



Sarah Wiskerchen, MBA, CPC

Sarah is an experienced, professional, approachable consultant and speaker who succeeds in helping clients identify both risk and opportunity in their coding, reimbursement, and operational systems.

Sarah has deep experience in orthopaedics, neurosurgery, otolaryngology, and physical therapy. She presents on CPT and ICD-10 coding nationally for the AAOS national workshop series, and state societies, physical therapy firms and large musculoskeletal groups have invited Sarah to educate physicians and staff.

In addition to coding education, Sarah's consulting projects include E/M and surgical auditing, overall practice evaluations, redesigning billing processes for increased collection effectiveness, assessing external billing service performance, analyzing fee schedules to maximize reimbursement, managed care contract and reimbursement analysis, and physician compensation modeling. Using her focused understanding of the RBRVS system and available benchmarking tools, Sarah has assisted numerous physicians with contract reviews for group or hospital employment.

Sarah has dedicated much of her career to Karen Zupko Associates. She gained valuable experience as a Practice Administrator in the Twin Cities market prior to joining the firm in 1994.

Sarah holds a Master of Business Administration from the University of St. Thomas in St. Paul, Minnesota, and a Bachelor's degree in business and finance from the University of Wisconsin-River Falls. She is an AAPC-certified coder.

Sarah is always up for mixing travel with learning. Her favorite travel experiences have included attending summer school programs at Oxford University and in Paris, France.



Melvin Adams

Melvin Adams has been an NCAA All-American basketball player, professional basketball competitor and member of the world-famous Harlem Globetrotter. He is currently a communicator and entertainer. His energetic and engaging presentation style make him a favorite for events of all kinds.

Melvin has had the privilege of speaking to over 3,000,000 youth through school assemblies, basketball clinics/camps and other events. In addition to speaking responsibilities, he is also frequently engaged in interviews and guest appearances in various forms of media. Melvin's passion for reaching America's youth has provided countless opportunities to speak, perform and share with groups.

Melvin was born in 1971 and grew up in the ghetto of Houston, Texas. He was challenged early in life with extremely negative circumstances; however, he dreamed of playing professional basketball. At the age of 13, his father died. With the consistent pressure of financial burdens and surrounded by hopeless situations, Melvin turned to sports where hard work and endless practices kept him from trouble. During these years, he led the district in assists and steals, and averaged 16 points per game for the Eisenhower High School's Eagles.

Melvin graduated from San Jose Christian College where he was a two-time NCAA III All-American basketball player. He remains the all-time scoring, assists and steals leader in the Warrior's history. After college, Melvin continued to focus on basketball and was given the opportunity to play professional basketball. He later joined the Harlem Globetrotters and was named Mr. Globetrotter numerous times. The award is presented yearly to the teammate that most exemplifies the excitement and energy associated with the Harlem Globetrotters.

On March 17, 2000, Melvin Adams retired from the Harlem Globetrotters to fulfill a new dream - to challenge individuals to personal success through focus, work, and determination. Today, he is privileged to speak before student and adult audiences sharing his personal story and inspiring others to fulfill their dreams.



Laura Davis, SPHR, SHRM-SCP

Laura Davis is the President and founder of Ignite HR. She created Ignite HR in 2016 to provide small to medium size businesses with an HR partner whose expertise is normally only be available to large organizations. She believes in the power of igniting performance and efficiency to fuel an organization to reach its greatest potential. Laura has served in human resources since 196, and holds dual, senior level certifications. (SPHR and SHRM-SCP) She has presented at multiple OrthoForum and TBones events and has been a part of well-respected organizations such as BenefitMall, Snelling Personnel Services and Park Place Dealerships.



Cindy Murray, PT, MBA

Cindy Murray, PT, MBA is the Executive Vice-President/Chief Operating Officer for OrthoTexas Physicians and Surgeons in the North Texas area. With 5 locations, the group is comprised of over 140 employees, 15 orthopedic and pain management physicians and surgeons, and Physical and Occupational Therapy. Cindy practiced as a licensed physical therapist in Texas from 1992 to 2018 until she transitioned from her clinical practice to focus solely on her administrative role. During her entire career, Cindy has specialized in both the clinical and regulatory aspects of outpatient orthopedics and has taught courses for the Texas Medical Association, Texas Orthopedic Association, and has also presented to the American Youth Soccer Organization (AYSO) and at multiple OrthoForum annual conferences.

