

Female Vendor RCM Leaders to know in 2018

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Note: This is not an exhaustive list. Leaders are presented in alphabetical order

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A number of healthcare organizations seek out input from vendors for revenue cycle management and financial improvement.

At these vendors, there are women who have the expertise to help providers with everything from front-end processes to coding and billing.

Here, we highlight female leaders dedicated to the revenue cycle space.

Wendy Alexander. Vice President of Data, Analytics and Client Services at VisitPay. Ms. Alexander, a leader in consumer finance, is a former executive and credit officer at Capital One Financial. In that role, she worked with VisitPay CEO and Co-Founder Kent Ivanoff on establishing Capital One's credit recovery services business. Now, at VisitPay, she helps nonprofit healthcare providers transition from paper statements to tailored digital experiences.

Bethany Bailey. Vice President of Operations at Resource Corporation of America. Ms. Bailey began working for RCA nearly 19 years ago. Before her current role, she was assistant vice president at the company, which specializes in third-party eligibility. Her career has provided her with expertise in government, state and local assistance programs nationwide.

Cole Brown. Senior Vice President and Chief Human Resources Officer at Conifer Health Solutions. Ms. Brown has served as Conifer Health's CHRO since 2015. At Conifer Health, she uses her experience in talent management, acquisition and development, along with her knowledge of managing large, geographically dispersed employee populations. Earlier in her career, she was senior vice president of human resources for U.S. store operations at Walmart.

Kathleen Brown. Senior Vice President of Customer Success and Innovation at ClearBalance. Ms. Brown, a healthcare veteran, has more than 20 years of experience working with hospitals and systems. At ClearBalance, she works with the company's provider partners on creating a patient pay management strategy for today's healthcare environment. Previously, Ms. Brown worked in client engagement positions at McKesson Corp.

Andrea Halpern-Bryan. Vice President of Client Relations at Ciproms Medical Billing. Ms. Halpern-Bryan oversees relationships with clients, such as large clients in anesthesia and emergency medicine, at Ciproms Medical Billing. In addition to client relationships, she manages the company's revenue and profit. She is a member of the board of the Emergency Department Practice Management Association.

Megan Callahan. Senior Vice President and Chief Strategy Officer for Change Healthcare. Ms. Callahan brings to Change Healthcare more than 20 years of experience in the industry, spanning payer, provider and technology companies. Before her current role, she was senior vice president of corporate strategy and business development for McKesson Technology Solutions. Her focus at MTS was portfolio management and merger and acquisition strategy, among other areas. Ms. Callahan's other previous roles include positions at Vitria Technology and the Health Net New Ventures Group.

Sondra Cari. Managing Director at Huron Consulting Group. Ms. Cari brings more than 11 years of revenue cycle consulting experience to Huron Consulting Group. In her managing director role there, she is primarily responsible for advancing Huron Healthcare's revenue cycle solution. She has played a key role in developing and designing technology and functional capabilities for Huron's revenue cycle service line.

Lori Carlin. Director of Professional Coding Services for Pinnacle Integrated Coding Solutions. Ms. Carlin has experience in myriad areas of healthcare, including revenue management, coding and auditing, quality assurance, and training. Her experience has primarily focused on management and operations, as well as coding and reimbursement. In her current role at Pinnacle Integrated Coding Solutions, she is responsible for coding and audits, oversight and training for providers and employees, and reimbursement consulting. She also previously played a key role in coordinating a strategic ICD-10 implementation plan used by healthcare professionals.

Shannon Dauchot. CEO of Revenue Cycle Point Solutions at Parallon. A certified public accountant, Ms. Dauchot has worked in healthcare finance leadership for two decades. Before her current role, she was senior vice president of client relations for revenue cycle services, as well as regional CEO, at the company. She also worked for Nashville, Tenn.-based HCA Healthcare earlier in her career. Her positions with HCA included COO of the revenue cycle shared services division and CFO of the Tampa Shared Services Center.

Sandra DeHaan. Director of Business Development with Parathon by JDA eHealth Systems. Ms. DeHaan brings more than 10 years of hospital revenue cycle, physician practice EHR and practice management experience to Parathon. This experience includes her current role as well as her previous sales and client management positions at Recondo Technology, Allscripts and McKesson. Ms. DeHaan also blogs monthly on various healthcare industry topics.

