CAPITAL MEDICAL SOCIETY

Lunchtime Virtual Seminar
Wednesday, February 16, 2022
12:30PM to 1:30PM

Your Data:
The Magic Slippers
to Your Practice's Profitability

A Seminar Series offered by the Capital Medical Society
For physician office staff (clinical and non-clinical), practice administrators,
office managers and business office managers.
CMS member offices only!

Remember "The Wizard of Oz" when Dorothy discovers her magic slippers could have taken her home all along? She spent days trudging through a strange land, dodging danger and trying to get back to Kansas… only to learn she had the answer to her problem literally underfoot the entire time. Frustrating, right? Well, your practice could be in the same boat when it comes to improving profitability. Between accounting process issues, difficulty with collections, coding discrepancies and rising costs, the struggle is real—yet you might already have what you need to better your bottom line.

Join us for **Your Data: The Magic Slippers to Your Practice's Profitability**. James Moore & Company's Marie Hibbert (director of data analytics and business intelligence) will chat with firm partner Nadia Batey about how your data can help you make strategic decisions that put more money in your pocket.

Just like Dorothy, all you need is to know how to use what you already have. Information generated from your practice can tell you where your cash flow is failing, how billing processes impact your bottom line, and trends on the costs you face. It can even show you how you compare with other practices or groups in payroll and operational costs. Marie and Nadia will discuss two key areas in this engaging, Q&A-style webinar:

- Process optimization – entering information, closing your books, collecting bills due, etc.
- Predictive analysis – what you can do with that data to predict insurance payments, optimize your cash flow and more

There is no charge for this event.

Presenters:

Marie Hibbert, CPA, CITP, CGMA & Nadia Batey, CPA

Register Now

Please register before February 16, 2022

We Thank Our Sponsor:

Marie Hibbert, CPA, CITP, CGMA – Director of Data Analytics and Business Intelligence

Marie helps our clients leverage their data to generate meaningful insights and strategies to strengthen and maintain the health of their business. She has nearly 20 years of experience in accounting, data analytics and related areas of work. Before coming to James Moore, Marie spent over a decade working for large organizations and consulting firms with a deep breadth of technical expertise and resources at their fingertips. Marie earned a Master of Taxation and a Bachelor of Business Administration in Accounting from Florida Atlantic University, as well as a Computer Programming Associate Certificate from Palm Beach State College.

Nadia Batey, CPA – Partner

Nadia has 16 years of experience working with clients in a broad range of industries, with a focus on serving the needs of healthcare entities and commercial companies. As a result of her expertise, she serves as an integral member of the firm's Healthcare Services Team. She has advanced knowledge working with partnerships, multi-state C corporations and S corporations, particularly in matters relating to multi-state taxation. Having been self-employed for several years prior to joining the firm, she has a unique understanding of the struggles of independent businesses. Nadia holds a Bachelor of Science in Accounting from the University of Florida.