

Rhonda W. Sides, CPA/ABV, CVA
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Professional Service

Crosslin Vaden and Associates: 2002-Present
Director, Nashville, Tennessee

Horne CPA Group: 1998-2002
Sr. Manager, Physician Services, Nashville, Tennessee

Cejka & Company: 1998
Sr. Healthcare Consultant, Atlanta, GA

Gates, Moore and Company: 1992-1997
Atlanta, GA

Academic Background

B.B.A. Accounting
Kennesaw State University, Atlanta, GA

Licensure/Certifications/Affiliations

Certified Public Accountant, State of Georgia, #015496
Certified Public Accountant, State of Tennessee, #R16028
Certified Valuation Analyst (CVA), NACVA
Accredited Business Valuator (ABV), AICPA
Member, American Institute of Certified Public Accountants
Associate Member, American Society of Appraisers
Member, National Association of Certified Valuation Analysts
Member, Healthcare Financial Management Association
Member, Tennessee Medical Group Management Association
Past President, Middle Tennessee Healthcare Executives Association
Member and Past Board Member, Nashville Medical Group Management Association
Member and Past Healthcare Committee Member, Tennessee Society of CPAs
Member, Georgia Society of CPAs
Member and Past President, Medical Practice Resources
Member Firm, Financial Consulting Group, www.gofcg.org
Member, American Society of Women Accountants

Valuation/Litigation Support Experiences

Valued 100+ Medical Practices for Acquisitions, Mergers, Buy-ins/Buy-outs, Fair Market Value, Dissolutions

Litigation

Accounts Receivable and Wrongful Termination–Medical Practice–Deposition and Settled

Buy Out and Wrongful Termination – Medical Practice – Settled
Personal Injury and Revenue Stream-Mental Health-Settled
Accounts Receivable and Dissolution-Medical Practice and Physician Management
Company- Settled
Financial Damages and Wrongful Termination-Health Club-Settled
Fraud Investigation- Medical Practice-Case Turned Over to Insurance Company
Fraud Investigation-Mismanagement of Assets and Forgery-Physician Owned Company-
Still Under Investigation
Mismanagement of Assets-Non-Profit Foundation-Settled

Educational and Teaching/Instruction

Adjunct Professor, Belmont University
The Jack Massey School of Business, Master Program, 1999, 2000, 2001
Healthcare Cost Accounting

Areas of Expertise and Teaching Competencies

Physician Practice Management
Practice Valuations and Litigation Support
HIPAA Compliance
Stark Compliance and Physician Compensation
Entity Contracts
Cost Accounting
Medical Billing and Accounts Receivable Management
Taxation

National Lecturer

Medical Group Management Association
Annual Conference-Philadelphia, PA, Fall 2003
Financial Management and Managed Care-Savannah, GA, February 2003
Tennessee Medical Group Management Association
Nashville Medical Group Management Association
Kentucky Medical Group Management Association
Arizona Medical Group Management Association
Louisiana Society of CPAs
Georgia Society of CPAs
Kentucky Society of CPAs
Southern Medical Association
Cost Accounting for Physician Practice-Approximately 35 Major Southeast Cities
1997-2000
Annual Managed Care Conference, Five years – 1997-2001
Vanderbilt University Medical Center
“Life after Vanderbilt” MD Resident Workshops – 2004, 2005, 2006
Georgia Society of Clinical Oncology
BDO Siedeman Alliance Conference
Amgen
Cost Accounting for Oncology Physicians – 2000, 2001, 2002
Lorman
Law Seminars International
Medical Compliance Alert and Part B News

State Volunteer Mutual Insurance Company, Eight Cities

Publications

Books

Valuation of Medical Practice, Rhonda W. Sides, CPA, Reed Tinsley, CPA, Gregory D. Anderson, CVA, CPA. John Wiley & Sons, New York, NY, 1999

Accounting Handbook for Medical Practices, Rhonda W. Sides, CPA, Michael A. Roberts, John Wiley & Sons, New York, NY, 1999

Articles (Representative Samples)

“The ABC’s of Building a Financially Healthy Medical Practice,” Rhonda W. Sides, CPA, *Nashville Business Journal*

“Cost Analysis Helps Evaluate Contract Profitability,” Rhonda W. Sides, CPA, *Healthcare Financial Management*, February 2000, pages 63-66.

“Training Your Managers to Manage,” Rhonda W. Sides, CPA, *Nashville Medical News*, March 2002

“A Little Planning Now Makes All the Difference,” Rhonda W. Sides, CPA, Allison L. Christian, *Memphis Medical News*, November 2002

“The Widening and Changing Scope of Valuation Services,” Interviewed and quoted by Howard W. Wolosky, *Practical Accountant*, June 2005

“Supplementing the Bottom Line: Retail Sales in the Waiting Room,” Rhonda W. Sides, CPA, *Nashville Medical News*, November 2004

Southern Medical Association’s quarterly newsletter, *The Physician’s Advisory*

“Physician Compensation Not Clear-Cut in Multispecialty Setting,” Interviewed and quoted by Rhonda W. Sides, CPA, CVA, *Nashville Medical News*, January 2007

Presentations (Representative Samples)

Valuation of a Medical Practice

Cost Accounting for Physician Practices

Determining Costs and Providing Services in a Physician Practice

How Valuable are Physicians to Hospitals and How Can They Capture That Value

Do You Have Effective Internal Controls in Your Practice

Promote Yourself

What to Do First When Things Go Wrong

Health Insurance Portability and Accountability Act of 1996

Revenue-Generating Activities for Your Practice

How To Evaluate Your Practice

Negotiating Your Contract or Compensation Agreement

Financial Safeguards for Physicians’ Practices

Form 990, Rhonda W, Sides, CPA, Sean T. Carey, CPA, Troy Fricke, CPA, Jennifer Lane, CPA, Richard M. Winstead, CPA, Nashville, TN 2006

Community Service

Served on Nashville Metro Arts Commission Annual Grants Panel 2005, 2006, and 2007

Distinctions

Nashville Business Journal, Healthcare 100; 2002, 2003, 2006

Nashville Business Journal, BizWomen profile, December 2005

Nashville Business Journal, Healthcare Hero, 2007