Julie Diaz. Senior Vice President of Client Services and Sales for MedData. Ms. Diaz has more than 20 years of experience in physician practice management for large physician groups and other healthcare organizations, including Cleveland Clinic. In 2008, she was appointed to lead client services efforts through MedData's acquisition of Summit. She played a key role in maintaining Summit client satisfaction and retention throughout the MedData/Summit integration and client transition plan. She was promoted from director of client services to vice president of client development and implementation in 2009, before taking on her current role as senior vice president of client services and sales.

Lauren Dix. Executive Director of the athenahealth Client Solutions Group. Ms. Dix has worked for more than a decade at athenahealth, a provider of medical record, revenue cycle, patient engagement, care coordination and population health services. Initially, she managed revenue cycle implementations for athenahealth's early clients. She has also worked in various other roles at the company, including implementation, account management, sales, and solution consulting and design.

Tracy Dudek. Vice President of Operations for State Collection Service. Ms. Dudek has more than 20 years of receivables industry experience. In her role at SCS, she oversees production areas including early out, bad debt, business analytics and dialer management. She played a key role in the implementation of advanced post-call and real-time speech analytics for SCS call centers, as well as the acquisition and integration of the company's Chicago office.

Nancy Dumas. Vice President of Practice Management at Brault. Ms. Dumas leads the practice management and client service team at Brault. Earlier in her career, she helmed Enfina Healthcare Solutions, a management services organization focused on emergency physicians and freestanding emergency rooms. Ms. Dumas also previously was administrator of an emergency physician practice. She won the Emergency Department Practice Management Association Founders Award in 2014.

Kathleen Eagan. COO of Superior Revenue Solutions. Ms. Eagan has more than 20 years of revenue cycle experience. She currently serves as vice president of operations at Superior Revenue Solutions, an RCM solutions company. Throughout her career, she focused on projects in various healthcare areas, including accounts receivable reduction, interim patient accounting management, managed care contracting, compliance program development and assessment, and detailed revenue cycle analysis, among others. She has worked with hospitals of various sizes, physician practices and government healthcare facilities.

Caral Edelberg. CEO and Chairman of Edelberg and Associates. At Edelberg and Associates, Ms. Edelberg has played a key role in growth and expansion, specifically with respect to the business intelligence platform, as well as coding and compliance tool kits. Ms. Edelberg has been active in many professional organizations throughout her career, and she is a frequent author and speaker. Her speaking and writing topics include outpatient facility coding and billing, hospitalist medicine, medical record documentation policies, and healthcare compliance.

Dee Emon, BSN, RN. Senior Vice President of Operations and Transformation at R1 RCM. Ms. Emon brings 13 years of health IT experience to her role at R1. In her current role, she focuses on strategic direction and management of national call centers and the robotic process automation program. Before joining R1, Ms. Emon held various roles, including vice president and CIO of Winston-Salem, N.C.-based Wake Forest Baptist Health; corporate chief nurse executive and quality officer at Boca Raton, Fla.-based Cancer Treatment Centers of America; CNO/interim CEO of Nashville, Tenn.-based Vanguard Health Systems; and a performance improvement executive with Dallas-based Tenet Healthcare.

Tracey Erbert. Executive Vice President of Operations and Client Services of Full Circle Business Solutions. At Full Circle Business Solutions, Ms. Erbert manages ambulatory surgery center professionals with a focus on helping clients achieve maximum reimbursement. She served as president and CEO of in2itive Business Solutions, a medical billing and collections company, for 10 years prior to her current role. There, she provided full revenue cycle management for more than 65 surgery centers.

Lisa Farmer. Vice President of Anesthesia Practice Management at TeamHealth. Ms. Farmer has more than 15 years of corporate and academic RCM leadership experience. She currently serves as vice president of anesthesia practice management at TeamHealth. Earlier in her career, she was vice president of billing and collections at Jackson Healthcare in Alpharetta, Ga. She also previously served as administrator in the department of anesthesiology at Atlanta-based Emory University.

Heidi Farrell. Vice President of People Operations at Strata Decision Technology. Ms. Farrell brings more than 15 years of experience in human resources and talent management to Strata. In her current role, she focuses on attracting, engaging and retaining employees. A certified senior professional in human resources, she also worked as a leader at Fruition Partners, a global technology-enabled cloud services firm, as well as at Morningstar.

