

Speaker Bios, 2024 T-Bones Conference

Coding Course



Scott Kraft, CPMA, CPC **Senior Compliance Consultant** **DoctorsManagement, LLC**

Scott Kraft is an auditor for DoctorsManagement. He also creates content for the firm's educational division, the National Association of Medical Auditing Specialists (NAMAS).

Scott oversees the quality assurance process for client audits. He brings extensive experience in more than 30 specialties including but not limited to orthopedics, cardiology, vascular, neurology, obstetrics and gynecology, physical medicine and rehabilitation and physical and occupational therapy.

Scott is passionate about helping physicians and physician practices achieve success and financial integrity by ensuring that services are billed correctly and physicians and administrators are trained to document thoroughly and correctly. He's also focused on finding ways for physician practices to operate more efficiently and effectively.

Prior to joining DoctorsManagement, Scott was Director of Content Management for DecisionHealth, where he developed content strategy and supervised the distribution of its award-winning publications, audios and live conferences for physician practice leaders. He has worked in the healthcare industry since 2002.

Scott holds a Bachelor of Arts from Southern Connecticut State University. He is a Certified Professional Coder (CPC) and Certified Professional Medical Auditor (CPMA).

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Welcome!



KEYNOTE SPEAKER: Terri Norvell

Certified Business Growth Specialist & Mental Fitness Coach

Terri Norvell is a Certified Business Growth Specialist and Certified Mental Fitness Coach. She was formerly VP of a \$1.2 billion-dollar firm and General Manager of a \$9 million dollar start up. Her 35+ years' experience include transforming the chaotic landscape of business and life into sustainable results, profitability and peace of mind for clients in diverse industries. She is co-founder and facilitator of the Leadership Growth Formula, an immersive, neuroscience based, leadership development program that elevates leaders to achieve exponential results, personally and professionally.



KEYNOTE SPEAKER: Don Harkey

CEO & Founder People Centric Consulting Group

Don Harkey is the CEO and Founder of People Centric Consulting Group in Springfield Missouri. People Centric helps organizations and their leaders to become the best versions of themselves through systems that support the creation of a strong culture.

Don holds a B.S. in Chemical Engineering from the University of Nebraska-Lincoln and spent 10 years working for Fortune 500 companies (Archer Daniels Midland and 3M) before taking a leap into the world of management consulting.



Kenny Ellinger, RN **Vice President of Surgical Services** **United Musculoskeletal Partners**

Kenny Ellinger is a distinguished Registered Nurse and accomplished healthcare executive, boasting over two decades of extensive operational experience. His career spans a diverse range of healthcare settings, including emergency medicine and ambulatory surgical centers, across various esteemed organizations. Renowned for his exceptional team-building and relationship management skills, Kenny excels in environments that demand adaptability and incisive problem-solving. He leverages data-driven strategies to enhance clinical excellence, stimulate business growth, and foster organizational development.

Before his current role at United Musculoskeletal Partners, Kenny held several pivotal clinical and business leadership positions. Notably, he served as the Administrator of a dynamic, seven-room facility for over seventeen years at United Surgical Partners International. This role underscored his proficiency in managing high-volume operations with unwavering efficiency and focus on clinical safety. Kenny's professional journey commenced in the Emergency Department, where he honed his skills as a trauma nurse. This foundational experience equipped him with the agility and composure necessary for the fast-paced yet structured ambulatory surgery setting. Throughout his career, he has undertaken various roles, including OR Nurse, Clinical Director, and Facility Administrator within the Ambulatory Surgery Center (ASC) domain. Additionally, he has overseen multiple outpatient departments as the AVP of Ambulatory Services within a healthcare system. Kenny holds a Bachelor of Science in Healthcare Administration from Western Governors University, complementing his nursing qualifications. Residing in Fredericksburg, VA with his wife and two sons, Kenny finds joy in balancing his professional life with personal passions. A music enthusiast, he dedicates time to writing and playing music. An avid mountain biker, he enjoys exploring trails and keeping pace with his sons. Kenny's adventurous spirit has taken him to the stage playing drums in a touring band and London, England, where he lived and worked during his college years. A lover of travel and camping, he treasures spending time outdoors with his family, continually seeking new adventures and experiences.



