

2024 Expo Speaker Bio's:

Keynote Speaker: Dr. Andrea Mata, Clinical Psychologist

Dr. Andrea Mata, the daughter of a Mexican immigrant, grew up in a gang infested neighborhood on the south side of Chicago. At 11 years old, her life dramatically changed, and it fueled a desire to become a clinical child psychologist who specializes in treating antisocial and aggressive behaviors in children and teens in the hopes that other families would never experience what she went through. In 2021, she left a tenured position to live out her life's mission of fortifying families by starting BrightSpot Families where she creates and delivers customized and interactive workshops on individual coping, relationships, and parenting skills. Dr. Mata had two big wins in 2023: she delivered a powerful TEDx talk, titled From Murder to Mission: How I Found My Life's Calling, that's available on YouTube and published her first book, The No. 2 Parenting Book: Practical Tips for the Pooped Out Parent, that's available on Amazon.

Breakout Session Speakers in alphabetical order:

Sue Butler, CPC, CPB, CIMC, CAWC

Sue Butler, CPC, CPB, CIMC, CAWC, an AAPC Approved Instructor, has had a career in medical billing and coding that spans over 40+ years. She started as a receptionist and gradually took on more responsibilities working in various specialties areas, OB/Gyn, orthopedics, internal medicine, family practice, emergency room services and workers compensation. Ms. Butler is lead adjunct faculty at Lansing Community College providing instruction on medical billing/and coding and has taught since 1991. Most recently she has earned the designation of AAPC Approved Instructor.

Sue has been in her current position for nine years as co-manager in the Medical Bill Review Department, at Accident Fund Insurance, a work comp carrier, and oversees a department of 32 individuals.

She is active in the local AAPC Chapter, Capital City Coders and has held several officer positions in the past. She is very passionate about the medical billing and coding field and strives to share that passion with all she comes in contact with.

In her spare time, she enjoys being with her family, two sons, a daughter and three beautiful grandchildren.

Shannon DeConda, CPC, CEMC, CEMA, CPMA, CRTT, President NAMAS, Partner Doctors Management

Ms. DeConda's career has been spent solely in healthcare, beginning as many of you, as the check-in receptionist at an Urgent Care facility. She progressed through her career in positions such as medical assisting, practice management and in-office practice coding, auditing, and educating which led to establishing NAMAS (the National Alliance of Medical Auditing Professional) 16 years ago. NAMAS was the first organization to formally educate and certify medical auditors. Ms. DeConda is the President of NAMAS, which is a division of Doctors Management, in which she is a partner and 2024 marks her 21st year with the firm.

Dan Loch, President Eye Cloud Pro and EZClaim

Dan Loch presently holds the position of president at Eye Cloud Pro and EZClaim, simultaneously exercising dual leadership responsibilities that extend to his parent company, Fullsteam. Beyond his crucial role, Dan actively aligns and guides his team within the Practice Management Group at Fullsteam.

As the president, Dan focuses on driving growth, fostering innovation, and providing visionary leadership for the organization. This not only involves expanding the core EZClaim Billing and Scheduling business and Eye Cloud Pro optical platform but also spearheading advancements in Fullsteam Payments offerings to stay ahead in the dynamic business landscape.

Mary Mallory, CEMC, CRC

Mary Mallory, CEMC, CRC serves as a subject matter expert providing knowledge and proficiency in coding and billing. She has significant experience in risk adjustment, compliance review, and diagnostic coding.

Greg Peters, Co-Founder Third Generation Networking, Author

Starting his professional career as a computer programmer (with all the social skills that implies), Greg Peters fully empathizes with the struggles faced by “reluctant” networkers everywhere. After thirty years as an entrepreneur, business owner, and professional networker, however, he also understands the limits of your success are directly related to the power of the connections and relationships you build.

Now, as the co-founder of Third Generation Networking, Greg works with business professionals to develop their networking skills so they can improve their access to best practices and industry knowledge, increase influence in their communities, and ultimately build their bottom-line success.

Greg has served as Chapter President for the National Speakers Association, Michigan Chapter. He has achieved the rank of Master Black Belt in the Martial Arts. He wrote his book, “Hello and a Handshake”, and hosted the podcast “Third Generation Networking”. Throughout all these accomplishments and those associated with being a husband, father, and stroke survivor, he has witnessed first-hand that you achieve nothing of significance without the help of others. His driving purpose now is to give everyone the tools they need to build the resources for their own success and significance.

Lori-Ann Rickard, Founder Rickard & Associates, Attorney, CPC, Author

Lori-Ann Rickard founded Rickard & Associates in 2000 after years as a partner at Clark, Hill, a large Detroit law firm, and working as corporate counsel for the Ascension St. John Health System.

Ms. Rickard is an experienced corporate attorney, accomplished litigator and a recognized leader in healthcare law and estate planning law. Her clients range from national healthcare systems, ambulance companies and all types of individuals, providers, and medical billers. She is a Certified Professional Coder herself. Rickard and Associates provides a full range of legal services, including compliance issues, auditing, risk

assessments, contract negotiation, employee issues, billing issues, and personal and business asset protection.

Ms. Rickard has published nine books and authored many articles on healthcare matters. She is an active member of the American Health Lawyers Association, State Bar of Michigan Health Law Section, American Bar Association, and the American Academy of Professional Coders. She has also been certified by the Institute of Continuing Legal Education in Probate and Estate Planning.

Marion Salwin CPC, CRC, COC, CPC-I

Marion Salwin has over 30 years of experience in health care and is considered a subject matter expert in revenue cycle, medical coding, compliance and creating educational programs specific to medical practice needs. Marion is certified as an instructor through the American Academy of Professional Coders (AAPC) and has supported 500+ students in earning their CPC credential. Currently, Marion is employed part-time by the AAPC teaching the Virtual Instructor Led Training course. Lastly, you may have met Marion as she has spoken locally here in Michigan, nationally and internationally (as far as Abu Dhabi).

Sherry Sanford, President, Infinite Revenue Medical Billing, LLC

Sherry is the brains, backbone, heart and soul of Infinite Revenue Medical Billing, LLC. With a long history in the medical billing industry, Sherry has built her business using the expertise she has picked up along the way. Sherry holds a A.B.A. in Health Insurance Claims Management and a B.A. in Healthcare Business Administration.

Sherry started in the field as a biller for a multi-specialty large group practice. She was hired as a temp to work at a large insurance company who quickly bought out her temporary contract to bring her on as a permanent lead claims specialist due to her knowledge in the medical coding and billing industry. She climbed the ladder in her 10 plus years with the company, working in many departments, including Provider Network Management as the lead, where she handled the PPO product line for out of network providers. Sherry was then promoted to Provider Enrollment where she learned credentialing and contracting. Throughout the course of her career, Sherry had the unique opportunity to see the disconnects between providers and payers. Infinite Revenue Medical Billing, LLC was born from the passion Sherry has to bridge the gap between providers, patients, and payers.