Emily Fisher. Acting President of MedData. Ms. Fisher serves as acting president of MedData, one of the nation's largest hospital revenue cycle solutions providers for the uninsured and underinsured. She has been involved in developing the company's government and charity programs from an initial focus on Medicaid eligibility into a full-service solution that evaluates patient eligibility for all available federal, state, county and charity resources. Additionally, Ms. Fisher helped create and develop MedData's complex claims programs. She began her tenure at MedData more than 16 years ago as a patient advocate and worked her way up to COO. She became acting president in June 2018.

Susan Gatehouse. CEO of Axia Solutions. Ms. Gatehouse helms Axia Solutions, a provider of financial services, including ICD-10 coding reviews, education, data systems management and support. An approved ICD-10 trainer with more than 20 years of medical coding experience, she produces operational assessments for healthcare organizations, delivers educational seminars across the U.S., and provides coder training programs. Throughout her career, she has managed coding and billing practices for more than 40 specialty physicians. She is also a nationally known speaker, with previous presentations to industry organizations such as the American Health Information Management Association and the Healthcare Financial Management Association.

Rebecca Geise. President of NSN Revenue Resources. Ms. Geise, an ASC revenue cycle leader, partnered with various business leaders to build RCM company NSN Revenue Resources. At the company, she has helped create a team with legal and payer experience, as well as ASC coding and billing experience. Other roles Ms. Geise held during her more than 15 years in the revenue cycle space include director of accounts receivable and material management at SurgCenter Development and vice president of revenue cycle for a surgery center and surgical hospital management company.

Katelyn Gleason. CEO and Founder of Eligible. In 2011, Ms. Gleason founded Eligible, a medical billing company focused on helping providers determine patients' insurance coverage eligibility. Before that, she worked as a sales representative for EHR company drchrono. Ms. Gleason has been featured in Forbes' 30 Under 30 in Healthcare, and was recently chosen as a Heritage Healthcare Awards winner.

Kristin Greenstreet. Managing Director at Navigant. Ms. Greenstreet's healthcare experience includes managing hospital and health system revenue cycle improvement initiatives. At Navigant, she played a key role in developing the company's web-based revenue cycle tool suite, GPS Health, which provides workflow, reporting and productivity tracking.

Cameran Haire. Vice President of Customer Success at Simplee. Ms. Haire has served in her role at Simplee since May 2016. Before joining Simplee, she led customer success for Workday's largest region. In her role at Workday, she oversaw more than 250 customers with revenue of \$350 million. Earlier in her career, she was senior vice president of customer success at spigit and vice president of services at VBrick Systems, both software-as-a-service startups.

Colleen Hall. Principal in the Healthcare Performance Practice at Crowe Horwath. Ms. Hall has been a principal at Crowe since 2016. With experience in consulting and in a provider setting, she leads Crowe's clinical revenue management service line. During her career, she has helped identify more than \$1 billion in combined additional net revenue for hundreds of academic medical centers, community hospitals, healthcare systems, specialty hospitals, physician practices and clinics. She also conducted more than 300 coding assessments on various hospital outpatient and physician charges, as well as due diligence coding compliance assessments for purchasing companies.

Alicia Hanson. Senior Vice President of Business Development at Recondo Technology. Ms. Hanson is a revenue cycle management professional with about 20 years of experience. Throughout her career, she has worked in the RCM divisions at Cerner and MedAssets. In her current role, she focuses on providing hospitals nationwide with artificial intelligence-driven revenue cycle management technology.

Kate Harper. Senior Vice President of Payer Shared Services at R1 RCM. At R1, Ms. Harper recently led revenue capture solutions within the company's partnership with St. Louis-based Ascension. She also recently played a role in building R1 Insight, the company's tool for revenue capture solutions, as well as contract modeling and management. Before taking on her current role, she was R1's vice president of revenue integrity.

Aimee Harvey. Executive Vice President of Human Resources and Organizational Development at Zotec Partners. Ms. Harvey has worked for Zotec for more than 10 years. At the company, her work has focused on management training and development, employee relations, and compensation and benefits design. She is a certified senior professional in human resources.

Nicole Hess. Vice President of Marketing at Connance. Ms. Hess has more than 10 years of healthcare technology experience. Before joining Connance, a revenue cycle and value-based risk analytics provider, she served as vice president of marketing for DocASAP, a patient engagement solution company. In that role, she developed DocASAP's first marketing function, leading to exponential client-base growth for the company. Earlier in her career, Ms. Hess also was director of marketing for MedAssets.

