



## Speaker Biographies

### **Terry Fletcher, CPC, CCC, CEMC, CCS, CCS-P, CMC, CMSCS, ACS-CA, SCP-CA, QMPM**

Ms. Terry Fletcher is a 30+ year Healthcare Coding Consultant, Educator and Auditor based in California. Ms. Fletcher is a Coding Educator for McVey Seminars, AAPC, AHIMA, ICD10University and NSCHBC. Terry holds a bachelor's degree (BS) in economics, and multiple certifications coding. Her coding specialties include: Cardiology, Peripheral Vascular, Gastroenterology, Orthopedics, General Surgery, Practice Management, E/M Auditing and Telehealth Services. Terry hosts a weekly CodeCast® Podcast and is the host of the NSCHBC Edge Podcast.

### **Alisha Jernack**

Alisha has more than 11 years of public accounting experience, servicing entrepreneurs and privately-owned businesses. She specializes in business advisory, strategic planning, financial reporting and tax services. Alisha serves privately owned businesses in transportation and logistics, food and beverage, and consumer products, as well as other manufacturing and distribution industries. She leads the COVID business advisory team and is a core member of the Business Advisory Practice. Alisha recently piloted Mazars' "Reshape Crisis Recovery Program" and contributed to launching this new service offering globally. Her thought leadership includes articles and external speaking engagements and having been featured on several podcasts and webcasts.

### **Maxine Lewis, CMM, CPC, CPC-I, CCS-P, CPMA**

Maxine is a well-known lecturer and consultant on Medicare, ICD-9-CM & 10CM, CPT Coding, Accounts Receivable, and Practice Management. She has two published books, has written articles in national magazines, and has taught in all 50 states. Maxine is able to simplify the complexity of coding and reimbursement in terms understandable to doctors and their employees. The company specializes in instruction for proper coding and its relationship to payment. By conducting "mock audits", the association between correct procedural and diagnostic coding and proper documentation is realized. She has certifications from AAPC, (Certified Professional Coder (CPC), Instructor (CPC-I) and Auditor (CPMA), PAHCOM (CMM, Certified Medical Manager) and AHIMA (Certified Coder Specialist –Physician CCS-P).

### **Marc Lion, CPA, CFP, MBA**

Marc provides tax, estate, financial, and retirement planning services to high-net-worth individuals and business owners in the health care, investment banking, real estate, and professional services industries. Marc's more than 25 years of public accounting experience span a range of tax, personal finance, business advisory, and practice management expertise. Often invited to speak to medical societies and health care groups, he has served as an adjunct Healthcare Economics professor in Hofstra University's Master of Healthcare Administration program. Marc has a Bachelor of Science in Economics from State University of New York at Albany, and a Master of Business Administration in Accountancy and Taxation from Hofstra University.

### **Ginny Martin, CMA, CPC, CPCO, CHBC**

Ginny Martin has more than 35 years' experience in strategic planning, healthcare finance, operations management, business reengineering, process and procedure development, and revenue growth initiatives ensuring productivity, profitability and compliance in hospital owned physician enterprises and virtually every independent physician specialty. She previously served as Director of Practice Management Services for Rehmann a national accounting/consulting firm. Prior she served as the Vice President and Chief Operating Officer for the Providence Health System Physician Enterprise in Washington, DC where she oversaw operations of approximately 250 hospital-employed providers.



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### **Jeffrey C. Miller, Esq.**

Managing Partner of the firm's Cleveland office, Miller's practice is focused in Labor + Employment and Corporate Law. He is a co-developer of [www.bmdgateway.com](http://www.bmdgateway.com) providing solutions-based training and compliance to businesses. Miller provides specialized counsel to companies, highly compensated professionals, and physician groups and physicians in employment agreements, consulting contracts, non-competition agreements and restrictive covenants, severance negotiations, and separation agreements. As a veteran litigator who is comfortable before any jury, Miller has successfully represented clients in complex and high-stakes litigation.

### **Matt Reiter**

Since joining CAI in 2014, Matt advises the firm's clients on legislative and regulatory health policy issues including provider reimbursement, value-based payment systems, administrative simplification, and efforts to reform the U.S. Healthcare System. Matt primarily focuses on health policy issues on behalf of healthcare providers and facilities but he also works with patient and health plan groups. Matt views his role as both a policy analyst and an advocate - helping clients understand an issue so that they can make informed decisions about educating their members and advocating before Congress and federal agencies.

### **David Sanchez, RN**

David Sanchez, RN, is the founder and CEO of Digitalis Medical. In 2014, he opened a nonprofit addiction treatment center to help save the lives of those struggling with drugs and alcohol. During this time he learned first hand the intricacies of healthcare marketing.

In 2017, he founded Digitalis Medical to help healthcare organizations grow through marketing and support his nonprofit. His experience has helped him develop the expertise and knowledge to share with other medical professionals who want to grow their organizations.

### **Reed Tinsley, CPA, CVA, CFP, CHBC**

Reed Tinsley, CPA is a Houston-based Certified Valuation Analyst, and Certified Healthcare Business Consultant. He works closely with physicians, medical groups, and other healthcare entities with managed care contracting, operational and financial management, strategic planning, and practice growth strategies. His entire practice is concentrated in the health care industry. His other services include physician practice valuation and physician-related litigation support.

