**SPEAKER BIOGRAPHIES**

**Martha Bryan**

Martha Bryan is a management consultant, author, speaker, and seminar leader who speaks nationally and internationally regarding the development of human potential and personal excellence.

With an education background in teaching, she has taught at both high school and college levels and has held positions in both government and private industry. Her work career expands from farm laborer and cafeteria helper to positions in staff support, sales, training and personnel administration. She has served in leadership positions for a number of organizations -- chair of college advisory boards, president of women's organizations, president of personnel administration organizations and chairman of a financial institution. After 20 years of working in public sector administration, Martha resigned to start her own speaking, training and consulting firm.

Fascinated by what makes some individuals strive to be the very best, Martha has devoted her life to studying peak performers. She is a highly effective organization consultant and dynamic public speaker who is recognized for her informative, down-to-earth, and entertaining keynote presentations and workshops on motivation, personal effectiveness, leadership, customer service, and change management. Her programs on implementing quality, excellence, leadership, vision and strategy, self-esteem and success psychology bring about immediate changes and long-term results. She gives such practical ideas, methods, tips and techniques that participants emerge excited, enthusiastic and eager to apply her ideas in their work and personal lives. You will enjoy spending time with her!

**Gretchin Heckenlively, CPA, FHMA**

Gretchin is a CPA and Partner in Health Care Consulting division at Seim Johnson, LLP. She graduated from Doane College in May 1997 with a Bachelor of Science Degree in Accounting and Finance. Gretchin joined the firm in 1997 in the HealthCare Audit Division providing audit and Medicare/Medicaid cost report services on over 100 engagements. Gretchin left in 2006 to pursue an opportunity as the Chief Financial Officer of a critical access hospital. There she was able to gain valuable experience in both the financial and clinical arenas of a hospital.

Gretchin rejoined the firm in 2010 and since that time, she has been able to bring the knowledge and understanding of working in the healthcare environment to the consulting division. Gretchin’s focus since rejoining the firm has been on Medicare and Medicaid provider enrollment, Medicare provider-based issues and reimbursement.

Gretchin has given many presentations on a wide range of healthcare and not-for-profit related topics at a local, state and national level and is currently serves on the CMS Central Office PECOS focus group. In addition, she is an active member of Healthcare Financial Management Association (HFMA) and is a past President of the Nebraska Chapter. She also served as the Treasurer of HFMA Region 8.

**Nancy Ruzicka, BS, RPh, MBA**

Nancy Ruzicka has been the Director of Regulatory Compliance for the Iowa Health System in Des Moines since 2003. She is responsible for regulatory compliance for the 9 senior affiliates of the Iowa Health System and 16 critical access hospitals of the Iowa Health System Community Network. Prior to joining the Iowa Health System, she spent 20 years with the Iowa Department of Inspections and Appeals, Health Facilities Division as a surveyor, supervisor and manager for the Medicare Certification and Hospital Licensing Bureau.

Nancy has conducted numerous educational sessions on EMTALA and the Medicare COP for the Iowa Hospital Association. She is a graduate of Drake University, Des Moines with a B.S. in Pharmacy and a Masters in Business Administration. She will complete her MJ (Masters in Jurisprudence) in Health Law in May 2017.
Christine ‘Cris’ Mobley, CPMSM, CPCS

Christine Mobley is a consultant, author, and educator, specializing in risk assessment, program development, project management, and redesign in areas of credentialing services, privileging, medical staff governance, accreditation compliance, and personnel staffing with over 30 years’ combined experience in consulting & education and previously in hospital medical staff services employed positions.

Her company’s services involve working with hospitals, healthcare systems, managed care and credentialing verification organizations in the following related areas:

- Assessment and/or development of medical staff office systems that support the medical staff governance structure and its organization including credentialing and privileging, meeting management, review and development of bylaws, rules, policy manuals and/or other governance documents, integration with quality management/improvement functions, and assistance with software selection – including action plans/implementations and start ups for new organizations
- Assessment of credentialing systems, policies, procedures for MCOs, CVOs
- Development/implementation of credentialing centralization systems
- Assessment for and assistance with accreditation-regulatory compliance and survey preparation, corrective action plan development and implementation (TJC, HFAP, CMS, DNV, and NCQA)
- Development of allied health credentialing program/documents/forms
- Performance of staffing analysis for credentialing and medical staff office personnel
- Provision of long term contract management as well as transition management during personnel vacancy or for special projects, utilizing sub-contractors when necessary
- Assistance to organizations for recruitment, interviews and training of new personnel
- Expert witness for medical staff organization related areas

Christine’s credentials and professional affiliations include:

- Current certification as Certified Professional Medical Services Management (CPMSM) since 1982 and Certified Provider Credentialing Specialist (CPCS) since 1996
- Active Member, National Credentialing Forum (national, credentialing roundtable), previous Facilitator

In addition to consulting, her professional activities encompass:

- Co-founder of EDGE-U-CATE, a national company providing healthcare educational resources on the cutting edge including seminars, speakers’ bureau, webinars, credentialing school, and more
- Co-developer, manager and faculty for Edge-U-Cate’s Credentialing School
- NCQA team surveyor for CVO certification (1996-2013); 3-6 surveys/year
- NAMSS-Synergy Article of the Year Award – 2002 “Who Said Management Was Easy”
- NAMSS representative as alternate on JCAHO’s HAP-PTAC (for hospitals) ’96-’99
- Current and previous advisory board member and contributor to multiple, healthcare publications
- Faculty member for NAMSS since 1989 for certification & professional development workshops
- Frequently requested speaker at national and state seminars/workshops, AMA-OMSS, & webinars
- Co-author/Author of the NAMSS Guidebook on Credentialing-Initial Appointment and author of NAMSS Guidebook on Development of Policies and Procedures Manual for Medical Staff Services
- Previous instructor, Arapahoe Community College, Denver, CO for medical staff services curriculum
Renee Aird Dengler, RN, MS, CPMSM, CPCS