Jody Hinton. Director of Billing Operations for the Central Division at abeo. Ms. Hinton serves as director of billing operations for abeo's central division. The billing and practice management company is primarily focused on anesthesia practices. In her role there, she is responsible for ensuring anesthesia billers' revenue cycles are up to par and efficient.

Adrianna Iorillo. Director of Revenue Cycle Management Services at Encoda. Encoda, a company focused on healthcare reimbursement automation, hired Ms. Iorillo in April 2018 to direct revenue cycle management services. She brought with her more than 25 years of healthcare information technologies experience, specifically expertise in process assessment, design and development, as well as physician reimbursement and numerous other areas. She now presides over Encoda's RCM associates and management team and is responsible for refining Encoda's services delivery.

Laura Jacquin, RN. Partner at Prism Healthcare Partners. Ms. Jacquin brings more than 25 years of healthcare management expertise to her role at national consulting firm Prism Healthcare Partners. She was promoted to her current position in 2016 after joining Prism as managing director two years prior. During her time at Prism, she played a key role in building the firm's clinical documentation improvement practice and methodology, among other accomplishments. Before her work at Prism, she worked at Wellspring Partners, a management consulting firm acquired by Huron Consulting Group in 2007.

Emmy Johnson. Vice President of Revenue Cycle Solutions at iMedX. At iMedX, Ms. Johnson uses her nearly two decades of experience in the health information management/revenue cycle space to meet clients' needs. Specializing in backend services with a niche in coding, she helps create/design revenue cycle strategy for healthcare organizations and participates in acquisition discussions, among other duties. Outside of her responsibilities at iMedX, she speaks publicly on topics including coding, revenue cycle, remote team management, new graduates/students and leadership. Ms. Johnson has served as a director on the Wisconsin Health Information Management Association board for the last two years, was named the association's 2016 motivator of the year and will be the association's 2018-19 president-elect.

Lori Jones. Chief Revenue Officer at Connance. Throughout her career, Ms. Jones has achieved success increasing revenues for health IT companies. Before joining Connance, she served as executive vice president and general manager at Brightree where she played a key role in the sale to Resmed. Ms. Jones also previously was chief commercialization officer at Airstrip, and she began her career at McKesson, where she helped transform the sales and account management processes and was promoted to senior vice president.

Heather Kawamoto. Vice President of Product Marketing and Management at Recondo Technology. Ms. Kawamoto has worked at Recondo for more than a decade. During her time with the company, she has been heavily involved in product development, as well as Recondo's automated patient access technologies. Those technologies are designed to help hospitals automate price transparency processes, prior automation queries and other revenue cycle functions.

Liz Kirk. Senior Vice President of Client Services and Continuous Improvement Solutions of Strata Decision Technology. Ms. Kirk has worked with healthcare providers as a hospital administrator and consultant throughout her career. At Strata, she leads the company's client services team, and works in product and strategy for the company, among other responsibilities. In 2014, she received the Chicago Innovation Award for her involvement in creating the Continuous Improvement application at Strata. Previously, she worked at Chicago-based Northwestern Memorial Hospital where she cut costs and boosted revenue, as well as at Accretive Health and at GE Healthcare Performance Solutions.

Suzanne Lestina. Vice President of Revenue Cycle Innovation at Avadyne Health. Ms. Lestina, an industry expert and professionally trained speaker, provides healthcare providers, hospital associations and other industry organizations with revenue cycle management leadership and recommendations to improve the patient financial experience process. She also offers guidance on revenue cycle performance to business partners through her job at Avadyne. She previously served as technical director of revenue cycle for the Healthcare Financial Management Association and was heavily involved in developing the MAP program.

Kelly Loya. Managing Director of Pinnacle Enterprise Risk Consulting Services. Ms. Loya is a healthcare veteran with 25 years of administrative, operational and clinical experience. Throughout her career, her focus areas have included coding/billing, pharmacy, first responder and nursing studies. In 2016, she joined Pinnacle Enterprise Risk Consulting Services, an affiliate company of Pinnacle Healthcare Consulting. There, her consulting projects involve areas such as pharmacy billing and operations, durable medical equipment, ambulance services and physician (professional fee) and hospital outpatient charging concepts.

