



2009 HEALTHCARE SUMMIT SPEAKERS BIOS

Joanne I. Aquilina is currently the Vice President of Finance/CFO of Bethesda Healthcare System and was previously in the roles of Assistant Vice President of Finance, Controller and Assistant Controller since 1996. Bethesda Healthcare System is the parent company for Bethesda Memorial Hospital, a 401-bed not-for-profit facility in Boynton Beach, Florida. Ms. Aquilina is responsible for the financial operations of the System including accounting, but not limited to, budgeting, payroll, accounts payable, patient accounting, reimbursement, decision support, debt financing, cash flow management, investments, medical records and oversight of the joint venture Home Health Agency. Joanne is a member of the Hospital's executive council and actively participates in the formulation and oversight of Hospital policies and procedures. Ms. Aquilina also has over ten years of public accounting experience working for a regional certified public accounting firm with an office in Boca Raton, Florida. Joanne received a Bachelor in Accounting Degree from Florida International University in 1993. She is a Certified Public Accountant (CPA), a member of the Florida Institute of Certified Public Accountants, and serves as the South Regional Director on the Board for the Florida Chapter of Healthcare Financial Management Association (HFMA).

Lane Baker currently holds the position of Vice President Sales & Marketing Eastern Division for OVAG International, USA based in Coral Gables, Florida. OVAG International is the industry leader in providing international patient receivable management services for hospitals all across the U.S. OVAG International also has operations in London, South Africa, and Switzerland. In addition to his OVAG International responsibilities, Lane also serves on the HFMA (Health Care Financial Management Association) - Florida Board of Directors as Director of Education for the Central Region. In addition to his HFMA Board duties, Lane also serves on the AAHAM (American Association of Healthcare Administrative Management) Greater Florida Buccaneer Chapter Board of Director's. He is Director of Publishing, and Editor, of the AAHAM Greater Florida Buccaneer publication called "The Buccaneer Report." Lane has over 15 years of experience in health care, and has extensive consultative sales and management experience. He has been published in a number of financially related health care magazines and journals, and he is a speaker for both HFMA and AAHAM at educational conferences. Lane holds a Bachelor of Science degree from the Andrew Young School of Policy Studies from Georgia State University in Atlanta Georgia.

Frank J. Barrett When he was hired as Executive Vice President and CFO by Jackson Health System in May o 2004, Frank Barrett came to a situation where the county's only safety net hospital was being overwhelmed by charity care coupled with limited shrinking resources. His task was to help President and CEO Marvin O'Quinn implemented a program of cost efficiencies and business growth entitled "Project ReCreate Jackson" to bring the multi-million





dollar health system back into the black. Frank will be sharing the creative ways in which this Herculean feat is being accomplished, including the roll-out of a state-of-the-art electronic clinical system, which will include a new financial information system. Prior to coming to Jackson, Frank Barrett had more than 20 years of financial experience in public hospitals including being the Chief Financial Officer of Denver Health, a post he held since August 1995.

Jack Brown is Vice President of Gulf Coast Collection Bureau and owns a law firm in Sarasota, Florida. Gulf Coast Collection Bureau has been managing accounts receivables for medical providers in Florida since 1978. Jack is the immediate Past President of the Florida Collector's Association and serves on the Law and Legislation committee of the Florida Creditor's Bar Association. He earned his undergraduate degree from the Florida State University and his law and masters degrees at Stetson University.

Jaime S. Caldwell is currently the vice president of the South Florida Hospital & Healthcare Association (SFHHA). A trade association representing the interests of hospitals and healthcare providers in the southeast Florida area, Mr. Caldwell is responsible for coordinating disaster response activities, the delivery of emergency services and assisting with the management of the Patient Safety Organization of Florida. A component organization of both the SFHHA and the Florida Hospital Association, it is intended to assist Florida hospitals in improving patient safety and developing best practices. Mr. Caldwell holds a Bachelor's degree in both Government and Economics and a Master's Degree in Economics from Florida State University. Mr. Caldwell has 25 years of health care experience including health care regulation with the Florida Department of Health, managing multi-state emergency medical transportation for a private ambulance company and, now, health care policy analysis with the Association.

Rafael Cruz, Regional Director , Florida Small Business Development Center. Rafael joined the Florida Small Business Development Center in July of 2001. He is currently the Regional Director in charge of all operations in Broward. He has held various leadership positions in Fortune 500 service companies and privately held companies that are global leaders in their industries. Rafael leads a Team of Certified Business Analysts, who counsel and train entrepreneurs in the critical aspect of successfully starting and running a business.

Dan Fridman, Is a partner at Holland & Knight in Miami. His practice focuses on white collar criminal defense and complex civil litigation, with an emphasis on clients in the health and medical industries. Mr. Fridman previously served as Senior Counsel to the Deputy Attorney General and Special Counsel for Health Care Fraud at the Department of Justice in





Washington, D.C. As an Assistant United States Attorney, Mr. Fridman also handled numerous federal jury trials and argued before the Eleventh Circuit Court of Appeals. He has testified before Congress on various health care issues, including the Medicare program. He graduated with honors from Harvard Law School.

