

Reed Tinsley, CPA, CVA

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INTRODUCTION

Reed Tinsley, CPA is a Houston-based CPA and healthcare 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 managements, strategic planning, 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

PARTIAL LIST OF LECTURES GIVEN

How to Value a Medical Practice
How to Value Radiology Specific Entities
How to Consolidate 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
Succeeding Under Capitation
Cost Accounting for Medical Practices

PARTIAL LIST OF LECTURE SPONSORS

Medical Group Management Association
Radiology Business Management Association
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
Professional Association of Health Care Office Managers
American Institute of CPAs
Texas Medical Group Management Association

PARTIAL LIST OF ARTICLES PUBLISHED

"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"
"IRS Reclassifies Physician Bonuses as Nondeductible Dividends"
"Is There A Merger In Your Future?"
"Now is the Time to Review Practice's Buy/Sell Agreement"
"What Do You Do if You Are Deselected From a Managed Care Plan"
"Negotiating or Renegotiating Managed Care Contracts"
"How to Analyze a Capitation Contract"
"IRS Weighs in on IBNR Deductibility"
"Plan Ahead Before Merging Medical Practices"

PARTIAL LIST OF PUBLISHERS OF ARTICLES

Group Practice Journal
American Bar Association
Houston Medical Journal
Texas MGMA
AHLA Tax & Finance Substantive Law Committee

**Southern Medical Journal
Houston 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, National Association of Healthcare Consultants
Member, American Health Lawyers Association
Member, Medical Group Management Association
Member, National Association of Certified Valuation Analysts
Member, American Institute of CPAs
Member, Financial Consulting Group
Member, Texas Society of CPAs
Member, Houston CPA Society
Member, Financial Planning Association**