

Rhonda W. Sides, CPA/ABV/CFF, CVA, CGMA
Principal for Healthcare Services, Forensic/Valuation and
Litigation Support Services

Rhonda W. Sides is the Principal for Healthcare Services, Business Valuation and Litigation Support Services for Crosslin & Associates. Rhonda has more than 20 years of experience in business management, business valuation, litigation support, management consulting and healthcare consulting. Rhonda's experience in business valuations includes valuations for business transactions, tax reporting, economic damages, and litigation support cases for closely-held and publicly-traded companies. Her forensic accounting experience includes engagements for purposes of alleged embezzlement, misappropriation of assets, financial feasibility, divorce and shareholder dissolution matters, and bankruptcy. Forensic engagement customers are in the banking, manufacturing, laboratory, real estate, healthcare, professional service and private equity business sectors.

A certified Public Accountant, licensed in Georgia and Tennessee, Rhonda is a member of the Georgia and Tennessee Societies of Certified Public Accountants, the American Institute of Certified Public Accountants, and the Financial Consulting Group, LC, and association of valuation and accounting firms across the country that specialize in business valuation and litigation support services. She holds the valuation credentials of Accredited Business Valuator (ABV), and Certified Valuation Analyst (CVA) and is a member of the National Association of Certified Valuation Analysts. Additionally, Rhonda is a Chartered Global Management Accountant (CGMA), Certified in Financial Forensics (CFF), and is a member of the National, Tennessee and Nashville Chapters of the Medical Group Management Association. She is past president of Middle Tennessee Healthcare Executives Association, an associate of the American Society of Appraisers, and a member of Healthcare Financial Management Association. She served on the Healthcare Committee for the Tennessee Society of CPAs and was an adjunct MBA professor for three years at The Massey School of Belmont University in Nashville.

Rhonda lectures nationally for various healthcare and financial organizations regarding the issues of combining the practicality of accounting with the needs of business management. Rhonda has written articles published in various sources including *the Nashville Business Journal*, *Healthcare Financial Management*, *The Physician's Advisory*, *Nashville Medical News*, and the Southern Medical Association's quarterly newsletter. Additionally, Rhonda is the co-author of three books, Valuation of a Medical Practice (April 1999), Accounting Handbook for Medical Practices (April 2000), both published by John Wiley & Sons and Financial Management for Medical Groups, 3rd Edition (October 2013) published by the Medical Group Management Association. Rhonda has been named as one of Middle Tennessee's top healthcare executives three years in Nashville Business Journal's Healthcare 100 for 2002, 2003, and 2006 and also recognized for BizWomen profile in 2005 and Healthcare Hero in 2007. She was named one of the 10 "Women to Watch in Healthcare" for 2011 by the *Nashville Medical News* as well as InCharge in Healthcare 2012, 2013 and 2014 by the same publication. Additionally, Rhonda was named one of "Accounting's Finest" by the *Nashville Post* for 2011 and 2012 and a 2013 Power Leader in Accounting by the *Nashville Business Journal*.



Education

Bachelor's Degree,
Kennesaw State
University

Licenses & Certifications

CPA, Tennessee &
Georgia
Accredited in Business
Valuation (ABV)
Certified Valuation
Analyst (CVA)
Certified in Financial
Forensics (CFF)
Chartered Global
Management Accountant
(CGMA)

**Professional
Associations**

Member, American
Institute of Certified
Public Accountants
Member, Tennessee
Society of Certified Public
Accountants
Member, Georgia
Society of Certified Public
Accountants
Member, Medical Group
Management
Association
Member, Healthcare
Financial Management
Association

Rhonda W. Sides, CPA/ABV/CFF, CVA, CGMA

Professional Experience

- *Crosslin & Associates:* 2002-Present
Principal, Forensic/Valuation and Healthcare Services, 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

Licensure/Certifications

- 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
- Certified in Financial Forensics (CFF), AICPA
- Chartered Global Management Accountant (CGMA), AICPA

Academic Background

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

Memberships/Affiliations

- Member and Past Healthcare Committee Member and Business Valuation Committee Member, Tennessee Society of CPAs
- Member, Georgia Society of CPAs
- Member, American Institute of Certified Public Accountants
- American Society of Appraisers, Associate
- Member, National Association of Certified Valuation Analysts
- Member, Medical Group Management Association
- 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
- Past President, Medical Practice Resources
- Member Firm, Financial Consulting Group, www.gofcg.org

Litigation Support Experience

- Bankruptcy - Forensic Accounting, Asset Valuation
- Economic Damages/Lost Earnings
- Financial Damages and Wrongful Termination
- Fraud Investigations - Mismanagement of Assets, Theft, and Forgery
- Buy Out and Wrongful Termination
- Personal Injury Revenue Stream
- Accounts Receivable and Shareholder Dissolution
- Mismanagement of Assets
- Fair Compensation - Subject Matter Expert
- Accounts Receivable - Bankruptcy - Subject Matter Expert
- Non-Profit - Bankruptcy - Forensic Expert
- Financial Viability - Financial Expert
- Shareholder Dispute/Wrongful Termination
- Divorce - Forensic Accounting
- Theft of Property and Cash - Forensic Accounting
- Creditor Concerns - Forensic Accounting

