

# ASOA Consultants On Call Directory

## Table of Contents

Schedule ..... 2

Aron M. Arkon, LDO ..... 3

Regina Boore, MS, BSN, RN, CASC ..... 3

Laurie Brown, MBA, COMT, COE, CPC, CPMA..... 3

Elizabeth Cifers, MBA, MSW, CHC, CPC ..... 3

Suzanne L. Corcoran, COE ..... 4

Mary Pat Johnson, COMT, CPC, COE, CPMA ..... 4

Paul M. Larson, MBA, MMSc, COMT, COE, CPC, CPMA ..... 4

John A. Marisco, AIA, NCARB ..... 5

Randy Marsden, CPHIMS ..... 5

Elizabeth Monroe, MA, PHR, COE, CPSS ..... 5

Patricia M. Morris, MBA, COE..... 6

Jane T. Shuman, MSM, COT, COE, OCS, CMSS, OSC..... 6

Nick Sideris ..... 6

Maureen Waddle, MBA ..... 7

Kenneth E. Woodworth, Jr., COMT, COE, (F)ATPO, FASOA..... 7

# ASOA Consultants On Call Directory

## Schedule

### Saturday, July 24

8:00 - 9:00 a.m.		
9:00 - 10:00 a.m.		
10:00 - 11:00 a.m.		
11:00 a.m. - 12:00 p.m.		
12:00 - 1:00 p.m.		
1:00 - 2:00 p.m.	<b>Patricia Morris – PM</b>	<b>Kenneth Woodworth – PM</b>
2:00 - 3:00 p.m.	<b>Elizabeth Cifers – C, PM</b>	<b>John A. Marasco – A</b>
3:00 - 4:00 p.m.	<b>Laurie K. Brown – C, PM</b>	<b>Regina Boore – ASC</b>

### Sunday, July 25

8:00 - 9:00 a.m.	<b>Nick Sideris - Mktg</b>	
9:00 - 10:00 a.m.	<b>Elizabeth Monroe – PM</b>	<b>Randy Marsden – HIT</b>
10:00 - 11:00 a.m.	<b>Randy Marsden – HIT</b>	<b>Patricia Morris – PM</b>
11:00 a.m. - 12:00 p.m.	<b>Aron Arkon – Mktg, O, PM</b>	<b>Patricia Morris – PM</b>
12:00 - 1:00 p.m.	<b>Mary Pat Johnson – C</b>	<b>Elizabeth Cifers – C, PM</b>
1:00 - 2:00 p.m.	<b>Jane Shuman – PM</b>	<b>Paul Larson – C</b>
2:00 - 3:00 p.m.	<b>Maureen Waddle – PM</b>	<b>Aron Arkon – Mktg, O, PM</b>
3:00 - 4:00 p.m.	<b>Sue Corcoran – C, PM</b>	<b>John A. Marasco – A</b>

### Monday, July 26

8:00 - 9:00 a.m.		
9:00 - 10:00 a.m.		
10:00 - 11:00 a.m.		
11:00 a.m. - 12:00 p.m.		
12:00 - 1:00 p.m.	<b>Paul Larson – C</b>	
1:00 - 2:00 p.m.	<b>Mary Pat Johnson – C</b>	
2:00 - 3:00 p.m.	<b>Jane Shuman – PM</b>	
3:00 - 4:00 p.m.		

Topic Legend: **A** = Architecture, **ASC** = Ambulatory Surgery Center, **ASOAn** = ASOAnalytics, **C** = Coding, **H** = Health Information Technology, **L** = Legal, **Mktg** = Marketing, **O** = Optical, **P** = Placement, **PM** = Practice Management

# ASOA Consultants On Call Directory



## Aron M. Arkon, LDO

Senior Consultant  
Arthur DeGennaro and Associates  
Phone: (813) 760-2261  
Email: [aron@adegennaro.com](mailto:aron@adegennaro.com)

*Areas of expertise: Ophthalmology Practice Management, Optical Dispensary Area, Managed Vision Care*



## Regina Boore, MS, BSN, RN, CASC

Senior VP, Executive Consultant  
Progressive Surgical Solutions, a division of BSM Consulting  
Phone: (855) 777-4272 ext. 200  
Email: [regina@pss4asc.com](mailto:regina@pss4asc.com)

*Ms. Boore joined BSM in 2018 and is based in San Diego, California. Prior to joining BSM, she founded Progressive Surgical Solutions, which is now a division of BSM that specializes in the development and management of ASCs. Ms. Boore has more than 40 years of clinical, administrative, teaching, and consulting experience in single- and multi-specialty ASCs.*



## Laurie Brown, MBA, COMT, COE, CPC, CPMA

Senior Consultant  
BSM Consulting  
Phone: (541) 913-3697  
Email: [lbrown@bsmconsulting.com](mailto:lbrown@bsmconsulting.com)

