

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

Crosslin & Associates: 2002-Present
Principal, 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 in Business Valuation (ABV), AICPA
Member, American Institute of Certified Public Accountants
Associate of the 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
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,
Intangible Asset Valuation: Contracts, Non-Compete Contracts, Imaging Rights
Dissolutions
Investment/Real Estate Holding Company
Engineering Firm

Certificate of Need
Exclusive Geographic Rights of Specific Business
Litigation
Accounts Receivable and Wrongful Termination–Medical Practice
Buy Out and Wrongful Termination – Medical Practice
Bankruptcy - Medical Billing Collectibility
Bankruptcy – Forensic Accounting
Personal Injury and Revenue Stream-Mental Health
Accounts Receivable and Dissolution-Medical Practice and Physician Management Company
Financial Damages and Wrongful Termination-Health Club
Fraud Investigation- Medical Practice
Fraud Investigation-Mismanagement of Assets and Forgery-Physician Owned Company
Mismanagement of Assets-Non-Profit Foundation
Purchase Price Allocation – Healthcare Management Company – Intangible Assets
Fair Compensation – Anesthesiologist – Subject Matter Expert
Accounts Receivable – Bankruptcy – Subject Matter Expert
Non-Profit Manufacturing Facility – Bankruptcy – Forensic Expert
Financial Viability – University – Financial Expert

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
Business Valuations
HIPAA Compliance
Stark Compliance and Physician Compensation
Entity Contracts
Cost Accounting
Medical Billing and Accounts Receivable Management
Accounting and Tax

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 Siedman 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 Southeastern 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, 2000

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 of 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
Trends in Medical Practice Relationships with Hospitals
Physician Practice Consulting
Buy In/Buy Out Issues - Revenue Allocation Methods
Joint Ventures for Physicians

Community Service

Served on Nashville Metro Arts Commission Annual Grants Panel 2005, 2006, 2007, 2008

Distinctions

Nashville Business Journal, Healthcare 100; 2002, 2003, 2006
Nashville Business Journal, BizWomen profile, December 2005
Nashville Business Journal, Healthcare Hero, 2007