Joe Ogle, PT/ATC **Director** **OrthoOklahoma**

Joe Ogle is a graduate of the physical therapy program at the University of Oklahoma Health Sciences Center. He has spent his entire career working in outpatient orthopedic rehabilitation and medical settings, joining OrthoOklahoma in Stillwater, OK in 2004 after working for a national rehabilitation corporation for more than 12 years. In addition to licensure in physical therapy, Ogle is a certified athletic trainer. He currently serves in the capacity of director for OrthoOklahoma, a department of Stillwater Medical. In addition to his leadership role at

OrthoOklahoma, he serves as director of physician recruitment for Stillwater Medical. He is a member of the National Athletic Trainers' Association and AAOE. He is active at his church, serving as emcee for many special programs and leading mission efforts with OneWorld Health in Uganda. Ogle lives in Stillwater with his wife and has two grown sons, two wonderful daughters – in – law, and one granddaughter.



Sean M. Weiss
Partner & VP of Compliance
DoctorsManagement, LLC

Sean has dedicated his career to serving and advocating on behalf of health care providers, hospital networks, and integrated health systems to ensure a level playing field and due process. Over the past 28-years Sean has focused on helping organizations achieve measurable financial results to ensure stability in their market all while significantly reducing the risk of non-compliance. Sean's

knowledge of the inner workings of government agencies at both the state and federal level make him an invaluable asset to clients.

Sean leads the strategic litigation defense and audit team for DoctorsManagement, LLC. Sean is engaged by the largest and most revered law firms in the nation on matters tied to the False Claims Act and Health Care Fraud Statute cases to ensure the best possible defense for clients targeted by government agencies, their contractors, and commercial payer special investigative units.

Sean serves as a third-party Compliance Officer for numerous nationally recognized organizations across the country creating and ensuring a "Culture of Compliance" to mitigate risk and culpability.

Sean is a published author and the host of The Compliance Guy Podcast - the intersection where Compliance and the Business of Medicine meet - bringing to life regulatory compliance and health law related issues, reaching tens of thousands of health care professionals weekly.

A sought-after healthcare speaker, Sean has an engaging, no-nonsense style and has delivered keynote addresses for countless professional societies and healthcare organizations. In his educational sessions, Sean presents workable solutions to the latest issues surrounding healthcare compliance, medical auditing, and practice and revenue cycle management.

Sean serves on boards of directors for both for-profit and non-profit organizations. He is a published author and a contributing author, and his written voice has reached tens of thousands of readers. His contributions to print and online publications (JAMA, Medical Economics, Part B News, BC Advantage, The Coding Edge, and MGMA Connections) cover a wide range of healthcare topics.



Shannon Vogel
Associate Vice President of HIT
Texas Medical Association

Shannon Vogel, Associate Vice President of Health Information Technology, has been at the Texas Medical Association (TMA) since 1999. In her role, she oversees HIT policy, advocacy, education, and resources for Texas physicians. Shannon is a Health Information Management Systems Society (HIMSS) fellow and is past president of the Austin chapter. She received her bachelor's degree

from St. Edward's University in Austin and master's degree in health informatics from the School of Biomedical Informatics at The University of Texas Health Science Center at Houston.



Chris Jackson, MBA
Managing Partner
HealthCap Partners, LLC

Chris Jackson is Managing Partner of HealthCap Partners, LLC where he leads corporate strategy and overall management of the company, including financial structuring, asset management and investor relations for all real estate investments. For over 20 years of his +27-year career, Mr. Jackson has specialized in healthcare real estate, working with operators ranging from national for-profit and non-profit integrated health systems to specialty healthcare operators and private practice physician groups. During this time, he has been involved in planning, developing, acquiring and managing more than 80 healthcare properties nationwide with a total transactional value exceeding \$790 million.

