

Rebecca S. Dean, MA, FACMPE

PROFILE

Health care executive with 30+ years' experience as a leader and entrepreneur in health systems, private medical group practices and clinics; Serves in C-suite roles with decision authority and oversight in the areas of finance, development, risk management operations and strategic planning; Significant experience in payer contracting, physician recruitment, and compliance, strategic planning; Serves as an independent consultant in the areas of strategic planning, operations, governance, recruitment, reimbursement and revenue cycles, medical practice administration, and payer and physician contracting.

Experience Profile

*Administrative Management

- Policy and Procedure Development
- Quality Assurance
- Risk Management
- Strategic Planning
- Regulatory Agency/Corporate Compliance

- Contract Development
- Merger/Practice Sale
- Corporate Development
- Corporate Planning for Public Acquisition
- Effective Board Development/Governance
- Contractual Negotiations

*Financial

- Reports
- Budgeting
- Reimbursement Strategies / Collections
- Accounts Receivable / Accounts Payable
- Cost Accounting/Cost Management
- Investments
- Contract Administration
- Medical Practice Performance Analysis
- A/R Payer Relations
- Profit and Loss Responsibility

*Physician Recruitment

- Compensation and Incentive Development
- Recruitment
- Locum Tens

*Human Resource Management

- Training
- Recruitment / Hiring
- Job descriptions and
- Performance appraisal systems
- Benefit and Compensation Planning
- Risk Management

*Property Management

- Capitalization
- Facility Management
- Remodel Development & Finance
- Facility Design

*Advertising and Marketing

- Public Relations
- Conference Planning/Fund Raising
- Community Service Development

*Information Systems

- Diligence and Implementation

*A/R Software and System Conversions

EDUCATION and Certifications

Master of Arts - Business Administration
Webster University - St. Louis, MO

Bachelor of Science - Social Sciences with Business Concentration
Rollins College - Winter Park, FL

Secondary Education Certification - Business and Social Sciences
St. Mary College - Leavenworth, KS

FELLOW, American College of Medical Practice Executives
Medical Group Management Association
Englewood, CO

EMPLOYMENT HISTORY

2018 – January 2020	Director, Business Development and Operations Tanana Valley Clinic Orthopedics and Sportsmedicine Fairbanks
2018 – 2019	Practice Administrator Tanana Valley Clinic Orthopedics and Sportsmedicine Fairbanks
1999 – 2018	Chief Executive Officer <i>Sportsmedicine Fairbanks</i> Plan, direct, and coordinate the medical corporate operations of Orthopaedic and Sportsmedicine practice. Physician and provider recruitment, contract and compensation planning, practice operations and facility expansion. Financial management.
1999 – present	Medical Administrative Services/Operations Consultant Dean & Associates <i>Management Solutions</i> Providing Administrative and CEO functions to medical and surgical groups.
2001 – 2003	Interim Executive Director <i>Eye Clinic of Fairbanks</i> Evaluate and direct corporate operations of Ophthalmology Surgical group.
1999 – 2003	Project Director <i>Fairbanks Ambulatory Surgery Center, LLC</i>
1997 - 1999	Clinic Administrator/CEO <i>Tanana Valley Clinic</i> Plan, direct, monitor, coordinate, control and evaluate the operations, compliance and activities of Alaska's largest multi-specialty clinic. Management responsibilities for 40 Providers and over 200 employees. Fee for service and contracted care. Facility, Real Estate, and Investment management. Capitalization and Strategic Planning. Board and Governance Development. Risk Management.

1987 - 1997	Clinic Administrator <i>Sportsmedicine Fairbanks</i> - Fairbanks, AK Plan, direct, monitor, coordinate, control and evaluate the operation and activities of high volume orthopedic surgery and physical therapy rehabilitation clinic. Implemented and orchestrated sale of physical therapy department. Managed regulatory agency compliance.
1996 - 1998	Faculty, University of LaVerne Graduate Program Lecture and instruct in graduate program for Business Management Organization classes. Participated in curriculum development for healthcare education programming.
1995 - 1996	Vice President, Corporate Development & Operations <i>Medical Software Integrators, Inc.</i> - Atlanta, GA Developed/controlled corporate expansion, restructuring, strategic planning, implementation, negotiations, financial management, staff redesign. Directed product implementation and support. Launched consulting division. Consultant for Research & Development of Integrated Clinical Management Software. Structured corporation for Public Acquisition. Concurrent position with Sportsmedicine Fairbanks. (Temporary position traveled between organizations) C Corporate Planner For Public Acquisition.
1986 - Present	Practice Management Consultant Medical practice management and administrative services for implementation and maximum utilization of practice resources.
1986 - 1987	Administrative Clinic Business Manager <i>David S. Ginsburg, M.D.</i> - Highland Park, IL
1985	Credentialing Officer For Physician Recruitment <i>AMEDD, Office of the Surgeon General</i> - Ft. Sheridan, IL
1981-1984	Clinic Business Manager <i>Cherokee Medical Services, Raymond J. Wesley, MD</i> Hendersonville, TN

AWARDS

MGMA Lifetime Achievement Recipient 2018.

