Geni A. Bennetts, MD, FAAP, FAIHQ

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Healthcare Executive & Consultant

### *Strategic Leadership & Governance ▪ Medical Program Management ▪ Business Development*

### *Consulting* *▪ Regulatory Compliance ▪ Process Improvement ▪ Financial Management*

Experienced senior level executive with extensive years of success designing, developing and managing medical programs. Delivers results through innovation and visionary leadership. Highly regarded in clinical practice, research and analysis, executive consulting, department start-up and organizational leadership roles.

Leads service excellence, regulatory compliance, team synergy and solution initiatives creating positive change, improved efficiency and sustainable profitability. Utilizes excellent communication, decision-making, interpersonal and problem-solving methodologies. Extensive qualifications in the following competencies:

▪ Quality Assurance ▪ Strategic Planning

▪ Risk Management ▪ Resource Management

▪ Medical Billing Advocacy ▪ Performance Management

▪ Staff Recruitment &Training ▪ Client Relationship Development

▪ Cost Analysis & Budget Development ▪ Project Management & Implementation

Career Synopsis

**PMPM Consulting Group of WeiserMazars, LLP** 2012-Present

***Chief Medical Officer and Senior Consultant***

***Chief Medical Officer, Omni/Medcore, IPA***

One of several advising Principals/ Consultants who have acquired years of hands-on experience and expertise through leadership roles in Hospitals, Health Maintenance Organizations, Independent Physician Associations, Management Service Organizations, Physician Hospital Organizations and Physician Management Companies.

* Reviews information from agencies seeking consulting to determine what other documents are needed to begin the assessment.
* Compiles information needed to request additional documentation for paper review in preparation for site visits.
* Works with team to prepare for site visit. Works to develop transitions in models of care. Performs forensic retrospect.
* Performs site visits to the contracting agencies and entities and thereafter compiles with team the recommendations for agency

improvement and assists in preparation for State site visit if required.

* Works with team to compile the final report to contracting entity and performs second site visits if requested.
* Performs retrospective forensic systems’ reviews to identify root cause issues and to make recommendations for change.
* Consults as medical-legal expert in quality, utilization and risk management and compliance for patients, health plans, physician groups hospitals, and the State of California
* Works in QM/UM providing determinations of Quality/Pre-certs/Appeals and Grievances and general appropriate Utilization management
* Is currently on onsite interim CMO for IPA which serves patients from multiple large Healthplans.

**Independent Consultant/ Resolve Healthcare Consulting, LLC,** Napa, CA 1997-2014

***Management, Quality Assurance and Risk Management***

Orchestrates and leads consulting projects for Children’s Hospital of Orange County (CHOC), Napa Valley Physicians Association and various private groups.

* Selected by CHOC due to successful redesign of the Division of Hematology/Oncology and Bone Marrow Transplantation, to develop strategies for survival of the division and subspecialty areas during onset of Managed Care; charged with assisting other departments to maintain cost effectiveness and profitability.
* Brought on by Napa Valley Physician’s Association as only physician with a background in program development and education in Quality Assurance, Utilization Review and Risk Management; assisted with cost effective, yet patient-centric decision-making.
* Worked with two hospitals in California to restructure and redesign their internal programs enabling them to turn poorly performing cost centers into revenue generating entities which have grown over the last ten years. Hospital-based physicians and their subspecialties have also grown in numbers while cost effectiveness and financial viability has been maintained.
* Medical-legal expert in quality, utilization and risk management and compliance

**Resolve Healthcare Billing Advocacy, LLC,** Napa, CA 2009-2012

***Principal***

A nationally certified advocate in medical billing advocacy. Provides medical legal consulting and negotiates disputes in the resolution of medical and dental healthcare billing disputes and insurance denials. Provides national reviews of hospital/drug usage records for necessity and risk.

* Saved clients at least $1.3 million in costs through assistance with resolving overbilling and major hospital bills.
* Generated an income stream in excess of $350,000 in less than 18 months by developing a new advocacy company that is operative with individual and business clients.
* Achieved several cost reductions for patients around $100,000 by reviewing usual and customer practices against accuracy in coding and identifying “up-coded” charges beyond basic services actually provided,

**Napa Community Bank**, Napa, CA 2001-2010

***Chair, Board of Directors*** (2006-2010); ***Vice-Chair*** (2001-2006)

Performed in a leadership role to drive strategic initiatives, defined agendas and assisted in regulatory compliance and resolution of complex issues.

* Grew from a bank of $8.5 million in capitalization to a bank of $180 million. Share prices went from $10 to $28 per share.
* Played key role in recruiting and developing a top-performing team of five executives and 12 board members, with minimal turnover; collaborated directly with the President and CEO to develop staffing and retention plans.
* Contributed to start-up operations by securing investors, establishing procedures and hiring personnel. Regulatory process and procurement of sufficient capitalization to open bank, took just one year.
* Generated a return on investment of over 280% for bank’s shareholders upon the sale of the bank in 2010. This represented an eight year investment period or a 35% return per annum.
* Ensured satisfactory CAMELS rating, worked with merger and acquisition consultants and ultimately sold the bank for $28.7 million or 1.75 times book value, in the midst of the banking crisis.