*Ms. Brown joined BSM in 2016 and is based in Tucson, Arizona. Prior to joining BSM, she spent nearly 20 years serving as the practice administrator for a world-renowned cataract and refractive surgery practice in Eugene, Oregon. Ms. Brown has more than 30 years of experience in the ophthalmic industry, holding managerial, clinical, and surgical roles.*



## Elizabeth Cifers, MBA, MSW, CHC, CPC

Owner  
Elizabeth Cifers Consulting  
Phone: (804) 512-1883  
Email: [elizabeth@elizabethcconsulting.com](mailto:elizabeth@elizabethcconsulting.com)

*Elizabeth Cifers, MBA, MSW, CHC, CPC, is a healthcare consultant with passion, energy, drive, and a deep understanding of the private medical practice space. With over 35 years of experience in the industry, her career spans academic health care systems and private practice, including mental health, cardiology, general ophthalmology, and retina. She is passionate about inspiring clients to improve their efficiency and profitability through her practical, action-oriented style. Her strength is the ability to partner with the client to find the optimal solution for their business.*

# Consultants On Call Directory



## Suzanne L. Corcoran, COE

Executive Vice President and Co-Founder  
Corcoran Consulting Group  
Phone: (800) 399-6565  
Email: [scorcoran@corcoranccg.com](mailto:scorcoran@corcoranccg.com)

*She has an extensive background in medical office and accounts receivable management, starting as a receptionist and medical assistant in 1969. Her background includes sales and marketing positions with manufacturers of medical devices. Sue also owned and operated a medical billing service specializing in ophthalmic practices for 12 years, until its sale in 1997. Sue participates annually in the American Academy of Ophthalmology (AAO) Meeting and the Annual Congress of the American Society of Ophthalmic Administrators (ASOA), as well as several state ophthalmic and optometric society meetings. She has authored articles on assorted topics, including Medicare rules and regulations as they apply in vision care practices as well as regulatory issues. In 2000, she obtained the Certified Ophthalmic Executive (COE) designation. Sue conducts business from Corcoran Consulting Group's California office.*



## Mary Pat Johnson, COMT, CPC, COE, CPMA

Senior Consultant  
Corcoran Consulting Group  
Phone: (909) 890-2202  
Email: [mpjohnson@corcoranccg.com](mailto:mpjohnson@corcoranccg.com)

*Mary Pat has been in the field of ophthalmology since 1985 and brings a variety of clinical and administrative experience. She began her career as an ophthalmic technician with the Spokane Eye Clinic. Her most recent clinical position was with the department of ophthalmology at Loma Linda University as a nursing/clinic supervisor. In 1992, Mary Pat joined Corcoran Consulting Group. She is a Certified Professional Medical Auditor (CPMA) and a Certified Professional Coder (CPC) by the American Academy of Professional Coders. She has also obtained the Certified Ophthalmic Executive (COE) designation. Mary Pat conducts business from the Corcoran Consulting Group's Cleveland, Ohio office.*



## Paul M. Larson, MBA, MMSc, COMT, COE, CPC, CPMA

Senior Consultant  
Corcoran Consulting Group  
Phone: (800) 399-6565  
Email: [plarson@corcoranccg.com](mailto:plarson@corcoranccg.com)

*Paul began his career in ophthalmology in 1976 while in the United States Navy and received his credential as a Certified Ophthalmic Medical Technologist (COMT) through the Joint Commission of Allied Health Professionals in Ophthalmology (JCAHPO) in 1984. Paul brings a variety of clinical and administrative experience and has held program director and faculty positions at both COT- and COMT-based training programs, educating ophthalmic technology students and ophthalmology residents, and most recently served as Senior Clinical Operations Manager at a large academic practice. He maintains his certification as a COMT and continues to enjoy the clinical aspects of ophthalmology. Paul conducts business from Corcoran Consulting Group's Georgia office.*

# Consultants On Call Directory



## John A. Marisco, AIA, NCARB

President  
Marasco & Associates  
Email: [john@mahca.com](mailto:john@mahca.com)

*As President, John manages the day-to-day operations of Marasco & Associates a 49-year-old, second generation, healthcare specialty architecture firm. Marasco & Associates has helped design/develop over 300 Ophthalmic & 400 ASC projects worldwide. John is personally involved, helping define the vision/cost of every project the firm works on. He is licensed to practice architecture in 47 States and the District of Columbia. Let John bring the pearls of 28 years of exclusively healthcare experience to your project.*



## Randy Marsden, CPHIMS

MarsdenAdvisors  
Consultant  
Email: [randy@marsdenadvisors.com](mailto:randy@marsdenadvisors.com)

*Randy is a certified EHR consultant and president of MarsdenAdvisors. Last year his team of consultants helps over 200 practices and 1000 clinicians meet MIPS requirements, migrate data between EHRs, and improve the overall efficiency of their EHR use.*