### **Ryan Vaughan**

Ryan Vaughan leads the Chicago Tax Practice and Global Tax Credits an Incentives Practice providing expert tax services to companies in a multitude of industries including manufacturing and distribution, energy, technology, real estate, retail, financial services, and healthcare. Ryan graduated from Illinois Wesleyan University with a Bachelor of Arts in Accounting. He received his Master of Science in Taxation and Master of Business Administration from DePaul University Kellstadt Graduate School of Business.



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### **Amanda L. Waesch, Esq.**

Amanda Waesch operates a national healthcare practice and is licensed in both Ohio and Florida. She primarily focuses her practice on healthcare, employment law, corporate law, and healthcare litigation and advises all types of employers, particularly healthcare providers, including hospitals and physicians, on various matters.

### **Sean Weiss, CHC, CEMA, CMCO, CPMA**

Sean M. Weiss is an independent and objective third-party regulatory and compliance officer whose healthcare career spans more than 25 years. He holds seven national certifications in auditing, coding, compliance and practice management, including certifications in coding and auditing from the American Academy of Professional Coders both on the physician and payer side (CPMA, CPC-P and CPC), and a compliance certification, Certified in Healthcare Compliance (CHC) from the Healthcare Compliance Association (HCCA). Sean is also a Certified Medical Compliance Officer (CMCO) through the Practice Management Institute and holds a Certified Medical Practice Executive (CMPE) credential from the Medical Group Management Association (MGMA).

### **David J. Zetter, CHBC, PHR, SHRM-CP, CHC, CPCO, CPC, COC, PCS, FCS, CMUP, PESC, CMAP, CMAPA, CMMP, CMHP**

Healthcare Management Consultant David Zetter is the founder and lead consultant with Zetter HealthCare in Mechanicsburg, PA and has over 30 years of operational and healthcare experience.

David is nationally recognized for his presentations and expertise. He is well versed in regulatory requirements, revenue cycle management, credentialing and contracting, compliance, coding and documentation. He is considered an expert on Medicare, not only by his clients, but his consultant colleagues across the country. He has evaluated existing ambulatory care facilities and practices with respect to patient flow, operations, marketing, fee structures, use of ancillary services and financial considerations; developing strategic plans to improve profitability and productivity. His activities in management and compliance include physician practices, IDTFs, hospitals, ASCs, pharmacy, DME and other facility types, including coding and broad-based regulatory issues. David has also conducted chart audits on behalf of Medicare contractors and Blue Cross/Blue Shield early in his career, so he has knowledge of what the expectations are from the payers. David's firm works with healthcare professional clients and facilities coast to coast, in all areas of practice and facility management including start-ups, buy-ins, compensation, exit strategies, reimbursement enhancement, practice financial modeling, governance documentation, policy and procedure development and implementation, credentialing and contracting, human resources staffing and management, compliance, coding and chart reviews, physician education and many other areas. David has helped to maximize both profitability and reimbursement of physician practices, facility and ambulatory practices, re-engineered operational and human resources, and addressed coding and billing issues for providers to curtail fraud, abuse, kickback, OIG, and IRS issues. He is also an original member of CMS' PECOS Power User Group, CMS Compliance Focus Group and MIPS Design Lean Work Group which provides feedback and recommendations to Medicare's Center for Program Integrity and Provider Enrollment Operations Group on design and improvements to the PECOS enrollment environment, as well as, NPPES and MIPS and conducts beta testing of the EHR/HITECH user interfaces and environments at the request of the Office of e-Health Standards & Services Director. David is also on the CMS contracted team awarded the PECOS 2.0 contract to rebuild PECOS from the ground up.

David has conducted practice management, human resource, coding and compliance education and seminars in many states over the past twenty-five years. David speaks often on a variety of practice management subjects at hospital residency programs, the National Society for Certified Healthcare Business Consultants, the Medical



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Management Group Association, the American Academy of Professional Coders, AHIMA, Florida Institute of Certified Public Accountants, Florida Medical Society, many other venues and is often called upon by the MGMA, HFMA, DecisionHealth, Part B News, Part B Insider, and many others, to conduct audio conferences and webinars. He has been published in Medical Economics and interviewed and quoted in many publications including Report on Patient Privacy and Report on Medicare Compliance.

David is the current President and Executive Board Member of the National Society of Certified Healthcare Business Consultants. He has served on the Education Committee for more than fifteen years and is a Certified Healthcare Business Consultant. He is a member of the Society for Human Resource Management and is a past Professional Development Chair and past Vice President of Human Resource Professionals of Central PA. David is also a past board member of the Central PA affiliate chapter of the American Academy of Professional Coders and is certified as a Professional Coder for physician practices, hospitals and facilities. David is also a Certified Compliance Consultant and Officer. David is also a member of the American Health Lawyers Association, the Medical Group Management Association and the Healthcare Financial Management Association.

David advises on and publishes operations policies and procedures manuals, employee handbooks, compliance manuals, HIPAA and OSHA and has published articles in numerous healthcare and human resource related magazines on subjects like coding and compliance, interviewing, recruitment, evaluations and disciplinary processes.