In addition, she authored the “Workers Compensation Guide for Texas Physicians, 4th edition” for the Texas Medical Association. Cindy graduated from Texas A&M University with a BS in Health Education, received her BS in Physical Therapy in 1992 from the University of Texas Medical Branch in Galveston, and her MBA with a concentration in Health Care Administration from Texas A&M University in 2020.



Tony Edwards

Tony Edwards is a senior vice president at Venel and a respected leader in the marketing and promotion of orthopaedic practices nationwide. Tony's expertise combines strategy, execution, and experience, having worked directly with orthopaedic practices of all sizes in every region of the United States since 2003. Tony is a frequent speaker at state, regional, and international associations, including the American Academy of Orthopaedic Surgeons (AAOS) and the American Alliance of Orthopaedic Executives (AAOE). He regularly contributes to industry publications, including AAOS Now, and is co-author of the book *Alignment 2.0: Strategic Research & Marketing Insights for the Thriving Orthopaedist*.



Bobby Hillert

Bobby Hillert is the executive director of the Texas Orthopaedic Association. He has served in this role since 2013. Past and current organizations that he has also led include the Texas EMS Alliance, Texas ASC Society, and Texas Physician Hospitals Advocacy Center since 2008. He worked on the staff of Congressman Pete Sessions in Washington, DC from 2001 to 2008. He is a Dallas native who graduated from SMU in 2001.



Stephen Ross, MHA, FHFMA, CMPE

Stephen Ross, MHA, FHFMA, CMPE, a vice president with Coker Group, has over 15 years of industry experience successfully leading health system strategy and business development. His work encompasses mergers and acquisitions, physician practice/health system integration, physician compensation administration and plan redesign, operational efficiency, and financial and revenue cycle operations.

Stephen specializes in assisting healthcare organizations in hospital-physician alignment transactions, compensation valuation work, compensation plan redesign, strategic business planning, and operational/financial performance improvement.

He has experience with multi-specialty physician practice administration, physician network development, Stark, Anti-kickback, healthcare finance, reimbursement, budgeting, capital management, internal auditing, managed care, facility planning, and project management.

Stephen has experience-

- Leading health systems in the development of strategic business plans.
- Developing physician compensation plans for hospitals and large physician groups.
- Reviewing physician compensation models through compensation valuation work.
- Assisting healthcare organizations with hospital-physician alignment transactions.

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Kimberly Greenman

Kimberly, a.k.a. “Dr. Money” is a financial wellness expert who speaks to organizations around the county (www.kimberlygreenman.com). Her expertise helps people turn financial stress into financial wellness through addressing the psychological aspects of how we view and spend our money. Kimberly is the founder and CEO of Financially Fit Employees (FFE) (www.financiallyfitemployees.com) which provides employee financial stress relief to organizations large and small starting at just \$1 month per employee. (www.financiallyfitemployees.com/pricing/) FFE empowers healthcare administrators with evidence-based financial wellness solutions applicable for all their team members. As employees’ financial wellness increases, so does employee satisfaction by up to 78%, employee loyalty up to 70%, employee engagement up to 68%, and employee productivity up to 57%.

Kimberly earned her Ph.D. from The University of Nevada, Reno, specializing in addressing financial stress and improving financial wellness. (www.scholarworks.unr.edu/handle/11714/2559)

She earned her M.S.W from The University of Houston and her B.S.W from Brigham Young University. Kimberly enjoys biking, swimming, and skiing. She and her husband have raised three children in the Reno Tahoe area.



Jeremy Spidell, MSW, LCSW

As a passionate advocate for the value of cultivating leadership awareness, Jeremy Spidell aspires to empower leaders to grow in their ability to be more authentic by forming a deeper connection to themselves and others. Before pursuing his Master of Social Work degree and moving into practice as a Licensed Clinical Social Worker, Jeremy owned and operated an award winning advertising and marketing firm for over a decade. Under Jeremy’s executive leadership, his organization won over 30 local, national, and international awards and was named to the Triad Business Journal’s Fast 50 list of the fastest-growing, privately-held companies in 2008.

Jeremy combines his executive experience and clinical counseling skills to inform his approach to guiding leaders as they grow and mature, both professionally and personally. Jeremy is a regular contributor to the Leadership Amplitude podcast, Self-Care for Healers Podcast, Self-Care for Leaders podcast, and the Truist Leadership Institute Magazine.

Jeremy brings his passion for empowering others into his dedication to serving his community. He has participated as a mentor and site coordinator for the African American Male Initiative and served as board member for Downtown Greensboro Incorporated and Selah Spiritual Formation. He has also coached basketball for 14 seasons and currently serves as an assistant varsity boys coach at Greensboro Day School.