

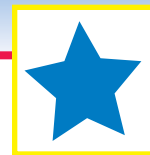
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results



Doug Goldstein
Keynote Speaker



Karen Zupko
Keynote Speaker



Bob Wells
Keynote Speaker

Meet Your Speakers

KEYNOTES!

Douglas Goldstein is a globally recognized healthcare strategist, author, entrepreneur and “e-Futurist” focused on how electronic and emerging technologies can improve health and medical products and services today and tomorrow. He is a sought after keynote speaker and author of the recent publications *Medical Informatics 20/20 – Quality and EHRs through Collaboration, Open Solutions and Innovation*.

Karen Zupko is a seasoned, senior advisor who has been helping physicians navigate the waters of America’s health-care system since 1974. Her perspective stems from more than 25 years of consulting, coaching, and training experience with physicians and those who manage them.

Bob Wells is a theatrical producer, director, actor, choreographer, writer and teacher, and has worked with the area’s major performing arts organizations, including the Denver Center for the Performing Arts, Central City Opera, the Colorado Symphony and the Colorado Children’s Chorale. He is the owner of Chicken Lips Comedy Theater; Denver’s original and acclaimed improv-based theater and has co-hosted *Chicken Lips on the Air!* for the last five years.

NEW SPEAKERS AT THE AOA CONFERENCE

Jeannie Cagle, RN, CCP, a Senior Consultant of The Coker Group, has more than 22 years experience in clinical health care working in a variety of settings including both adult and pediatric nursing. Beyond her clinical experience, she has served as a personnel management and human resource specialist. Ms. Cagle is a strong educator and instructor in a variety of areas.

Owen Dahl, MBA is owner and president of Dahl Consulting, Woodlands, TX. As a consultant for physician practices in all specialties, Owen does presentations, publishing, and works with the Community Oncology Alliance in its lobbying efforts in DC.

Lee Eastwood has 25 years of experience leasing both medical and office buildings in Atlanta. She has leased more than 4 million square feet. She understands the nuances of medical leases and tenant improvements and space requirements unique to the medical field.

Deborah Grider, CPC, CPC-H, CPC-P, CCS-P, EMS has over 30 years of healthcare industry experience in the clinical setting, as a practice administrator as well as educator. Deborah Grider is a Certified Professional Coder (CPC), a Certified Professional Coder-hospital (CPC-H) a Certified Professional Coder-Payer (CPC-P), an E/M specialist with the American Academy of Professional Coders, and a Certified Coding Specialist-Physician (CCS-P) with the American Health Information Management Association.

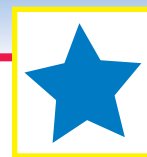
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

NEW SPEAKERS *continued*

David Jones is a registered principal with FSC Securities Corporation. Utilizing his background and expertise in qualified-plans, David now specializes in working with deferred compensation plans & defined benefit plans for highly compensated individuals. Currently, David owns and operates D & G Advisory Group, his own investment advisory firm, utilizing FSC Securities Corporation as the broker/dealer, which is a wholly owned subsidiary of Sun America Company, member NASD, SIPC. "To whom much is given, much is required."

Ross Kerr, DDS, MSD received his DDS from McGill University in Montreal, Canada, and his MSD and certificate in Oral Medicine at the University of Washington. He is a Clinical Associate Professor in the Department of Oral and Maxillofacial Pathology, Radiology and Medicine at New York University College of Dentistry where he is the Director of the Oral Mucosal Disease Service. He is the Diplomat of the American Board of Oral Medicine, and Immediate Past Chair of the Oral Cancer Consortium.

Tricia Kinney is a partner in the Powell & Goldstein firm's national labor and employment practice. Tricia Kinney represents corporate management in matters related to employment relationships. She regularly litigates charges and claims of discrimination, harassment and retaliation as well as wage and hour disputes, claims arising under the Family and Medical Leave Act and state law employment tort and privacy claims.

Cathy Kooser is a licensed social worker, who with a severe hearing loss herself, specializes in working with the hard of hearing population. She has developed and teaches a two-day aural rehabilitation program to help people effectively manage their hearing loss.

Laura Maxwell is a Human Resources professional with the University of Pittsburgh Medical Center (UPMC). As a facilitator, trainer and consultant, she explores the trends that impact management skills development and interpersonal communication. Her personal experience combined with her educational and professional background in nursing, health care management and counseling psychology result in a delivery of the topic with unique insight and humor.

