

AOA-28 Speaker Bios

Tricia Bardon, BHA serves as the Assistant Director of Health Policy for the American Academy of Otolaryngology–Head and Neck Surgery (AAO-HNS). Her responsibilities include overseeing the Academy's physician payment activities and regulatory issues at the national and regional levels. She works closely with the American Medical Association (AMA), as well as the majority of other national medical organizations. Tricia works with many coalitions, coordinating the Academy's regulatory response to health policy. Tricia is staff to the Academy's Physician Payment Policy Work Group (3P) that takes the lead in all physician payment and policy endeavors.

Todd Blum is the Chief Executive Officer of Ear, Nose, and Throat Associates of South Florida, PA. Mr. Blum joined the practice in July of 1999 and has over 12 years of healthcare experience in hospital, physician practice management and private practice settings. Mr. Blum currently serves as AOA President-Elect and has served on the AOA Leadership Council for 4 years.

Jeff R. Boomershine, CPA is a principal in Somerset's Health Care Team. Jeff initially spent over nine years in public accounting as an Information Systems Consultant specializing in physician practice consulting and accounting software systems design and implementation. Jeff has worked for over 11 years as the Chief Financial Officer of two medical groups in Indianapolis, the largest consisting of 55 physicians. Jeff was Vice President of Finance for an Indianapolis based provider of advanced diagnostic imaging and Leksell Gamma Knife facilities operating in thirteen states.

Larry Brooks, co-founder of Practice Flow Solutions and architect, is widely known as an expert in improving flow patterns and productivity of medical practices. During the last 20 years of his healthcare focused career, he has helped doctors see more patients and enjoy medicine more through better time management.

Barbara J. Cobuzzi is President of CRN Healthcare Solutions in Tinton Falls, NJ where she provides consulting in coding, billing and reimbursement, practice process and compliance on a national level. She is a speaker for The Coding Institute, AAPC, the national MGMA conference, her state MGMA meeting, the AOA, the AAO/HNS, state Otolaryngology Societies, as well as other organizations. Barbara is also the Consulting Editor of Otolaryngology Coding Alert, Medical Office Billing and Collections Alert and Part B Insider, as well as on many of the Editorial Advisory Boards of other coding publications.

George S. Conomikes is head of the practice consulting firm that has undertaken over 1,500 on-site assignments in the past 30 years. He has been editor and publisher of the newsletter Conomikes Reports on Medical Practice Management for 20 years and has written two books – Successful Practice Management Techniques (1988) and The Answer Book on Maximizing Practice Profits (1997). He is an economist who formerly taught at the University of Chicago, where he was also head of the Commerce Department. In addition, he has been a guest lecturer at over 15 universities and colleges.

Jerry Delia has ten years of medical industry experience and is familiar with the business and administrative challenges of medical practices. As the East Coast ENT Associate Manager for AHAA, Jerry works with ENT offices in his region, recommending business changes that increase efficiencies, cost effectiveness and increase profits at each office location. Additionally, he has CME project management and government compliance experience. His strong background in the medical field is complemented by his years spent as a Naval Officer.

Danielle DeMaio-DeAngelis, CPC, COPM has been in the healthcare field for 24 years. Danielle worked as a billing and accounts receivable clerk for several years at an anesthesia office where she helped start a pain management practice and was promoted to office manager. In order to further

her career, Danielle decided to take a position at Thomas Jefferson University. Danielle obtained the position as Director of Operation at the Department of Otolaryngology – Head and Neck Surgery at Thomas Jefferson University where she has been employed since 1999. Currently, she is the Administrator for the Department.

Jeff Dudley, CPA is 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. He brings over 20 years of experience in financial and operations management. Mr. Dudley joined the AOA in 2001 and currently serves as Secretary/Treasurer.