Chris Martin. Vice President of the Optum360 Revenue Cycle Technology Professional Services business. At Optum360, Ms. Martin's team has been accountable for delivering and supporting a new-to-market computer assisted coding technology, along with developing a standardized performance management program for Optum360's revenue cycle technologies. Before joining Optum in 2010, she worked in revenue management solutions at healthcare software company PICIS, which Optum acquired. She also previously was CFO and COO of Lynx Medical Systems.

LaToya McGhee. Executive Director of Revenue Cycle at Boncura Health Solutions. Ms. McGhee, a healthcare veteran, has 16 years of revenue cycle experience. She began her career as an end user and joined Boncura in 2016. Her specific areas of focus include billing, coding and healthcare compliance. At Boncura, she oversees revenue management techniques and functions. She has helped the company increase the overall collection rate and reduce days in accounts receivable, among other accomplishments. Ms. McGhee's other revenue-focused, director-level positions have been with Illinois-based companies such as Access Community Health Network and Franciscan St. James, as well as roles at Loyola University Medical Center and Northwestern Physicians Group. She taught medical billing, healthcare information management and coding at Sanford-Brown College in Tinley Park, Ill.

Samantha Meyer. Director of Revenue Cycle Management at Pulse. Ms. Meyer brings more than 17 years of medical field experience to Pulse. At Pulse, which offers medical billing and consultation services, she specializes in revenue cycle management and best practices for medical field specialties. She is a certified professional coder.

Ginger Miller, RN, BSN, CPC Senior Vice President Operations at Intermedix, an R1 company. Ms. Miller has more than 20 years of healthcare experience. In her current role, she focuses on coding, auditing and billing services for clients of Intermedix, now part of R1 RCM. She also manages the company's shared services center of excellence in Kaunas, Lithuania. Previously, Ms. Miller was senior vice president of clinical operations at Verisk Health.

Suzzi Morrison. Vice President of Technology at Nordis Technologies. Ms. Morrison has worked for Nordis Technologies since 2015. During her tenure, she's played a key role in developing Espresso, a customer communications management platform that enables healthcare RCM companies to automate and streamline the patient billing process. She also heads up product and feature development at Nordis.

Marcy Naylor. Vice President of Physician Revenue Cycle Management at R1 RCM. Ms. Naylor has spent most of her 14-year healthcare career with R1, where she has helped lead the physician revenue cycle management team and leads deployment and standards activities across R1's physician revenue cycle client base. She also developed and compiled R1 solutions into a best practices playbook for the company's customers.

Jodi Nayoski. Director of Pinnacle Enterprise Risk Consulting Services. Ms. Nayoski has more than 18 years of healthcare experience. In 2016, she joined Pinnacle Enterprise Risk Consulting Services, where she is a certified coding instructor and experienced compliance auditor. Throughout her career, Ms. Nayoski also focused on physician education, compliance auditing and developing training curriculum. She previously managed the ICD-10 education, coding, billing and documentation for physicians and professional coding for analytics vendor Altegra Health, which was acquired by Emdeon in 2015.

Jessica Nelson. Director of Revenue Cycle Services at Surgical Information Systems. At SIS, Ms. Nelson oversees revenue activities and focuses on helping clients meet their various financial objectives. Before her current role, she worked in healthcare areas such as accounts receivable and reimbursements and payment posting. Overall, she has 11 years of healthcare revenue cycle management experience.

Megan North. President of Value-Based Care for Conifer Health Solutions. Ms. North brings more than 25 years of risk-based hospital and physician-practice operational expertise to Conifer Health, where she has worked in her role since 2012. Overall, her job focuses on leading the national operations of Conifer Health's value-based care business unit offering clinical integration, population health management and financial risk management services for healthcare organizations. She was CEO of Cap Management Systems for more than 13 years.

Kelly Nueske. Executive Consultant at Pinnacle Healthcare Consulting. Ms. Nueske is an expert in internal audit, compliance program development, implementation and assessments, billing compliance, investigation/defense support and risk mitigation services. Prior to taking on her current role, she worked at an integrated health system as a registered nurse specializing in cardiology and neurology. She also served as a quality management specialist, utilization management specialist, internal audit director and in other positions within the health system. She's worked as director and managing director of a national consulting firm. where she was responsible for operational, financial, integrated and billing compliance audits for various healthcare entities, including hospitals.

