
INTRODUCTION

Reed Tinsley, CPA is a Houston-based CPA and certified healthcare business consultant. Mr. Tinsley is also a Certified Valuation Analyst. He works closely with physicians, medical groups, and other healthcare entities with managed care contracting issues, operational and financial management, strategic planning, integration strategies, and growth strategies. His entire practice is concentrated in the health care industry.

BOOKS WRITTEN

MANAGED CARE CONTRACTING: SUCCESSFUL NEGOTIATION STRATEGIES, published by American Medical Assn.

MEDICAL PRACTICE MANAGEMENT HANDBOOK, published by Harcourt Brace Professional Publishing

HEALTHCARE FINANCIAL OPERATIONS MANUAL FOR INDEPENDENT PRACTICE ASSOCIATIONS, published by John Wiley & Sons

PERFORMING AN OPERATIONAL AND STRATEGIC ASSESSEMENT FOR A MEDICAL PRACTICE, published by John Wiley & Sons

VALUATION OF A MEDICAL PRACTICE, published by John Wiley & Sons

MEDICAL PRACTICE MERGERS, published by the American Medical Association

Note: Books listed are currently out of print.

PARTIAL LIST OF LECTURES GIVEN

Compliance Strategies for Physician Practices
The Affordable Care Act
Hospital Acquisition of Physician Practices
Can Physicians Make Tough Decisions?
Physician Compensation – What Works and What Doesn't
Financial Strategies to Report and Achieve Success
Accountable Care Organizations – The Good, The Bad, The Ugly
How to Value a Medical Practice

Implementing the Right Internal Controls in a Medical Practice
How to Merge Medical Practices
How to Thrive, Not Just Survive, in a Changing Health Care Environment
Negotiating and Renegotiating Managed Care Contracts
10 Tips for Better A/R Management
Physician Buy-Ins and Buy-Outs
Using Financial Statistics to Manage a Medical Practice
Evaluating the Financial Health of Your Practice
Current Issues in Physician Compensation
Physician Employment Contracts and Relationships
How to Manage Practice Operating Overhead
Cost Accounting for Medical Practice
10 Resolutions Every Physician Practice Should Make

PARTIAL LIST OF LECTURE SPONSORS

Decision Health
PAHCOM
Association Otolaryngology Administrators
Texas A&M Family Medicine Residency Program
American Society of Appraisers, Houston Chapter
Association of Maternal Fetal Medicine Management
National CPA Health Care Advisors Association
Medical Group Management Association – National
Medical Group Management Association – Texas Chapter
Medical Group Management Association – Texas Gulf Coast Chapter
Medical Group Management Association – Central Texas Chapter
Medical Group Management Association – Alabama Chapter
Medical Group Management Association – Colorado Chapter
Medical Group Management Association – Kansas City Chapter
Medical Group Management Association – Mississippi Chapter
Iowa Medical Society
Radiology Business Management Association
Business Valuation Resources
American Medical Association
Society of Thoracic Surgeons
American Urological Association
American Academy of Allergy, Asthma, and Immunology
IPA Association of America
University of Michigan Medical School
UCLA College of Medicine
National Association of Certified Valuation Analysts
Southern Medical Association
Texas Medical Association
National Society of Certified Healthcare Business Consultants
Healthcare Billing Management Association
American Institute of CPAs

PARTIAL LIST OF ARTICLES PUBLISHED

“Why Merge Medical Practices”
“Be Conservative in Calculating Equipment ROI”
“Physician Owner Agreements – What to Look For”
“Patient Overpayments and Escheat Laws”
“It Doesn’t Become A/R if You Collection it at the Front Desk”
“Does Your Practice Live and Breathe Your Mission Statement”
"The 12-Step Way to Reduce Overhead: Staffing Efficiencies"
“Identifying Appropriate Business Valuation Approaches under Stark and AKS”
“Why are Physicians Such Poor Planners?”
"Managing a Medical Practice Using Month End Management Reports"
“An Easy Way to Analyze E/M Coding for Group Practices”
“Strategic Planning Programs for Physician Practices”
“Is Overhead Really to Blame for Today’s Woes?”
“Phone Conduct and Patient Satisfaction”
"Is There A Merger In Your Future?"
"Now is the Time to Review Practice's Buy/Sell Agreement"
“The Urge to Merge – Things to Keep in Mind in the Beginning”
“Should You Consider Selling Your Practice to a Hospital?”
“Managing by the Numbers”
“The ABCs of Building a Financially Healthy Medical Practice”
“Negotiating or Renegotiating Managed Care Contracts”
“Improving a Practice’s Receivables Collections”
“Steps to Survive an Insurance Audit”
"Plan Ahead Before Merging Medical Practices"

PARTIAL LIST OF PUBLISHERS OF ARTICLES

Group Practice Journal
Medical Economics
American Bar Association
Houston Medical Journal
Exit Planning Institute
Texas MGMA
Oklahoma MGMA
Association of Otolaryngology Administrators
AHLA Tax & Finance Substantive Law Committee
Southern Medical Journal
Medical Group Management Association
The IPA Association of America
The Journal of Family Practice
American Academy of Orthopaedic Surgeons
American Academy of Allergy, Asthma and Immunology

MEMBERSHIPS

Member and past president, National Society of Certified Healthcare Business Consultants
Member, American Health Lawyers Association
Member, Medical Group Management Association
Member, Health Care Compliance Association
Member, National Association of Certified Valuation Analysts
Member, National Association of Tax Professionals
Member, American Institute of CPAs
Member, Texas Society of CPAs
Member, Houston CPA Society
Member, Financial Planning Association
Member, Association of Independent Doctors
Member, American Academy of Professional Coders
Member, Association of Certified Fraud Examiners

OTHER

Editorial Board for the book *Medical Group Practice: Legal and Administrative Guide*
published by Wolters Kluwer

Past President, National Society of Certified Healthcare Business Consultants

Current Co-Chair Education Committee, National Society of Certified Healthcare Business
Consultants