

ASOA Consultants On Call Directory

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Schedule

Saturday, May 4

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.	Maureen Waddle - PM	Jane Shuman - PM
2:00 - 3:00 p.m.	Mary Pat Johnson - C + PM	Regina Boore - ASC
3:00 - 4:00 p.m.	Vanessa Sindell - ASC	

Sunday, May 5

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.	Monique Robinson Clark - C + PM	Andrew Maller - ASOAn
12:00 - 1:00 p.m.	Patricia Kennedy - C	Arthur De Gennaro - O + PM
1:00 - 2:00 p.m.	Paul Larson - C + PM	John Pinto - Mktg
2:00 - 3:00 p.m.		Corinne Wohl - PM
3:00 - 4:00 p.m.	Megan Mestas - Mktg	Kirk Mack - C + PM

Monday, May 6

8:00 - 9:00 a.m.	Sue Corcoran - C + PM	Laurie K. Brown - PM, P, + C
9:00 - 10:00 a.m.	Erin Malloy - ASC	
10:00 - 11:00 a.m.	Ron Greenburg & DeDe Wells - O + PM	E. Ann Rose - C
11:00 a.m. - 12:00 p.m.	Craig Piso - ASC + PM	Maureen Waddle - ASOAn
12:00 - 1:00 p.m.	Aron Arkon - O + PM	
1:00 - 2:00 p.m.	Mark Kropiewnicki - L + PM	
2:00 - 3:00 p.m.	Tina DiMarino - ASC	Kenneth Woodworth - PM
3:00 - 4:00 p.m.	Jolynn Cook - PM + P	

Topic Legend: **A** = Architecture, **ASC** = Ambulatory Surgery Center, **ASOAn** = ASOAnalytics, **C** = Coding, **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
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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
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Regina has 40+ years of clinical, administrative, teaching and consulting experience in ambulatory surgery. Her expertise includes planning and organization development, ASC design and development, state licensure, Medicare certification, quality and risk management programs, regulatory compliance reviews and plans, staff training and development, and accreditation



Laurie K. Brown, MBA, COMT, COE, CPC, CPMA, OCS, OSC, CPSS

Senior Consultant
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Laurie Brown is a senior consultant for BSM Consulting based in Tucson, Ariz. In her role at BSM, Ms. Brown consults with a variety of individual, group, and corporate clients to identify specific needs and issues while providing enduring strategic solutions that achieve the objectives of all stakeholders. With more than 30 years of health care experience, she offers assistance with practice management, coding, and placement.

Consultants On Call Directory



Monique Robinson Clark, MBA

Associate Consultant
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Monique brings a variety of practice management and administrative experience with a primary emphasis on helping improve physician practice operations. Monique has been in the field of ophthalmology since 2003. Her most recent position was Director of Operations for SEECA Medical Group in Houma, Louisiana. In 2018, Monique joined Corcoran Consulting Group. She is a Certified Administrator of Physician Practice Management (CAPP), a VISX Star S4 Certified Laser Technician, a VISX Certified CustomVue Wavescan Technician, and MARCO Epic Refraction System Certified. Monique conducts business from the Corcoran Consulting Group's Louisiana office.



Jolynn Dobson Cook, RN, COE, CASC

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Ms. Cook managed a large comprehensive practice with 10 offices locations and 2 ASCs prior to joining the consulting team at BSM Consulting. Her areas of expertise include many areas of practice operations including (but not limited to): daily operations, human resources, compliance, staff education, satellite management, professional recruitment. Ms. Cook has significant experience in integrated MD/OD practice and managing OD referring networks.

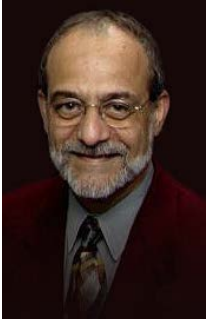


Suzanne L. Corcoran, COE

Executive Vice President and Co-Founder
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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.

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Arthur De Genarro

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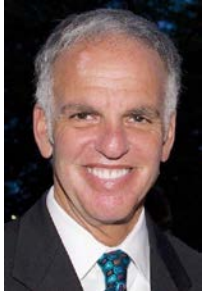
Arthur is President of Arthur De Gennaro & Associates, LLC, an ophthalmic practice management firm that has specialized in optical dispensary issues for over 20 years. Arthur is a frequent contributor to a number of industry publications, lectures regularly and is the author of the book, The Dispensing Ophthalmologist. Starting at 16, he has spent his entire career in the optical world, starting as an optician and working his way up to CEO of a Top 100 optical chain.