Mr. Jackson previously served as Managing Director of HealthCap, as well as Senior Vice President and Development Manager of HealthCap's predecessor, The Cirrus Group, LLC. Before HealthCap, he held regional healthcare property development and leadership positions with Lendlease Group (ASX:LLC), Hammes Company, CBRE and Lauth Property Group. Prior to entering the healthcare real estate industry in 2004, Mr. Jackson held project management and business development positions for a Fortune 500 diversified energy company and two start-up Internet companies backed by Sevin Rosen Funds and Goff Moore Strategic Partners.

Mr. Jackson holds an MBA in Finance & Entrepreneurship from the Edwin L. Cox School of Business at Southern Methodist University and a BA in History from The University of Texas at Austin. Over the years, Mr. Jackson has been a featured speaker and panelist at numerous industry events including the BOMA International Medical Real Estate Conference, InterFace Healthcare Real Estate regional conferences, and Healthcare Financial Management Association regional conferences. He is also a Texas-licensed real estate broker.



Denise Webb Glass
Administrative Partner, Healthcare Group
Norton Rose Fulbright, US, LLP

Denise Glass, a partner in the Health Care Transactional group of the Dallas location, joined in 1997. Her practice is devoted to operational, business and related regulatory issues affecting the health care services industry.

As reimbursement methodologies have evolved and managed care contracting has become more complex, Denise represents health care providers in the development and negotiation of various types of managed care and/or value-based care arrangements for both commercial and government products, including Medicare Advantage, Medicaid and TRICARE, as well as bundled payment, performance-based, and risk contracting arrangements. She also has significant experience in the development, organization and operation of various types of managed care and insurance-related entities, including accountable care organizations and clinically integrated networks. She provides advice on managed care compliance matters, including issues related to participation in state managed Medicaid programs, the Medicare Advantage program and the various CMS Innovation Center models. Denise has also handled

numerous matters involving pharmacy benefit management companies, group purchasing organizations and the development and management of employer on-site and retail health clinics.

In addition, Denise regularly advises health care providers and business associates on issues relating to health information technology and HIPAA compliance, including matters involving data breaches, incident response and cybersecurity issues. She has advised multiple clients regarding the development of or participation in health information exchanges and information blocking compliance.

Denise also has broad experience handling transactions involving physicians and hospitals, including advising on compliance aspects arising under the federal anti-kickback statute and the Stark law, formation, acquisition and disposition considerations, corporate practice of medicine and joint venture arrangements. She frequently handles operational issues affecting both for-profit and tax-exempt hospitals, ambulatory surgery centers, and other health care providers including, but not limited to, licensure, credentialing, medical staff, marketing, offshoring, price transparency and billing matters.

Denise serves as the Administrative Partner for the Dallas Office and recently completed a two-year term as the Chair of the Diversity & Inclusion Committee for Norton Rose Fulbright US LLP.



Mike Crawford **Founder** **Guardian Brother Concepts**

Mike Crawford is the founder of Guardian Brother Concepts. A company he created to help others find security and safety in their lives, homes, and places of work. Mike began his professional journey when he enlisted in the United States Army. The Army taught him one of his guiding concepts “service over self” and started him on a path of helping others. Mike continued

his journey of service when he entered a career in law enforcement in 1995. As a police officer, he has worked various assignments including patrol, criminal investigations, school resource officer, community service officer, background investigations, and special weapons and tactics, commonly called SWAT. He has held training certifications as a police trainer, a verbal de-escalation instructor, defensive tactics instructor, and firearm instructor. He moved into law enforcement supervision when he promoted to sergeant and promoted again to lieutenant, where he serves today.

Mike’s passion has always been helping others improve their own safety awareness. He has attended multiple trainings in crime prevention with a focus on personal safety, home, and business designs. He has participated in active threat prevention training and instructed police officers, and citizens, how to prevent incidents or respond. He implements these concepts in his own life and works to help others embrace the same.