Renee Aird Dengler, RN, MS, CPMSM, CPCS, is the Director of Medical and Professional Affairs for Advocate Health Care, the largest fully integrated health care delivery system in Metropolitan Chicago. Advocate offers more than 250 sites of care, including 11 acute care hospitals and two integrated children’s hospitals. Recognized as one of the top 10 places to work in Illinois, Advocate is one of Chicago-land’s largest employers with more than 35,000 associates including over 6,500 affiliated physicians and 9,000 nurses. Advocate has the largest emergency and Level 1 Trauma network in Illinois, and was the first health system in the Midwest to launch electronic ICU (eICU) care.

Renee is a Registered Nurse, holds a BA in Behavioral Science, a MS in Management, and a dual certification from NAMSS: Certified Professional Medical Services Management (CPMSM) and Certified Provider Credentialing Specialist (CPCS). She has system-wide responsibility for credentialing policy including management of the Center for Practitioner Information (CPI) which performs primary source verification for all practitioners in the system including those who are members of Advocate Medical Group and Advocate Physician Partners (managed care credentialing). Renee chairs the system-wide Credentialing Council and is internal consultant on credentialing, privileging and medical staff affairs.

In previous positions, Renee was responsible for medical staff office management, risk management, quality management, continuing medical education and graduate medical education. She has held numerous management positions at both community and teaching hospitals in the Chicago area. Appointed by the Governor of Illinois, Renee sat on 12-member Health Care Credentials Council that delineated the rules and regulations for the State of Illinois’ Health Care Professional Credentials Data Collection Act.

At the request of The Joint Commission (TJC), Renee developed the first program specifically designed for medical staff services professionals for TJC. She is clinical faculty for TJC, has served on several of its committees and is a clinical surveyor for NCQA CVO surveys. Renee is co-author of the Medical Staff Handbook, a TJC publication. She is a past chair of the National Association of Medical Staff Services (NAMSS) Education Council and served as Manager of the NAMSS Library. Renee was a member of the NAMSS Board and past president of the Illinois Association of Medical Staff Services. She is currently adjunct faculty with National American University and teaches the online course in Medical Services Management. She co-authored the first CPCS Prep Course and is an instructor for all NAMSS education programs. She has presented numerous programs and seminars across the country for NAMSS, state and local chapters, TJC, has served as an expert witness, and as a consultant for acute care, managed care and state organizations.

Jennifer O’Toole, RPh

Jennifer O’Toole, RPh, received her Bachelor of Science degree in Pharmacy from Drake University in 1999. She has worked as a Compliance Officer for the Iowa Board of Pharmacy (IBOP) for the past eleven years. She is responsible for state and federal pharmacy laws and regulations adherence of all registrants of the Iowa Board of Pharmacy in her 10 county territory. Among her responsibilities are routine inspections, investigations, rule interpreting and writing. She has sat on subcommittees and task forces for the Prescription Monitoring Program, Telepharmacy, Compounding, Tech-Chech-Tech and the Iowa Pharmacists Recovery Network. She has presented to prospective pharmacists and licensed healthcare professionals at the University of Iowa and Drake University, the Iowa Veterinary Medical Association, and the Iowa Emergency Medical Services Association. She has contributed in writing exam questions for the MultiState Jurisprudence Pharmacy exam and the Pharmacist Assessment for Remediation Evaluation exam. Ms. O’Toole has collaborated in Board of Pharmacy rule writing for controlled substances, emergency medical services, hospital pharmacy, general pharmacy and long term care pharmacy regulations. In addition to her employment with the IBOP, she practices pharmacy on a part-time basis at Medicap Pharmacy. Before joining IBOP staff, Ms. O’Toole worked as a Pharmacist in Charge and as Staff Pharmacist at Walgreens, Hy-Vee and Rite Aid Pharmacies.
**Julie Knutson**

Julie is a Partner with Baird Holm LLP, an 85 member law firm, in the Health Care Section. She is primarily involved in training and consultation for boards, senior management and compliance committees regarding compliance matters, including conflict of interest policies and reimbursement and billing matters; advising health care facilities regarding a wide variety of health care compliance and operational issues; development and negotiation of physician contracts; representation of clients in regulatory investigations, self-disclosures, voluntary repayments and implementation of corporate integrity agreements; assisting hospitals in developing medical staff bylaws, rules and regulations and policies and advising in behavioral health matters.

Prior to joining the firm in 1994, she spent 18 years working in the health care industry as a manager, internal consultant and management trainer and lead the transition of an Omaha health system in its adoption of quality improvement processes.

Julie is a graduate of Creighton University School of Law, the University of Nebraska at Omaha (Masters in Social Work) and Creighton University (BA, Sociology).

She is licensed to practice in Iowa and Nebraska.

**Steve Simmerman**

Steve Simmerman has over 30 years’ experience in multiple areas of the healthcare industry. He currently serves as the Executive Vice President of The Compliance Team, Inc. (TCT) where, as the Executive Vice President, he oversees all operations of the multiple accreditation programs within TCT’s portfolio, including those programs under deeming requirements by The Centers of Medicare and Medicaid Services (CMS). For the past ten years, he has served within the Executive Team of TCT. Prior to joining TCT, Simmerman had extensive experience in emergency vehicle compliance and manufacturing, durable medical equipment, pharmacy, and paramedic services. Operating out of the Spring House, PA office, Steve is active in spending time with his two children.