



AAO 2019 Conversation with the Experts

Academy Resource Center — Practice Management Area -- Booth 7337

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
Aron Arkon	Senior Consultant Arthur Degennaro and Associates	Optical Dispensary, Staff Recruiting, Mergers and Acquisitions, Marketing, General Practice Management Issues
Daniel Bernick	JD, MBA VP The Health Care Group, Inc.	Practice Buy-In and Buy-Out Arrangements, Practice Valuation and Goodwill, Practice (And ASC) Purchases/Sales and Practice Mergers, Associate (New Doctor) Employment Agreements and Compensation Arrangements, Practice Succession Planning and Slow-Down, Practice Income Division and Other Inter-Doctor Arrangements.
Larry Brooks	Principal Practice Flow Solutions	Clinic and ASC Design, Space Needs Projections, Patient Flow, Doctor Productivity Improvement, Process Improvement
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
Drew Caldwell	Owner OjO - Ophthalmology jobs Online	Recruitment and Placement of Ophthalmologists (MDs) and Optometrists (ODs), Physician Employment, Practice Sales, Succession Planning, Physician Compensation, Provider Career Counseling
Elizabeth Cifers	MBA, MSW, CHC, CPC Senior Consultant BSM Consulting	Regulatory and Compliance, Flow and Efficiency, Revenue Cycle Management, Retina Practice Operations, Utilization Analysis

Consultants	Agency	Areas of Expertise
Jeffrey Daigrepont	Senior Vice President Coker Group	Technology (EHR, PM, Telemedicine, Etc...), Cyber Security, Practice Management Start Ups, Revenue Cycle Management, Strategy (Mergers/CIN/Alignment/Acquisitions)
Dixon Davis	MBA Senior Consultant BSM Consulting	Strategic Planning, Business Development, Private Equity, Benchmarking, Operation Efficiency, Compensation Structures, Financial Analysis, Mergers and Acquisitions, Compliance, Practice Valuations
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
Neil Ekblom	Managing Partner Esq. Ekblom & Partners, LLP	Ophthalmology Office Risk Analysis, ASC Risk Analysis, Employment, Partnership and Hospital Contracts, Professional Liability Litigation (Malpractice, Subpoenas, Insurance, Arbitration, Disciplinary Actions, Credentialing), Federal Fraud and Abuse (Stark Anti-Kickback, Qui Tam, Etc.); EMR/IT Contract Disputes, Private Equity Agreement Review
Jim Flynn	President/CEO, Certified Brand Strategist Hult Marketing	ROI Based Digital Marketing/Advertising, Websites/Website Conversion/Marketing Automation, Practice Differentiation Strategies
Andy Garrard	MHA Senior Associate Medical Management Associates, Inc.	Practice Transitions and Start-ups, Physician Compensation, Overhead & Productivity Assessments, Practice Purchase/Sales and Valuations, Strategic Planning, Including Business and Marketing Plans, Operational Assessments
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
Jim Hamlett	Owner/ Consultant Asset Appraisal Service	Practice Asset Valuation, ASC Asset Valuation, Practice and ASC Sales, Preparing to Sell A Practice, Retirement and Partnerships
Collin Hart	CEO, Managing Director ERE Healthcare Real Estate Advisors	How Real Estate Fits into Private Equity Transaction, Negotiating Leases with Private Equity Buyers, Succession Planning Surrounding Practice Real Estate, Restructuring A Lease with Your Management Partner, Sale and Leaseback Transactions

Consultants	Agency	Areas of Expertise
James Hiles	Partner First Capital Advisors Group	Retirement Planning, Investment Advisory, Practice Sales, Estate Planning, Tax Planning, Wealth Management and Family Office Services
Patricia Hirsch	Vice President P.M. Medical Billing Corp.	Accounts Receivable Management, Ambulatory Surgery Centers, 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, Depth analysis of AR
Mark Kropiewnicki	JD, LL.M, President The 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
John Marasco	Principal Marasco & Associates, Healthcare Architects	Facility Design of Both Practices & ASC's – New & Remodel, Patient/Staff Flow Optimization and Space Sizing & Construction Cost Projections
Randall Marsden	CPHIMS, 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, Medicaid Promoting Interoperability Program, Practice Workflow Optimization, HIPAA
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

Consultants	Agency	Areas of Expertise
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
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
Rebecca Reitinger	Consultant/Principal Reitinger & Associates, Inc.	Practice, ASC, and Ancillary Entity Start-Ups, Partnership and Practice Transitions, Strategic Planning, Practice Proforma & Financing Packages, Income Division Formulas, Partnership and Team Development, Operational Assessment and Performance Improvement Plans, Financial Analysis, Partner and Board Reporting Development, Negotiation and Project Implementation
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, Credentialing, Fee Analysis, Financial Performance, Medical Billing, Operational Reviews, Outsourced Medical Billing and Practice Management Software
Susan Stratton	OCS, COE, 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