Nicole Nye. Vice President of Product Management at Connance. Ms. Nye brings more than 25 years of healthcare market expertise to Connance, a revenue cycle and value-based risk analytics provider. Before joining Connance, she worked at McKesson Health Solutions as associate vice president of marketing strategy. In that role, she headed up product marketing and go-to-market strategies for the network and financial management solution suites. Her accomplishments include launching one of the nation's first consumer-driven health plans and more than 60-plus technology solutions for the health plan market.

Jho Outlaw. Senior Vice President of Revenue Cycle Services at Surgical Information Systems. At SIS, Ms. Outlaw helps outpatient facilities improve their revenue cycle and financial performance. Her areas of focus include patient access services, centralized scheduling, charge master management, managed care contracting, billing, collections and patient financial services. Her experience with various types of healthcare organizations includes community nonprofits, for-profits and faith-based systems.

Paula Pasquinelli. Vice President of Implementation and Adoption Services at M*Modal. Ms. Pasquinelli has been in her role since March 2014, bringing with her a background in EMR optimization and technology-enabled services management. In this role, she presides over a global project team of adoption specialists focused on clinical documentation improvement. Additionally, she is responsible for operational management and drives business initiatives for M*Modal's direct partner business.

Erin Petrie. Director of Revenue Cycle Management at Regent RCM. At Regent RCM, Ms. Petrie leads a team of revenue cycle specialists while serving clients and delivering solutions. She played a key role there in identifying and developing various revenue cycle management protocols and best practices. Ms. Petrie's other revenue cycle work includes serving as surgical services business manager at Oak Lawn, Ill.-based Advocate Christ Medical Center. She is a certified Lean Six Sigma Green Belt practitioner and a graduate of the University of Illinois Urbana-Champaign.

Lisa Rock. President of National Medical Billing Services. Since 2003, Ms. Rock has helmed National Medical Billing Services. In this role, she manages more than 500 billers specializing in revenue cycle management for ASCs and their affiliated surgeons. She received various honors in 2016, including being named most influential business woman in St. Louis by the St. Louis Business Journal, as well as one of Small Business Monthly's top women business owners.

Kristen Saponaro. Chief Marketing Officer for nThrive. Ms. Saponaro is a healthcare and healthcare technology expert with more than 20 years of leadership experience. At nThrive, she oversees enterprise marketing, branding and communications strategies. Previously, she was marketing leader at Precyse, which became part of nThrive. During her career, she also launched her own marketing and communications consultancy.

Carmen Sessoms. Assistant Vice President of Product Management with RelayAssurance Plus at Change Healthcare. Ms. Sessoms brings more than 20 years of leadership and healthcare experience in product management, business development, strategic planning and consulting to Change Healthcare. Before taking on her current role, she was regional vice president of operations for an outsourcing firm. She also gained experience working in product management roles with Relay Health Financial and McKesson. In those roles, she specifically directed projects focused on design and development of revenue cycle solutions.

Deepti Sharma. Director of Product Management at HSBlox. Ms. Sharma is a healthcare veteran with more than two decades of experience as a product manager, revenue cycle consultant, practice manager and certified professional coder. Throughout her career, she designed RCM products and business intelligence solutions and served multispecialty practices as a subject matter expert. She currently leads product management at HSBlox, but she previously held roles, including product leadership, at Payspan and SPH Analytics. She also served as a leader for various large provider practices.

Kellye Sherbet. President of Revenue Cycle Management services for Aprima. A certified medical coder, Ms. Sherbet is focused on providing Aprima customers with revenue cycle management services. Before joining Aprima, she was vice president of billing services and a partner of Health Care Strategies, which Aprima acquired in 2011. Her other roles have included billing director of Texas Back Institute and director of reimbursement of Care Select Group.

Richa Singh. Executive Vice President at Collect Rx. Ms. Singh brings 10 years of revenue cycle experience to her role at Collect Rx. In her current position, she has focused on enhancing out-of-network reimbursements to ASCs, physicians, hospitals, labs and behavioral health centers. She specifically played a key role in the growth of the firm, which now has a client base of more than 800 U.S. providers. Prior to joining Collect Rx in 2010, she worked in IT at Cisco Systems and then with Vocus.