## Elizabeth Monroe, MA, PHR, COE, CPSS

Principal, Senior Consultant  
BSM Consulting  
Phone: (480) 454-3894  
Email: [emonroe@bsmconsulting.com](mailto:emonroe@bsmconsulting.com)

*Elizabeth Monroe is a Principal and Senior Consultant for BSM Consulting and is based in Phoenix, AZ. Ms. Monroe provides support to BSM and corporate clients in all aspects of clinical operations, staff training and development, and human resources. Ms. Monroe is a Certified Ophthalmic Executive (COE), a Certified Patient Service Specialist (CPSS), and is certified as a Professional in Human Resources (PHR). She is a member of the Society of Human Resources Management. Additionally, Ms. Monroe is a Gallup Institute Certified Strengths Coach and implemented the StrengthsFinder program into the practice in 2008. Her education includes a Bachelor of Arts Degree from Florida Southern College (Lakeland, Fla.) and a Master of Arts Degree from Rice University (Houston, Texas).*

# Consultants On Call Directory



## Patricia M. Morris, MBA, COE

Founder & Principal Consultant  
PMCOE / Excellence in Eye Care  
Phone: (888) 476-2631  
[www.4pmcoe.com](http://www.4pmcoe.com)

*Patricia M. Morris is the founder and Principal Consultant for PMCOE / Excellence in Eye Care, a leadership support for ophthalmic and optometric practices nationwide. Miss Morris serves on the Board of Directors for Lighthouse Eye Center in Mombasa, Kenya. Prior to the past 13 years in ophthalmic project management, Miss Morris has held several leadership roles with solo eye care practices, multi-specialty groups, multi-location, hospital & health system based groups, academic centers and high volume refractive surgery centers. Patricia is a longstanding member of the American Academy of Ophthalmology and the administrator's branch of the American Society of Cataract and Refractive Surgery where she has been lecturing since 2003.*



## Jane T. Shuman, MSM, COT, COE, OCS, CMSS, OSC

President  
Eyetechs  
Phone: (617) 429-6155 (text)  
Email: [jtshuman@gmail.com](mailto:jtshuman@gmail.com)

*Jane is a nationally recognized authority on patient flow, practice efficiencies and technician training. Jane is Co-Editor in Chief of Ophthalmic Professional, and Director of the Allied Health Track of the Hawaiian Eye Meeting. She proudly serves as Secretary on the Board of Directors of the Hawaiian Eye Foundation.*



## Nick Sideris

Founder, Managing Director  
Patient Pipeline  
Phone: (515) 707-6593  
Email: [nick@thepatientpipeline.com](mailto:nick@thepatientpipeline.com)

*Nick Sideris is the Founder & Managing Director of Patient Pipeline, a digital marketing system helping ophthalmologists attract premium refractive patients online. Nick spent the last 6 years working as a consultant for practices across the US and Canada. He helps define surgical goals, sets up marketing pipelines, and teaches clients how to successfully convert cold internet leads into surgical patients. Professionally, he eats, lives, and breathes refractive surgery marketing.*

# Consultants On Call Directory



## Maureen Waddle, MBA

Principal and Senior Consultant  
BSM Consulting  
Phone: (916) 716-7694  
Email: [mwaddle@bsmconsulting.com](mailto:mwaddle@bsmconsulting.com)

*Ms. Waddle joined BSM in 2008 and is based in Sacramento, CA. Prior to joining BSM, she served as Vice President for TLC Vision, where she provided strategic leadership and operational oversight for refractive laser centers and mobile laser clients. Ms. Waddle has more than 30 years of experience in the eye care industry. In her current role, Ms. Waddle provides ongoing support to ophthalmology and medical aesthetic practices and ambulatory surgery centers (ASCs).*



## Kenneth E. Woodworth, Jr., COMT, COE, (F)ATPO, FASOA

Senior Consultant  
Ophthalmic Consulting Services  
Phone: 859-229-2158  
Email: [kew@efficienteyecare.com](mailto:kew@efficienteyecare.com)

*Ken is a dual-certified ophthalmic medical technologist (COMT) and ophthalmic executive (COE). He has sat on and chaired the National Board for the Certification of Ophthalmic Executives (NBCOE) and has been an At-Large member on the ASOA Governing Board of Directors. In addition to ASOA, Ken is also a Fellow Member of ATPO and KATPO. He is the recipient of the JCAHPO Statesmanship Award, the ASOA Pinnacle Award for volunteerism, ATPO's Special Presidential Award and President's Award of Recognition and he's an Eagle Scout. He is a JCAHPO, ATPO and KATPO Past President. He has given numerous presentations on administrative ophthalmology, clinical optics and technician issues and has authored, co-authored or co-edited publications in those areas.*