Debra McGrath focuses primarily on clinical information technology. Her areas of expertise include federally qualified and community health centers, nurse practitioner practices, patient data collection, warehousing and reporting, handheld and wireless technologies, and clinical outcomes research.

Mike Metz has been practicing audiology for almost 40 years. He is currently an adjunct (clinical) faculty in the department of ORL/HNS at the University of California-Irvine. He has taught at both the undergraduate and the graduate levels. He has owned his own practice for over 30 years and consults to various industries.

Betsy Nicoletti is the author of the upcoming book *The Field Guide to Physician Coding* and the *2006 Physician Auditing Workbook*, published by DecisionHealth. She has over 20 years experience in physician practice management.

Mike Reha is Director of Operations at EPIC (Ear Professional International Corp) a ENT network provider of practice management programs, purchasing systems and national marketing plans for the past five years. Mike oversees operations, including billing and collection processes, vendor relations, and marketing.

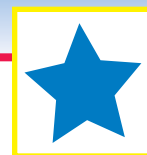
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

NEW SPEAKERS *continued*

Max Reiboldt, CEO and Managing Partner of the Coker Group, has total oversight of the firm. From a consulting perspective, he works with providers to improve financial operations, develop and implement compensation systems, and institute profitable service lines. His expertise encompasses governance analysis and design, strategic planning, and financial performance.

Elizabeth Skinner has over fourteen years of clinical and management experience and ten years experience as an attorney. Prior to joining Trillium, Elizabeth specialized in compliance, risk management and medical malpractice defense litigation. Elizabeth offers Trillium's clients expertise in health care regulatory compliance, risk management, patient safety and medical documentation.

Keith Solinsky oversees the Coker Group's business operations as well as providing oversight of the practice management consulting. By coordinating and supervising most projects, Mr. Solinsky helps clients achieve improved operations, sound technology selection, and enhanced financial performance.

Caroline Stewart currently works as the Southeastern Medical Executive for TeleVox Software. Her arena of expertise is healthcare, helping private practices, large hospital organizations and enterprise facilities implement efficient and effective ways of incorporating advanced voice and data technology solutions.

Jeremy Tuterow, Director of Small Group Business, directs RealMed Corporation operations for all offices with less than 10 physicians nationally. Jeremy has more than a decade of front and back office management experience. In his current position he is responsible for all aspects of the client service cycle within the small group business market, including

sales, pricing approval, workflow consulting, implementation and relationship management.

Rob Van Dyke, Regional Vice President, directs RealMed Corporation operations in the MidAtlantic States. Rob has more than 20 years of senior leadership experience in health insurance, managed care, revenue cycle management, and provider reimbursement. Rob holds a B.A. in Government and Sociology from Georgetown University and a MHA in Finance from George Washington University.

Sidney Welch, whose expertise includes advising her clients on federal and state regulatory matters including the federal Anti-Kickback Statute, Stark II, the False Claims Act, privacy and security issues under the Health Insurance Portability & Accountability Act, state self-referrals, fee splitting and the corporate practice of medicine.

RETURNING SPEAKERS

Barbara J. Cobuzzi is currently the president of CRN Healthcare Solutions, a medical consulting firm in Tinton Falls, NJ. She is also Director of Development for CRN-Institute the AAPC's e-Learning division. Barbara has earned her Certification as a Professional Coder (CPC), Professional Coder for hospital and outpatient services (CPC-H) and Professional Coder for Payers from the American Academy of Professional Coders (AAPC) and she is also a Certified Healthcare Compliance Consultant (CHCC) as earned from the Healthcare Compliance Resources (HCR).

Rhett Laubach is a full-time professional speaker/author, an active member of the Oklahoma and National Speakers Association and President of [YourNextSpeaker, L.L.C.](#) His programs are high energy, interactive and filled with



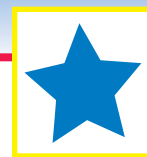
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

RETURNING SPEAKERS *continued*

educational leadership and life skills tools. Rhett presents 200 keynotes, workshops and seminars per year.

Bill Lavinder is the Senior Business Development Manager for the ENT Division of AHAA. Bill joined AHAA in April 2002 and leads AHAA's ENT Division. Bill graduated from Radford University with degrees in Speech Communication and Marketing. Bill has over 14 years experience in business development, most of which has been in the healthcare management field.