Brenda Smith. Senior Vice President of Process Innovation for Parallon. At Parallon, Ms. Smith focuses on improving the company's business lines with respect to process and technology. She was vice president of revenue cycle implementations at Parallon before taking on her current role. During her tenure at Parallon, she led clients into the company's full service revenue cycle model. Her other previous positions include assistant vice president of shared services group project management at Nashville, Tenn.-based HCA Healthcare and independent consultant.

Cathy Smith. Managing Director of Revenue Cycle Transformation at Nordic. Ms. Smith has been with Nordic since the company acquired the revenue cycle transformation practice of The Claro Group in 2018. Prior to the acquisition, she had served as managing director of The Claro Group's revenue cycle transformation practice from January 2011. Throughout her career, Ms. Smith has held leadership positions at Huron, Wellspring Partners and Arthur Andersen. Her areas of expertise include healthcare operational and financial management, patient financial services and IT.

Debra Stall. Chief Strategy Officer at Xtend Healthcare. Ms. Stall brings more than 30 years of RCM experience to Xtend Healthcare. This experience includes system implementation, redesign of revenue processes and organization development for major U.S. healthcare providers. Through her experience, Ms. Stall has gained numerous executive skills such as developing strategic business plans, process redesign and project management, to name a few. Her core focus at Xtend is strategic partnerships and business growth.

Amy Sullivan. Vice President of Revenue Cycle Solutions at PatientKeeper. Ms. Sullivan has more than 25 years of healthcare technology business experience. For the last 15 years, she has served at PatientKeeper, where her focus includes helping providers, such as health systems and academic medical centers, recover lost Medicare charges. Before joining PatientKeeper, she worked at McKesson, Cerner, and Worcester, Mass.-based UMass Memorial Medical Center.

Lauralea Tanner. Chief Revenue Officer at iVita Financial. Ms. Tanner has worked in revenue cycle for more than 20 years. In her current role, which she began in 2017, she is responsible for sales, marketing and client relationship management at iVita Financial. Her other roles included vice president of the Western Region at Abeo, as well as vice president of enterprise client management at Conifer Health Solutions. She also held senior-level positions with revenue cycle solutions providers such as Emdeon, Health Management Systems, and CSI Financial Services, which launched ClearBalance in 2010.

Kristen Taylor. Managing Director of Pinnacle Enterprise Risk Consulting Services. Ms. Taylor's healthcare career has focused on coding, revenue cycle processes and compliance for physician and hospital reimbursement models. In 2016, she joined Pinnacle Enterprise Risk Consulting Services, where she performs operational assessments, coding reviews and provider/coder education, among other responsibilities. Previously, Ms. Taylor managed the ancillary and surgical coding and billing staff for pathology and laboratory medicine departments, as well as anesthesia, certified registered nurse anesthetist and other areas.

Kathy Tuite. Chief Marketing Officer at Rectangle Health. Ms. Tuite, a professional with more than 25 years of marketing, financial services and technology experience, serves as chief marketing officer of healthcare payment solutions provider Rectangle Health. In her role, she oversees the company's various marketing channels, including digital, e-commerce, acquisition and product positioning. Other positions she's held include chief marketing officer for TSYS Merchant Solutions, as well as chief marketing officer for TransFirst, which was acquired by TSYS.

Julie Van Pelt. Vice President of Client Services at Avadyne Health. At Avadyne Health, Ms. Van Pelt focuses on developing and supporting client relationships with business partners. An accredited presenter and trainer, she speaks across the U.S. to healthcare organizations about issues such as change management and healthcare leadership. She previously served as Avadyne Health's vice president of operations.

Kelly Vroom. Vice President of Business Development for Atos. Prior to her current role, Ms. Vroom was senior vice president of revenue cycle services for health IT solutions provider Atos. In that role, she oversaw Atos' RCM division, which includes the revenue cycle front and back ends. Her 25 years of revenue cycle operations and business development experience also included serving as vice president of patient administrative services for Las Vegas-based Nevada Cancer Institute, as well as eight years as the executive director of revenue cycle at Karmanos Cancer Center in Detroit.

Norma Zeringue. Senior Vice President of Strategy for Conifer Health Solutions. Ms. Zeringue has worked since 2008 in her current role, in which she uses her more than 30 years of experience in hospital operations, RCM and patient financial services. She specifically focuses on Conifer Health's business transformation strategy, and assists with growth strategy. Her other healthcare roles have included senior vice president of human resources and strategy and chief people officer of Conifer Health, as well as vice president of process innovation and financial integrity for Tenet Patient Financial Services.