PROFESSIONAL AFFILIATIONS

Fellow	American College of Medical Practice Executives Professional Publication: <u>Survival of Physician “Self-Referral” To Physical Therapy Centers with Physician Held Owner Interest</u>
Past Board Member	American Alliance of Orthopaedic Executives 2014 - 2018
Council Member	AAOE Industry Relations Council 2017-2018
Council Member	AAOE Education Council
Chair	Greater Fairbanks Chamber of Commerce Board of Directors
Member	WBL (Women in HealthCare Business Leaders Foundation) Washington, DC
Faculty	Adjunct ~ University of Alaska Fairbanks (Currently Inactive)
Faculty	Masters Program, University of LaVerne School of Business Management (Inactive)
Member	Medical Group Management Association, National
Past Chair	American College of Medical Practice Executives
Past Member	MGMA Administrative Simplification Task Force
Expert Past Member	ACMPE Body of Knowledge Panel Task Force
Past President	Western Section MGMA
Past President	MGMA Ambulatory Surgery Assembly/Society
Past President	Alaska Medical Group Management Association, 1993 – 1996
Past ACMPE Forum Rep	Alaska Medical Group Management Association, 1997 – 2002
Past Legislative Liaison	Alaska Medical Group Management Association, 1999 – 2002
Past Member	MGMA Government Affairs Committee
Past Member	National MGMA ED/LRC Committee, 1999 - 2001
Past Chair	ACMPE College Exam Committee, 1998 – 1999
Past Member	ACMPE College Exam Committee, 1996 - 1999
Distinguished Member	MGMA National Role Delineation Expert Panel
Distinguished Member	MGMA Body of Knowledge Expert Panel 1998
Past Member	MGMA National “Conference 2000” Planning Committee
Member	MGMA Financial Management Society
Member	MGMA Orthopedic Practice Assembly
Member	MGMA Human Resource Management Society
Member	MGMA Ambulatory Surgery Assembly/Society
Past Member	HFMA, Health Care Financial Management Association (Inactive)
Past Member	FASA, Federated Ambulatory Surgical Association (Inactive)SMF
Past Member	BONES, Orthopaedic Management Society (AAOE 2008)
Past Member	Interior Alaska Health Care Executives
Past Member	Arctic Winter Games Health Care Support Committee
Past Member	BC Regional Physician Advisory Panel
Delegation Leader	People to People Delegation Leader for Citizen Ambassador International Travel
Delegation Leader	Nanda Journeys for Health Care
Committee Member	Go Red for Women – American Heart Association – Circle of Red and Go Red for Men

Additional Board Affiliations

American Academy of Orthopaedic Executives Board 2014 2018
Alaska Airlines Gold Advisory Board Past Member
Norcal Mutual Insurance Advisory Board Chair, Alaska (Inactive)
Fairbanks North Star Education Foundation (Non Profit) (Inactive)
Go Red American Heart Association, Fairbanks, AK Committee Member
Circle of Red, American Heart Association, Fairbanks, AK Member

Publications

Compensation and Contracting The Practice Management Perspective, Rebecca S. Dean, MA, FACMPE and David N. Gans, MSHA, FACMPE, PA Professional, May 2012

911 – Beware Standard Form Software and Hardware Contracts, Patricia S. Hofstra, Esq., Duane Morris LLP and Rebecca S. Dean, MA, FACMPE 2012

Purchasing Technology, A Few Things to Consider, Patricia S. Hofstra, Esq., Duane Morris LLP and Rebecca S. Dean, MA, FACMPE 2012

Presentations

Physician Administrator Teams 2016
Eliminating Work Place Drama 2016
Developing Employee Procedures and Policies 2016
Physician Assistant Utilization, Compensation and Regulatory Risk Management 2014, 2015, 2016, 2017
Contracting 101 2013
HIPAA 2013
Compensation and Creative Contracting 2010 – 2013
Using the ACMPE Body of Knowledge for Professional Advancement and Practice Operations 2003 - 2013
Communication Skills for Leaders
Implement FISH Communication into Your Business Culture
Risk Management – Your Professional Scope of Responsibility
Marketing Horizons – Marketing for Referrals
Strategic Planning – Identifying Crossroads to Success and the Cost of Loss
Governance and Organizational Dynamics – Physician Groups and Independent Practice
Physician and Administrator Team Alignment: Strategy and Balance for Successful Practice Leadership 2015
Leadership Competencies 2015
The Impact of the Value Equation 2015
The Administrator's Perspective Physician/ Administrator Teaming 2015
Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities 2015
Risk Management Forensics 101 2015