Author, Trainer & Coach, President **FlowOne Lean Consulting, LLC**	**Patient wait times reduction, culture change, front line staff** training, physician efficiencies, space utilization, schedules, architectural redesign, lean management software and executive coaching.
Robert **Wade**	Esq. **Wade, Goldstein, Landau & Abruzzo, PC**	**Group Practice Buy-Ins/Buy-Outs, Group Practice Income** Division Employment Arrangements, Practice Exit Planning, Practice Mergers/Affiliations/Medical Practice Sales and Acquisitions