Tina DiMarino, MSN, RN, CNOR, CASC

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Our company specializes in ambulatory surgery. Our team performs mock surveys and assists with Medicare and accreditation compliance. Our professionals are leaders in the industry with many years experience in both the development and management of surgical suites and ambulatory surgery centers. Call us today and let's discuss your needs.



Ron L. Greenberg

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Care Access Vision: Expanding patient care strategies and optimizing current services is vital in the delivery of quality care and sustainable income. Learn current trends in innovations with a concentration on Patient Testing Access, Optical Access and Dry Eye Access.

Consultants On Call Directory



Mary Pat Johnson, COMT, CPC, COE, CPMA

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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.



Patricia Kennedy, COE, COMT, CPC

Senior Consultant
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Patricia Kennedy, Senior Consultant with BSM's Rose & Associates division, specialized in Medicare reimbursement and compliance for the specialty of ophthalmology. Ms. Kennedy conducts onsite and remote chart audits, assists with Medicare reimbursement and compliance, and conducts training seminars and webinars. Ms. Kennedy is a Certified Ophthalmic Medical Technologist (COMT), Certified Ophthalmic Executive (COE), Certified Professional Coder (CPC), Certified Professional Medical Auditor (CPMA) and Certified Ophthalmic Professional Coder (COPC).



Mark E. Kropiewnicki, JD, LL.M.

President
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Mark is an attorney with and President of Health Care Law Associates, P.C. and a consultant with and Vice President/Treasurer of The Health Care Group, Inc. He has advised ophthalmologists and their practices nationwide since 1982 on an array of business, legal, compliance, strategic and operational issues. In particular, he advises ophthalmologists and their practices about practice buy-in and pay-out arrangements, practice valuation and goodwill, practice succession planning and slow-down, practice purchases/sales, ASC purchases/sales, practice mergers, practice income division, various inter-doctor arrangements, and new doctor employment agreements and compensation arrangements.

Consultants On Call Directory



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

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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.



Kirk A. Mack, COMT, CPC, COE, CPMA

Senior Consultant
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Kirk began his career in ophthalmology in 1990 and received his credential as a Certified Ophthalmic Medical Technologist (COMT) through the Joint Commission of Allied Health Professionals in Ophthalmology (JCAHPO) in the same year. Kirk brings a variety of clinical and administrative experience, including participation in research projects, training ophthalmic technicians, ophthalmology residents, medical students, and physician assistant students, and ophthalmology practice management. He is a Certified Professional Medical Auditor (CPMA) and a Certified Professional Coder (CPC) through the American Academy of Professional Coders (AAPC). He has also obtained the Certified Ophthalmic Executive (COE) designation. He maintains his certification as a COMT and continues to enjoy the clinical aspects of ophthalmology. Kirk conducts business from Corcoran Consulting Group's Galveston, Texas office.



Andrew Maller, MBA, COE

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Andrew Maller is a Principal and Senior Consultant at BSM Consulting, working in Scottsdale, AZ and has been a member of the BSM Consulting team since 2009. His areas of expertise include strategic planning, practice finance and budgeting, practice valuations, financial benchmarking, management and dashboard reporting, and leadership recruitment. Mr. Maller has been a member of ASOA since 2009 and is a frequent speaker and author for industry meetings and publications.

Consultants On Call Directory



Erin Malloy

Business & ASC Development Consultant
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For the last 9 years, I have worked at Medical Consulting Group primarily in the ASC department. Currently, I provide infrastructure and support for MCG's ASC development projects and management clients by implementing cash control and reporting policies, inventory control and purchasing policies, benchmarking tools, and management information reporting systems. I am very familiar with the regulatory aspects of licensing and operating an ASC as well as revenue cycle management including contracting and credentialing.



Megan Mestas

COO & Director of Marketing
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Megan began her career in advertising at the internationally renowned agency of Saatchi & Saatchi gaining experience in media planning, branding and creative campaigns. Joining Eyemax in 2005, Megan brought her expertise in strategic marketing & media planning, strong understanding of brand positioning and advanced skill in advertising campaign development to the ophthalmology industry. With a passion for consumer psychology, Megan expanded Eyemax's services to include practice consulting and staff training with the vision to help practices grow through a better understanding of who their patients are and what motivates them.