**Children’s Health Initiative,** Napa County, CA 2005-2008

***President***

Founding member of this organization established to enable access to health care and insurance for all children in Napa County. Became President one year into existence. This is the only Children’s Health Initiative within the state which is financially viable.

* Enrolled over 8000 in Health Kids and Kaiser Kids programs by diligently identifying eligible children through outreach programs in local schools and collaboration with Family Resource Centers.
* Increased the enrollment of children in state/federal and CHI programs from approximately 7,000 to over 14,000 from inception.
* Garnered the largest single donation of $1 million given to a non-profit in Napa Valley, within the first few months after initiating this startup organization without funding. Funding facilitated the procurement of a number of other grants from the county, the California Wellness Foundation, the Kaiser Foundation and others.
* Directly instrumental in delivering over $7 million annually into the County of Napa by continually growing the program from a modest $100,000 budget and only increasing spending to $1.5 million.

**Napa Valley Physicians Association**, Napa, CA 1998-1999

***Interim Medical Director***

Held responsibility for program management in conjunction with CEO and CFO for this group of 130+ physicians.

* Enhanced patient satisfaction by effectively responding to issues and defining sound policies for utilization review; offered Director position due to results.
* Increased revenues from a negative to positive by closely working with physician members and officers of the association to revise the budget and utilization program.
* Achieved physicians' association compliance with the regulations and insurance requirements demanded by the managed care and HMO plans with which they were contracted by revamping utilization and risk management procedures.

**CHOC Children’s: Children’s Hospital of Orange County**, Orange County, CA Pre 1997

***Director, Division of Hematology/Oncology*~~;~~ *Co-Medical Director, Case Management Program* ;  *Medical Director, Blood and Donor services* ; *Chair, Department of Medicine; Acting Director, Division of Hematology/Oncology***

* Established the only tertiary Hematology/Oncology and Bone Marrow Transplantation program in the county with responsibility for expanding patient base and growing staff.
* Raised millions of dollars to fund CHOC and other research facilities by initiating a laboratory research funding project currently known as the Pediatric Cancer Research Foundation.
* Played instrumental role in hospital becoming first free-standing children’s hospital to receive a federal grant to pursue cord blood transplants. Led efforts to devise collection techniques for freezing and maintaining cord blood and stem cells.
* Built a high caliber team including seven subspecialty physicians, multiple nurses, several nurse practitioners, a translator, PhD’s, researchers, social services staff and psychologists.
* Spearheaded construction of a Ronald McDonald House by obtaining foundation support, recruiting volunteers and managing fundraising activities; efforts enabled opening in just over one year and was the first of 50+ houses in the world to open with no mortgage and no debt.
* Developed division to a $100,000,000 program, employing 7 physicians and providing 40 inpatient beds 12 bone marrow transplant beds and a 5-day a week clinic. Became only cost center in hospital at the time to show a positive revenue return.
* Assisted in and ensured preparation for JCAHO site visits and maintained national accreditation.
* Aggressively contracted during height of the managed care/HMO era with the insurers.
* Reduced lengths of stay for patients using the metric of readmission within 24 to 72 hours as an indicator, to save thousands of dollars without compromising quality of care, by partnering with a colleague to administer the program.
* Ensured availability of adequate blood products by designing an in-house donor program, recruiting donors, selecting equipment and developing procedures.
* Credited with developing and formulating a protocol for collecting stem cells for auto transplantation in infants under five pounds to become one of the first hospitals nationwide to perform the procedure.
* Consulted as medical legal expert in subspecialty, quality, risk management

*Early Career Experience – University of California as Assistant Clinical Professor, Department of Medicine; and Assistant Adjunct professor, Department of Pediatrics*

Education & Training

**Loma Linda University, School of Medicine,** Loma Linda, CA *M.D. 1970-1973*

**Andrews University,** Berrien Springs, MI *MA Clinical Psychology - Summa cum Laude 1969*

**Virginia Commonwealth University**, Richmond, VA *Pre-med biology requirements 1969-1970*

**Columbia Union College,** Takoma Park, MD *Bachelor of Arts in Psychology/Chemistry 1964-1967*

**University of California, Irvine** *Pediatric Internship, Residency 1973-1976*

**University of California, Irvine** *Fellowship in Pediatric Hematology/Oncology 1976-1977*

Licenses & Certifications

**Board Certified by the National Board of Medical Examiners**

**California Medical License**

**Board Certified in Pediatrics**

**Board Certified in Pediatric Hematology/Oncology**

**Board Certified in Quality Assurance and Utilization Review.**

**Certified by Association of Medical Billing Advocates of America**

Current Affiliations

**Napa County Medical Society**

**District I Pediatric Society, American Academy of Pediatrics**

**American College of Physician Executives**

**American College of Medical Quality**

**American College of Legal Medicine**

**American Society of Clinical Oncology**

**American Society of Pediatric Hematology/Oncology**

**California Medical Association**

**American Medical Association**

Awards

**Woman of the Year, 2015:** *Appointed by 3rd Senate District, State of California*

**Queen of the Valley Medical Center**: *Special Recognition for Community Service*

**California Legislature Assembly:** *Special Resolution acknowledging Lifetime of Community Service*

**Orange County Medical Association**: *Physician of the Year Award*

**Rotary of Orange**: *Paul Harris Fellow Recognition Award for Outstanding Community Service*

***5.2015***