Marc Gilenson is the President of the Association of Entrepreneurs based in Broward County, FL and author of "The Entrepreneurial Way". He has helped some of America's largest companies increase their sales, streamline their business processes and integrate their sales, marketing and advertising efforts. Marc has also worked with over 1,000 startup and small businesses across the country.

Jim Grigsby, An Economics and Mathematics major at Western Michigan University, Jim is president of Jim Grigsby Consulting, a revenue cycle and management consulting company. A former PFS Director, Jim is the North Region Education Director, past editor of the Florida Chapter newsletter, and a past AAHAM national officer. He has authored dozens of articles on business process management, staff development, revenue cycle improvement, HIPAA, healthcare technology, and disaster recovery. His first book *Don't Tick Off The Gators! Managing Problems Before Problems Manage You* was published by Rainbow Books Inc in 2006. His second book, *Jerks of Our Lives* is in final rewriting.

Ginny Jordan started her career with Social Security 40 years ago in Baltimore, Md. She has had numerous positions throughout the agency. Her present position is Public Affairs Specialist. Her goal is to educate and reach out to as many people as she can and teach them what is social security, how it works and who may be entitled to benefits. She serves on several boards and committees in Broward County. She writes Social Security columns for several South Florida newspapers such as the Sun-Sentinel, The Jewish Journal, El Noticiero, El Heraldo de Broward and the Forum Group Newspapers.

Matt Kiefer is the Director and Compliance Officer for Professional Collection Systems a D/B/A of Princeton Professional Services (an Adventist Health Systems company) which has been servicing medical debt for Florida Hospital and numerous medical providers for over 25 years. Matt obtained his B.S. from the University of Central Florida and his MBA from the University of Phoenix. He is active in the American Collector's Association International, the current Vice President of the Florida Collector's Association, and a director on the board for the National Healthcare Collector's Association and a member of HFMA, MGMA, and AAHAM.





Pamela Kirchner is an owner and Chief Executive Officer of BCA Financial Services, Inc., has been employed in the collection industry for over thirty years, is an active member of ACA International, has served on the Board of the Florida Collector's Association since 2005, and currently serves as President of the Association.

Ms. Kirchner has extensive knowledge and experience in healthcare collections and has provided consulting services to numerous healthcare organizations throughout her career. She is a Founder of Mount Sinai Medical Center and an active member of the Young President's Club of the Mount Sinai Medical Center Foundation.

Ms. Kirchner has had the distinct honor of being recognized as one of the Top 50-Women Executives in Florida by the Commonwealth Institute of South Florida for four consecutive years.

Ralph E. Lawson, FHFMA, CPA Mr. Lawson is Chairman of the Board of Directors of Catholic Health Services which employs over 1,700 individuals providing long-term care and subsidized housing services to the low income elderly of South Florida. Additionally, Catholic Health Services operates the Head Start Program in Miami-Dade County. He is a member of the National Board of the Healthcare Financial Management Association, which has a total membership of over 35,000 financial professionals, and he serves on its Executive Committee. He has served as a member of the Florida Institute of CPAs Healthcare Committee for the past ten years and is a former Chairman of the Committee. He is a member of the Florida Institute of CPAs and the American Institute of CPAs. Mr. Lawson was featured on the cover of Modern Healthcare Magazine, December 6, 2004, with a featured article entitled, *Who's Afraid of Sarbanes-Oxley?* He was also recognized by The Hospital Review, May 13, 2009, as one of America's *20 Hospital CFOs to Know*. Mr. Lawson is the past President of the Coral Springs Soccer Commission, Inc., one of the largest soccer clubs in the United States. Mr. Lawson has three children, ranging from 24 to 31 years of age.

Charlotte Mather-Taylor is a graduate of the University of Florida, where she earned her BA in Political Science. She later received her MBA from Nova Southeastern University and graduated as a 2008 National Association of Public Hospitals Fellow. Charlotte joined Broward Health, one of the nation's public hospital health care systems over 14 years ago and serves as the Vice President for Government Relations, and Community Affairs. During her years at Broward Health Charlotte has become a consummate community champion dedicating her time to a wide ranging number of community organizations. She presently serves on the Statewide Low Income Pool council which is responsible for reviewing and recommending the allocation of one billion dollars to hospitals and health centers throughout Florida. She has earned the reputation as an outstanding legislative advocate resulting from the skills honed from her early days at the University of Florida as the first female student body President through her current position at Broward Health. She uses those skills in her full time job to





advocate on the state and federal level on health care policy. In addition, throughout the years she has volunteered her time to help other organizations as well as Broward Health. She recently served as the Junior League State Political Affairs Committee analyst advocating for issues such as foster care and booster seats and in fact received an honorary award from the department of health as their “unofficial lobbyist”. Her current community leadership commitments include serving as co-chair of the Diabetes Association Walk in October for the second year in a row and chair of the Broward Days Health Care Committee. She also serves on the Boards of Broward House, the Diabetes Association, March of Dimes, Women in Distress, the Coordinating Council, the Broward Alliance Leadership Council, the Broward County Climate Change Task Force, the University of Florida Broward County Board, Leukemia Lymphoma Association Executive Committee and is an active member of the Junior League.