Jolene Eicher is COO for Advanced ENT and Allergy in Louisville, KY. Jolene is Past President of the AOA, has been a Member since 1985 and is currently a member of the AOA Leadership Council serving as Executive Advocate. Jolene's practice implemented EMR in 2005. She is a member of Greenway Medical Technology's Platinum Users Council which consists of best practice end users dedicated to the advancement of EMR.

Tony Etzel is responsible for the overall management and day-to-day operations of the Department of Otolaryngology – Head and Neck Surgery at Johns Hopkins, ranked #1 by U.S. News and World Report. Tony has over 20 years of healthcare administration experience. He has served in elected positions of the AOA for 6 years, including a term as president that ended in 2009.

David Fabry, Ph.D. is Managing Director of AudioSync Hearing Technologies. He is the Editor of Audiology Today, and is a Past President of the American Academy of Audiology. Previously, he was Director of Audiology at Mayo Clinic in Rochester, MN and also at the University of Miami in Miami, FL. He has published approximately 60 peer-reviewed articles, and has lectured at many national and international conferences. He is a 2009 recipient of the American Academy of Audiology's Distinguished Service Award.

Cheryl Fatzinger, CMA, MBA is the Practice Administrator for Piedmont Ear, Nose & Throat Associates (PENTA) in Winston-Salem, NC. This year she celebrated her 25th year anniversary with PENTA and has been its Practice Administrator for the past 19 years. Cheryl has always used AOA's Benchmarking Survey, MGMA's productivity and cost surveys, and better practice standards to benchmark PENTA's performance. The AOA has been instrumental in Cheryl's successful healthcare management career. She has been a member of AOA since 1990 and has served as North Carolina's State Representative, Southern Regional Coordinator, Junior Member-At-Large, and currently as Senior Member-At-Large.

Jim Fatzinger, M.Div., MBA is the President of Effective Solutions, Inc. in Advance, North Carolina. In addition to his consulting work, Jim is an Assistant Professor at Metropolitan State University in Minneapolis and St. Paul, Minnesota where he has authored a course on "Managing a Diverse Workforce" and teaches Management Principles and Practices, Organizational Behavior, and Practical Research Methods for Managers. No stranger to AOA, Jim has presented "How Full is Your Bucket" at AOA-26 and "Better Practice Benchmarks" at AOA-27.

Keith D. Forwith, M.D. presides over the EMR workgroup at Advanced ENT and Allergy in Louisville, Ky. He was instrumental in the implementation and creation of ENT templates. Advanced ENT and Allergy is a group of 13 physicians that have been on EMR since 2005. Keith is also the director of Clinical Research for Advanced ENT and Allergy. Recently Keith became a member of the AAO-HNS ENT task force for Pan-African Academy of Christian Surgeons.

Linn Foster Freedman focuses her practice on health care law and complex litigation. She advises healthcare providers, primarily hospital systems, hospitals and physicians with respect to issues involving physician discipline, patient-related legal issues, behavioral health, regulatory compliance, Medicaid fraud and litigation. She focuses in health information technology (HIT) and chairs the Firm's Health Information Technology (HIT) Group. Ms. Freedman has particular experience in the development and implementation of Regional Health Information Organizations (RHIOs) and privacy and security issues related to the interoperability of electronic health records.

Drew Franklin, MBA, CMPE is Senior Manager of Marketing and Business Development at ENT and Allergy Associates in New York. Drew has worked in healthcare for over 5 years in both private practice and healthcare consulting. He has experience in Managed Care contracting negotiations as well as custom reporting, benchmarking, M&A due diligence, and other aspects of marketing and practice development. Prior to joining ENT and Allergy, Drew worked in management consulting, where he specialized in business development, process reengineering, reporting and Intranet development. He holds an MBA from the NYU Stern School of Business and is a Certified Medical Practice Executive (CMPE).