John Pinto

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John Pinto is the world's most-published author and consultant on the subject of ophthalmology practice management. For the last 40 years John has provided strategic planning, operations enhancement, cost-containment and marketing counsel to organizations ranging from solo practices to high-volume market leaders. His numerous books include the industry classic John Pinto's Little Green Book of Ophthalmology (5th edition) and Ophthalmic Leadership: A Practical Guide for Physicians, Administrators and Teams. His latest book with partner Corinne Wohl, Up: Taking Administrators and Their Management Teams to the Next Level of Skill, Performance and Career Satisfaction, will be available at the 2019 ASCRS ASOA meeting in San Diego. He is on the editorial boards of Ocular Surgery News and Ophthalmology Management, and is a regular contributor to numerous other eye care publications. His client base is world-wide.

Consultants On Call Directory



Craig N. Piso, Ph.D.

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I'm an ophthalmic practice management psychologist with an organizational development focus upon leadership, management effectiveness, teamwork, communications, and customer service. I support performance improvement among physicians and staff through coaching, training, and motivational interviewing, initially on-site, and then through remote technologies for follow-up service. I also provide physician and administrator recruitment and final vetting to achieve the best possible cultural fit within practices.



E. Ann Rose, FASOA

Principal, Senior Consultant
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E. Ann Rose is a senior consultant with BSM Consulting, working in their Rose & Associates division which specializes in Medicare reimbursement and compliance for the specialty of ophthalmology. With 40-plus years of experience in the health care industry, Ms. Rose is a well-known and sought-after speaker and consultant who is devoted to assisting ophthalmologists with coding and reimbursement issues to ensure regulatory compliance. Ms. Rose has extensive knowledge in Medicare regulations. The Rose & Associates division of BSM Consulting provides services to ophthalmology, optometry, and other ophthalmic-related specialties. Its services include, but are not limited to, the following: chart audits; provider and staff training; seminars; and consulting support.



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

President
Eyetechs
Phone: (617) 429-6155 (text)

*Having been a scribe, a technician and an administrator I analyze patient flow knowing that an efficient clinic will boost the bottom line. I also train technicians and provide competency evaluations, which may highlight skills that require retraining for consistency and comprehension. And because continuing education costs can be expensive, I also offer this in your office setting.
Let's talk.*

Consultants On Call Directory



Vanessa Sindell, MSN, BSN, RN

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(855) 777-4272 ext. 205

Vanessa has 13 years of experience in nursing including 8 years worked as director of nursing for a busy ophthalmic surgery center, making her an expert in clinical operations and management.



Maureen Waddle, MBA

Principal and Senior Consultant
BSM Consulting
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Email: mwaddle@bsmconsulting.com

With more than 30 years in the eye care industry, I can help in a vast array of practice management areas. However, most of my time is focused on strategic planning, financial analysis and benchmarking, and staffing – from staffing models and team building, to leadership development.



Corinne Wohl, MHSA, COE

C. Wohl & Associates, Inc.
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*Corinne Z. Wohl, MHSA, COE, is President of C. Wohl & Associates, Inc., an ophthalmic practice management consulting firm. She holds a Masters of Health Services Administration from George Washington University and has 35 years of hospital and physician practice management expertise. Her firm specializes in developing ophthalmic executive leaders, practice operations analysis and enhancement, strategic planning, management team development, and administrator and provider career counseling. She is widely published and lectures regularly on ophthalmic practice management topics. Her book with partner John Pinto, *Up: Taking Administrators and Their Management Teams to the Next Level of Skill, Performance and Career Satisfaction*, will be available at the 2019 ASCRS ASOA meeting in San Diego.*



Kenneth E. Woodworth, Jr., COMT, COE, FASOA

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Ken has been involved in ophthalmology in various capacities since 1971. He consults on a variety of practice management topics but specializes on practice efficiency and all its ramifications. He also consults on compliance, space design and equipment-related issues. He is dual-certified and one of only a dozen ASOA Fellows. Ken has written and lectured extensively in the areas of administrative and technical ophthalmology and has served as president of JCAHPO, ATPO, KATPO and NBCOE.