



Brenda Perry, MBA, CRCR, LSSYB, IHC, DEI

Biographic

REVENUE CYCLE LEADERSHIP

Brenda Perry is a performance-driven senior revenue cycle leader with thirty + years of revenue cycle management experience in ambulatory and facility operations settings. Brenda is the Executive Director and Lead Consultant at The Perry Consulting Group, LLC.

She is a forward-thinking subject matter expert able to increase revenue and solve complex problems through a collaborative approach –skill Sets; strong leadership, team building, analytical, and strategic planning skills.



THE
PERRY CONSULTING GROUP, LLC
REVENUE CYCLE SOLUTIONS

Ms. Perry has served as Patient Financial Services Vice President and Director, Patient Access Director, Revenue Integrity Director, and Project Manager. Brenda is experienced in completing revenue cycle assessments. She has supported the lifecycle of an **Epic** implementation, go-live support, optimization and stabilization, projects, and initiatives for; Cadence, HB and PB Billing, Prelude, and Resolute.

Acting VP of PFS – Tri-Trinity Health, Dallas, TX. and **Acting Director of PFS** – Kalispell Regional Healthcare, MT., Dallas Medical Center, TX., and Wake Forest Baptist University, NC. Responsible for the overall outcomes of the facility and ambulatory groups. She standardized processes and reduced days, closed systems, processes, and people gaps to increase revenue—depts: billing and collections, denial management, and cash posting.

Interim Admitting Director – Kaiser Foundation – Moanalua Hospital, HI. Responsible for the daily operations of the Admitting Department. Management of centralized access functions while developing a performance improvement strategy, including operational workflows. Redesigned patient access staff task., Depts: admitting, ED, and financial counseling.

Revenue Integrity Senior Consultant– Kaiser Foundation– Maui Memorial Clinic, HI. Post "Go Live" Epic (PB) optimization and stabilization initiative where she identified and resolved Revenue Integrity, Charge Capture, **HIM coding**, and deficiencies. She headed the internal Epic IT support workgroup to resolve the dynamic system rule issues; she met and exceeded KPIs and benchmarks standards.

Interim Hospital Cash Control Director – UT Southwestern Hospital, TX. Re-engineered workflows for a more effective cash posting process. We implemented a high-level action plan to resolve unapplied revenue.

Project Manager – New York City Presbyterian Columbia, NY. Streamlined referral order entry, authorization, and referral workflows. Brenda supported and optimized Epic (PB) functionality to leverage the system's capabilities to deliver a seamless provider referral order entry and patient registration experience, improving the facility's financial performance. She also has served as Project Manager – at Kaiser Foundation– Maui Memorial Clinic, HI., and Wake Forest Baptist University, NC.

Ms. Perry is a United States **Army Veteran**. She serves on several **HFMA** Lone Star Chapter Committees, Innovation, Mentorship, and Chair Charity Committee 2023 – 2024. In October 2022, she completed Innovating in Health Care Certified Course at **Harvard Business School** and was certified in Diversity and Inclusion from **ESSEC business school** in February 2023.

EDUCATION

Business Administration –
Oakwood University

CERTIFICATIONS

- (CRCR) Certified revenue cycle rep.
- (LSSYB) Lean Six Sigma White & Yellow Belt
- (IHC) Innovating in Health Care
- (DEI) Diversity and Inclusion
- MS Office Excel
- Patient Care Specialist

EXPERTISE

- **Various** AR and EMR systems
- Revenue Growth
- Interim Revenue Cycle Management
- Process Analytics and Improvement
- Denial Management Process Improvements
- HIM Revenue Integrity/Coding Audits
- General Process and Organizational Redesign – Revenue Cycle
- Assessment and Optimization
- Strategic Risk Planning
- Financial and Cost Control
- Leadership/ Partnership/ Relationship Building
- Staffing and Productivity Analysis
- Training and Motivation

CONTACT INFORMATION

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