Robert Glazer, Chief Executive Officer of ENT and Allergy Associates (ENTA), is responsible for the day-to-day operations and focuses his attention on physician recruitment, mergers and acquisitions, and strategic planning of the organization. Glazer is an ad-hoc member of all Board Committees and reports directly to the President of the group. Glazer joined ENTA in December 1997 and has over 30s of healthcare administrative experience in financial operations, operations, managed care contracting, physician recruitment and healthcare marketing.

Susan Good, Au.D. is the Director of AuDMED, the business division of AudioSync. Susan joined the Starkey Group in August 2003 and continues to work as an expert in business development for retail, audiology and physician-based dispensing programs. She has extensive clinical, teaching and business practice management experience. Susan received her Doctoral degree from the University of Florida and her Masters from the Pennsylvania State University.

Deborah J. Grider, CPC, CPC-I, CPC-H, CPC-P, CEMC, COBGC, CDERC, CCS-P brings over 30 years of experience in Practice Management, Insurance Coding, Reimbursement Education, and Consulting Services to the HealthCare Community. Deborah teaches and consults with private practices, physician networks, and hospital-based education programs. She was a practice manager six years in an Ophthalmology practice, a practice administrator in a surgical specialty practice for twelve years, and has been involved in education and consulting for the past twelve years. She is currently working at the American Academy of Professional Coders.

Renee Jackson is a member of the Labor and Employment Practice Group at Nixon Peabody LLP. She represents employers in all areas of labor and employment law, focusing primarily on employment counseling and litigation. She defends employers against allegations of discrimination and harassment in both state and federal courts, and at agencies such as the Massachusetts Commission Against Discrimination and the Equal Employment Opportunity Commission. Renee counsels both domestic and international employers on the various employment law issues they face in the United States, including restrictive covenants, wage and hour issues, workplace policies, discrimination, reductions in force, employee discipline, all aspects of hiring, and the use of social media in the workplace.

Wendy Lipton-Dibner, M.A., president of Professional Impact, Inc., is known internationally for her expertise in the "people factor" of healthcare. An industry leader in medical practice management, Wendy's practical solutions have enabled thousands of physicians and their staff to provide higher levels of patient care, improve collegiality, increase team productivity and achieve substantial increases in revenues, despite ongoing changes in reimbursement and the economy. Wendy is a popular keynote speaker who has received consistently high praise for her high energy, interactive programs.

Dennis E. Mannering, CSP is a national and international speaker and author whose style is direct and credible. Motivational theories come to life as he translates them into clear analogies that readers and audiences remember and apply. His book, **Attitudes Are Contagious. Are Yours Worth Catching?**, has sold over 225,000 copies worldwide. He has overcome many obstacles to achieve what he has, including a severe hearing loss. He is grateful for the advanced technology in hearing aids that allows him to function successfully in his personal and business life.

Stacey Padginton has consulted with healthcare practices of all sizes that are looking to reduce operating expenses, increase revenue and improve overall profitability. Her primary area of expertise and healthcare industry experience is centered on maximizing the various methods providers use to communicate with their patients – phone, email, text messaging, online and more.

Kim Pollock, RN, MBA, CPC specializes in streamlining the operations of otolaryngology practices. For over ten years, Ms. Pollock has helped large group practices, as well as academic and solo practices, improve collections and efficiency. She is an expert at auditing otolaryngology coding and documentation for all subspecialties of otolaryngology. Ms. Pollock is the recipient of the prestigious Presidential Citation Award from the SOHN as well as an Honor Award from the AAO-HNS

William T. (Bill) Rust has more than 31 years experience in health care practice, finance and management. He has been CEO of AllMeds since 1998. Before joining AllMeds he served for ten years as President and CEO of Preferred Health Partnership, Inc., later known as Cariten Health Care. During his tenure, the company grew from a single product company with yearly revenue of \$500,000 and eight employees into a multi-product line, managed care organization with revenues exceeding \$325 million and over 700 employees, covering over 700,000 patients in Tennessee.