Jennifer O'Brien is a consultant who for close to 20 years has assisted physicians and clinical leaders throughout the country by providing strategic insights and practical advice. Jennifer has offered to help them manage change, improve performance, and build patient satisfaction.

Bill Rust has more than 27 years experience in health care practice and management. He has been CEO of AllMeds for seven years. Before joining AllMeds in 1998, he served for ten years as President and CEO of Preferred Health Partnership, Inc., later known as Cariten Health Care.

Theresa Thompson, BS Certified Professional Coder, Certified Multi-specialty Coding Specialist and Certified Compliance Consultant is the owner and principal of TM Consulting, a national medical consulting and management firm that specializes in coding, compliance, education and a wide range of consulting services to healthcare professionals. Ms. Thompson has over two decades experience.

AOA MEMBER SPEAKERS

Camille Baxter is currently a Director, Practice and Business Development in the Department of Otolaryngology-HNS at the University of Illinois at Chicago. Camille is a Communications Professional with strong training design & facilitation, sales and marketing experience.

Mark Benninghoff, COPM is a Past President and lifetime member of AOA. In 2006, Mark was promoted to Executive Vice President of the University of Pittsburgh Medical Center (UPMC) Physician Services Division. He has achieved Certification in Otolaryngology Practice Management (COPM) with AOA and currently serves on the COPM Advisory Board.

James Benson has been Practice Administrator and Board of Director for Northern Lights Clinic, Wisconsin since 2003. Benson worked in both the public and private sector overseeing the development of Consulting and Training Solutions.

Danielle DeMaio-DeAngelis, COPM Director of Operations at the Department of Otolaryngology – Head and Neck Surgery at Thomas Jefferson University has been in the healthcare field for 21 years. She has obtained her CPC (Certified Procedural Coder) and COPM (Certified Otolaryngology Practice Manager) certifications.

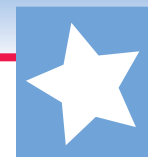
Patrice DeLeo, MBA, COPM is the Director of Business Development at ENT and Allergy Associates in New York. Patrice oversees both the managed care contracting and credentialing functions for her practice and has been engaged in negotiating over 10 group contracts in the last year.



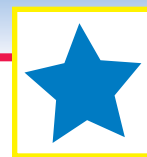
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

AOA MEMBER SPEAKERS *continued*

Jeff Dudley currently serves as the Chief Executive Officer of Sacramento Ear, Nose and Throat Surgical and Medical Group, Inc. Mr. Dudley joined SacENT in December 2000, his first venture into healthcare. However, he brings over twenty years of experience in financial and operations management.

Jolene Eicher is a twenty-five year Practice Administrator for Commonwealth Ear, Nose & Throat in Louisville, Kentucky. Jolene is the current Past President of the AOA, Chair of the AOA Communications Committee and is a member of the Greater Louisville Medical Society managed care task force.

Kathi Flaherty has been a Certified Coder for 9 years and has worked in Healthcare for over 17 years. Kathi is presently the Revenue Manager for the Department of Otolaryngology at the University of Pittsburgh Physicians where she has worked along with the physicians and staff for over the last nine years.

JoAnn LoForti, RN JoAnn LoForti, RN is the Executive Director of Operations for Central California Ear, Nose & Throat Medical Group (CCENT) a multi-specialty medical organization. Central California Clinical Research is a division of CCENT specializing in clinical trials for otolaryngology, asthma and allergy. Ms. LoForti is a Registered Nurse with over 20 years experience and has earned a Baccalaureate degree in Management and Organizational Development, and a Master of Science Degree in Health Care Administration.

George E. Smaistrla, Jr. is responsible for the day-to-day operations of a 25-provider otolaryngology and allergy practice in the Phoenix and Tucson metros area. He has over 15 years of experience of healthcare administration. He is a certified coder, receiving this credential in 1997. Mr. Smaistrla is a Fellow of the Healthcare Financial Management Association (HFMA) and also a Certified Medical Practice Executive (CMPE).

Robert White AOA Member Bob has been the Practice Administrator for Eastern ENT Sinus and Allergy Center in Goldsboro, NC, for eighteen years and has been a member of AOA and MGMA since 1991. He has served the AOA as Program Chair and Executive Committee Member At Large. He was one of the first to encourage the AOA to develop a coding discussion board.

