

SALLY L. WENCEL, JD

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LEGAL AND EXECUTIVE MANAGEMENT EXPERTISE

Over twenty years experience working in both for-profit and non-profit organizations with physicians, hospitals, insurers and other organizations on legal issues, contracting, new program development and funding, managed care, quality review and improvement (including auditing), and compliance. Executive management experience includes full budgeting, P/L, operations, program development and management responsibilities. Competencies include:

- Health Law and Regulation
- Contracting and Negotiations
- Strategic Planning
- New Program Development
- Performance Improvement
- Funding Development
- Operations Management
- Communications
- Research, Review & Analysis

SELECT CAREER ACHIEVEMENTS

- Developed credentials verification organization (CVO) infrastructure, including operations, finance, planning, quality improvement, human resources, information and security systems. Developed complete organizational policies and procedures
- Attained National Committee on Quality Assurance (NCQA) CVO certification and recertification (1999, 2001, 2003, 2005)
- Developed, negotiated and managed professional service contracts with over 70 hospital, healthcare network, IPA, PPO, ASC clients in the southeast. Achieved and maintained high client satisfaction through client communication programs and high quality services
- Developed and executed marketing program; increased client base by 30% in first year and average annual revenue increase of 20% over five years
- Organized and supported development of four condition research plans (adult asthma, pediatric asthma, low back pain, acute myocardial infarction), including methodology/protocol for data collection in collaboration with physician researchers
- Facilitated outside corporate sponsorship of 501(c) research program through creation of 10 year, \$250,000 endowment fund and \$250,000 matching grant program; procured and additional \$250,000 corporate grant from health insurer
- Wrote several successful grant proposals, including the American Lung Association's support of the asthma project
- Wrote first compendium of Wisconsin health law for physicians published by the Wisconsin Medical Society, *A Physician's Guide to Wisconsin Health Law*. Received *Honorable Mention* national publication award (AAMSE)
- Developed and instructed five all-day educational programs on a variety of compliance and legal issues for physicians and clinic staff offered by the State Medical Society; assisted in development and instruction of three risk management programs for physicians offered by PIC Wisconsin Insurance Company (1992-95)
- Organized and coordinated three financially and educationally successful major educational programs
- Elected by legal peers to the Wisconsin State Bar Health Law Governing Council and served as Chair (1990-1995)

PROFESSIONAL EXPERIENCE

Tennessee Physicians' Quality Verification Organization, LLC (Chattanooga, TN)

1998 - Present

Chief Executive Officer

First CEO of organization created in 1998; responsible for all aspects of planning, development, finance, management and marketing of a centralized credentials verification service.

Wisconsin Medical Society (Madison, WI)

1984-1998

Project Director, Medical Outcomes Research Project (1996-1998), Director of Quality (1997-98)

Responsible for all aspects of unique statewide outcomes research project including budgeting, fundraising, research network development, quality and outcome measures development, education and communication.

Assistant Corporate Counsel

1990-1996

Provided legal counsel to 501(c)(3) and (c)(6) organizations, for-profit insurance agency, third-party claims administrator, and association management companies. Served as registered lobbyist; worked with legislature and regulatory agencies. Provided legal information and services to members, clinics, board of directors and its committees and commissions on all aspects of health care law and state and federal regulation.

Staff Attorney and Peer Review Coordinator

1984-1990

Provided legal services, instruction, committee support including a medical quality review and mediation program, the Medicaid Medical Audit Committee, the Statewide Physician Health Program, the state impaired physician program.

EDUCATION

Masters of Business Administration, University of Tennessee at Chattanooga – in process (2004-)

Juris Doctorate, University of Wisconsin Law School (Madison, WI)

Bachelors of Philosophy, Psychology major, Northwestern University (Evanston, IL)

Piano for Performance, American Conservatory of Music (Chicago, IL), no degree conferred

ADDITIONAL SKILLS

Power user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint, Publisher), FrontPage 2003, forms development (OmniForms, Adobe Acrobat), and Internet research. Familiar with database management (Access, Sybase SQLAnywhere). Serve as network administrator on Windows 2003 server, webmaster, and provide computer and application support.

PROFESSIONAL AND CIVIC ACTIVITIES

Member, Physicians Volunteer Workgroup, Hamilton County Community Health Emergency Planning Committee (2006), Member, Human Resources Management Subcommittee--Hamilton County Bio-Terrorism Committee (2002-2003); Member, National Credentialing Forum (1999-current), Member, State Bar of Wisconsin, Chair, State Bar Health Law Section Governing Council 1993-1994, Council member (1990-1995), State Bar Section Leaders Advisory Council (1991-1995); Member, American Health Lawyers Association; Member, Wisconsin Legislative Council Special Committee on Health Care Information (1996-97); Chair, Health Education Center (Milwaukee) Asthma Evaluation Committee (1997); Member, MetaStar (f/k/a WIPRO, the state professional review organization) Steering Committee (1997); Delegate and Facilitator, Lawrence University Health Reform Policy Conference (1994-95); Certified Reebok In-Studio Cycle Instructor (2002). Member, Chattanooga Bicycle Club, Scenic City Miata Club.