Jo Shapiro, M.D., FACS serves as Chief, Division of Otolaryngology in the Department of Surgery at Brigham and Women's Hospital. She is an associate professor of Otology and Laryngology at Harvard Medical School. In October 2008, she became Director of the new Center for Professionalism and Peer Support at BWH. She is on the faculty of the Harvard Leadership Development for Physicians and Scientists. Dr. Shapiro was one of the first woman division chiefs at Brigham and Woman's Hospital, and is on the Senior Advisory Board for the Office of Women's Careers at BWH.

George E. Smaistrta, Jr., FHFMA, CMPE is responsible for the day-to-day operations for a 25 provider otolaryngology and allergy practice in the Phoenix and Tucson metro areas. He has over 15 years of experience in healthcare administration. He is a certified coder, receiving this credential in 1977. Mr. Smaistrta is a Fellow of the Healthcare Financial Management Association (FHFMA) and also a Certified Medical Practice Executive (CMPE).

Andy Steggles is the Chief Operating Officer & Social Strategist for Higher Logic, a white label social media software company which specializes in associations. Mr. Steggles is the author of "Social Networking for Non-Profits" which is due to be published by ASAE in early April. Before he started at Higher Logic, Mr. Steggles was the Chief Information Officer of the Risk & Insurance Management Society, Inc. (RIMS) where he headed their social strategy initiatives. Mr. Steggles was also the founder of the Social Networking and Media Association, a non-profit dedicated to the advancing the social web.

Teresa Thompson, BS, CPC, CMSCS, CCC 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 conducts consults, workshops and seminars for various clinics, organizations and national organizations. Ms. Thompson is also a contributing author for Reimbursements for the Allergy Practice, The Otolaryngology Coding Alert, The Pulmonary Coding Alert, and Family Practice Coding Alert publication. She has also published multiple specialty manuals including Primary Care, Dermatology, Pulmonary, Allergy and Otolaryngology.

Joy L. Trimmer, JD serves as the Senior Director of Government Affairs for the American Academy of Otolaryngology–Head and Neck Surgery (AAO-HNS). Her responsibilities include overseeing the Academy's advocacy activities and messaging at the federal and state levels, working with other medical organizations and coalitions, coordinating the Academy's annual advocacy conference, and assisting the Board of Directors on legislative, grassroots, and political matters. She also serves as the Director of ENT PAC, the Academy's political action committee.

Bill Urwin came to Oticon, Inc with 20 years experience in the hearing healthcare industry having held positions ranging from Regional Manager to Vice President of Training and Development. Bill has also had articles appear in professional journals on a wide variety of practice management subjects, and is a popular presenter at hearing instrument meetings.

Bob Vosburgh has a rare mix of management and leadership talent having spent half of his professional life in the military and the other half in the corporate world. He has flown over 50 different aircrafts, has managed groups from 10 to over 1,000, and has the necessary credentials, drive, and awards associated with high performance. As the founder of 9g Enterprises, Bob is responsible for the company vision, strategy and leadership. His goal is to move 9g Enterprises prominently into the world of organizational consulting with a focus on increasing organizational productivity, leadership effectiveness and motivation.

Camille A. Williams began her professional career as a copy editor with The Detroit Free Press, progressed to The New York Times, and The New York Times company. Camille transitioned to medicine and assumed management of ENT & Surgical Associates of South Atlanta, LLC in 2006. She has guided the company to record profits, increased technology proficiency, and has helped carve a niche in their busy metropolitan market. Camille is also a registered neutral in the state of Georgia, working pro bono as a mediator after completing training with The Justice Center.

Karen Zupko, President of Karen Zupko & Associates, is a nationally recognized speaker, writer and consultant in the otolaryngology community. She has participated in AAO-HNS annual meeting programs since 1984, and taught at AAFPRS and state meetings. Karen is a known friend to the otolaryngology community, has written articles for The Bulletin and worked with the AOA for over 10 years.