Gary Mervak is presently the Chief Financial Officer for Northwest Medical Center in Margate, a wholly-owned subsidiary of HCA the Healthcare Company. Mr Mervak has over three decades experience in healthcare financial management and operations, including both for-profit and not-for-profit organizations. He previously worked for HCA after its acquisition of JFK Medical Center in Atlantis, FL and subsequently spent 10 years in the Western US working with healthcare turn-around situations that included integrated physician networks and system-owned HMOs. Mr Mervak has advanced degrees in accounting and finance, as well as an EJD in Healthcare Law and he is adjunct faculty at St Thomas University in Miami teaching Healthcare Finance in the Masters’ Program.”

Matt Muhart, Senior Vice President and Chief Financial, South Broward Hospital District (August 1998 - Present), Age 43. As Chief Financial Officer, Mr. Muhart, is responsible for overseeing the financial operations of the Memorial Healthcare System which include the finance and accounts receivable management departments which include admitting and registration services, financial reporting, purchasing and materials management, financial planning, reimbursement and treasury functions. Experience: Mr. Muhart joined Memorial Healthcare System in August 1998, as Director of Finance and in January 2001 was appointed Chief Financial Officer. Prior to his employment at Memorial Healthcare System, he served as Controller for Columbia/HCA Healthcare Corporation-South Florida Division and was a Manager for Ernst & Young LLP. Education: Mr. Muhart received his Bachelor of Science degree with a major in accounting from Barry University in May 1988 and is a Certified Public Accountant in the State of Texas.

Bruce Nelson, Vice President, Marketing, is responsible for SearchAmerica’s marketing functions. He has been instrumental in forming and expanding the company’s client





relationships, establishing new sales channels, and securing the company's leadership position in the financial clearing marketplace. Prior to joining SearchAmerica, Mr. Nelson was Executive Vice President at Zimmerman and Associates, and is a frequent lecturer of revenue cycle strategies at the majority of state HFMA and the national HFMA conferences. Mr. Nelson holds a B.A. degree from the University of Wisconsin.

Gwen Watson- Is a wife, mother, grandmother, owner of multiple businesses and community activist.

While serving as an advocate for her community, Ms. Watson has maintained professional relationships with her colleagues, elected officials, faith based and civic organizations of Broward County and beyond. It is this balancing of advocacy, fairness and respect for her civic engagement that provides the best example of Ms. Watson's practical approach and temperament for giving back to her community. Gwen is an active member of the Florida State Conference NAACP (Assistant Secretary and Newly Elected Secretary for 2010/2011), Co-Advisor, Fort Lauderdale NAACP Youth Council, Delta Sigma Theta Sorority, Incorporated, Teen Alliance Coalition of Greater Ft. Lauderdale, Kiwanis Club of Central Broward, Greater Fort Lauderdale Chamber of Commerce, Mt. Bethel Baptist Church, Immediate –Past Chair, City of Fort Lauderdale Economic Development Advisory Board, Magic Children's Zone "Community Safety" committee, Broward Sheriff's Office/Professional Standards Committee and the Broward Workshop-Urban Core committee, just to name a few. In short, Ms. Watson is a public servant who without reservation fights for the rights of all people.

Jim Whicker, CPAM, Director of Electronic Commerce/EDI, Accounts Receivable Management - Intermountain Healthcare – Salt Lake City, UT Jim is responsible for implementing HIPAA Transactions and Code Sets within Patient Accounts for Intermountain Healthcare. A Certified member of the American Association of Healthcare Administrative Management (AAHAM), Mountain West Chapter, he serves as national EDI Liaison for National AAHAM, and AAHAM at WEDI and X12. He serves as Past-Chair of the Workgroup for Electronic Data Interchange (WEDI), having served in various positions on the board and executive committee since 2001. Jim has chaired the Claim Adjustment Reason, Claim Status Reason Code, and Health Care Decision Reason Code committee, and currently is a voting member of the committee on behalf of the American Hospital Association. Jim works closely with the Utah Health Information Network and has participated in most every aspect of UHIN since its inception. Prior to his current assignment with Intermountain, Jim was the Director of Patient Account Services at two Intermountain facilities. Jim received his BA in Finance from Utah State University and resides in Salt Lake City, Utah.