Testimony in Previous Four Years

- Chancery Court for Davidson County, Tennessee at Nashville, Fisk University v. State of Tennessee: No. 05-2994-III - Deposition
- U. S. Bankruptcy Court, Jackson, Mississippi, Related to the Middle District of Tennessee, Hyundai Translead, Ex Rel. Estate of Trailer Source, Inc., Plaintiff, v. Jackson Truck & Trailer Repair, Inc., James A. Harrell, Individually, and Raleigh J. Williams, Individually, Defendants - Trial
- Davidson County Chancery Court, Case No. 10-128-II, NOL, LLC, et al. v. OccuComp, Inc. and Duane Perry, - Trial
- Chancery Court for Madison County, Tennessee, Elizabeth Ashley Waites, Plaintiff, v. Raymond E. Butts III, Charles David Turnipseed, & J. Blake Anderson, and Merrill Lynch & Company and Dwight Tomlin, Personally, Morgan Keegan & Company, Incorporated and Larry Smith, personally, and UBS Financial Services Inc., and Lurwin Coomer, and Jerry Spore, and Susan Dacus, Defendants - Deposition
- District Court For Middle District of Tennessee, Lubber, Inc., v. Optari, LLC and Jeremiah Pent, CASE NO. 3:11 - 0042 - Deposition
- Chancery Court for Davidson County, Tennessee, Equipment Finders Inc. of Tennessee v. Fireman's Fund Insurance Company and Commercial Insurance Associates, LLC, Case No. 12849-III - Deposition

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

- IT and Accounting Forensics
- Business Valuations
- Cost Accounting
- Entity Contracts
- Physician Practice Management
- Stark Compliance and Physician Compensation
- Medical Billing and Accounts Receivable Management
- Auditing Physician Practices

National Lecturer

- BDO Siedman Alliance Conferences
- Law Seminars International
- Southern Medical Association - *Cost Accounting for Physician Practices - Approximately 35 Major Southeast Cities 1997-2000*
- State Volunteer Mutual Insurance Company, Eight Southeastern Cities
- Medical Group Management Association
- *Annual Conference - Philadelphia, PA, Fall 2003*
- *Financial Management and Managed Care - Savannah, GA, February 2003*
- Tennessee Society of CPAs
- Louisiana Society of CPAs
- North Carolina Association of CPAs
- Georgia Society of CPAs
- Kentucky Society of CPAs
- Tennessee Medical Group Management Association
- Mid-South Medical Group Management Association
- Nashville Medical Group Management Association
- Kentucky Medical Group Management Association
- Arizona Medical Group Management Association
- Southern Medical Association - *Annual Managed Care Conference, 1997-2001*
- Vanderbilt University Medical Center - *“Life after Vanderbilt” MD Resident Workshops - 2004, 2005, 2006*
- Georgia Society of Clinical Oncology
- Amgen - *Cost Accounting for Oncology Physicians - 2000, 2001, 2002*

Publications

Books

- Valuation of a Medical Practice, Rhonda W. Sides, CPA, Reed Tinsley, CPA, Gregory D. Anderson, CVA, CPA. John Wiley & Sons, New Jersey, 1999
- Accounting Handbook for Medical Practices, Rhonda W. Sides, CPA, Michael A. Roberts, John Wiley & Sons, New Jersey, 2000
- Financial Management for Medical Groups, 3rd Edition, Rhonda W. Sides, CPA/ABV/CFF/CGMA, CVA, Co-Author with other authors, Medical Group Management Association, 2013

Articles (Representative Samples)

- “Cost Analysis Helps Evaluate Contract Profitability,” Rhonda W. Sides, CPA, *Healthcare Financial Management*, February 2000, pages 63-66.
- “The Widening and Changing Scope of Valuation Services,” Interviewed and quoted by Howard W. Wolosky, *Practical Accountant*, June 2005
- “The ABC’s of Building a Financially Healthy Medical Practice,” Rhonda W. Sides, CPA, *Nashville Business Journal*
- “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
- “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)

- Buy In/Buy Out Issues - Revenue Allocation Methods
- Negotiating Your Contract or Compensation Agreement
- Do You Have Effective Internal Controls in Your Practice?
- Cost Accounting for Physician Practices
- Valuation of a Medical Practice
- Determining Costs of Providing Services in a Physician Practice
- How Valuable are Physicians to Hospitals and How Can They Capture That Value?
- 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
- Financial Safeguards for Physicians’ Practices
- Trends in Medical Practice Relationships with Hospitals
- Physician Practice Consulting
- Joint Ventures for Physicians
- Controlling Costs in Physician Practices

Community Service

- Served on Nashville Metro Arts Commission Annual Grants Panel 2005, 2006, 2007, 2008, 2009, 2010

Distinctions

- *Nashville Business Journal*, Healthcare 100; 2002, 2003, 2006
- *Nashville Business Journal*, BizWomen profile, December 2005
- *Nashville Business Journal*, Healthcare Hero, 2007
- *Nashville Medical News*, Women to Watch in Healthcare, 2011
- *The Nashville Post*, Accounting's Finest, 2011, 2012
- *Nashville Medical News*, In Charge Healthcare 2012, 2013, 2014
- *Nashville Business Journal*, Power Leader in Accounting, 2013