

## Hritz Noon Associates, LLC, Healthcare Business Advisors

### GAIL SCARBORO-HRITZ, AS, CHFP

Gail has more than 30 years experience in healthcare provider settings and related industries as a senior manager in financial operations and client services. Before forming Hritz Noon Associates in 2004, Gail served as the Senior Director of Patient Financial Services at the internationally recognized Cleveland Clinic Health System in Cleveland, Ohio. Prior to joining the Cleveland Clinic Health System, Gail was the Vice President of Client Services for the Healthcare Division of NCO Financial Systems. She has experience in both the not-for-profit and investor-owned environments.

### BARBARA E. NOON, RN, MSN, MBA

Barbara has more than 26 years experience in healthcare management in clinical and business operations in both non-profit and for-profit settings. Before forming Hritz Noon Associates, Barbara served as the Director of Physician Services at Northside Hospital in Atlanta. Prior to Northside Hospital, she was Director of Physician Relations and Administrator for Northwoods Medical Specialists for Tenet Healthcare/North Fulton Regional Hospital. In these roles, Barbara served as the liaison between the hospitals and the physicians and their office staff. Barbara has previously served as the Director of Outpatient Surgical Services at Saint Joseph's Hospital of Atlanta.

### ANDREA WARREN-SMITH, BA

Andrea has more than 10 years experience in working in the healthcare industry. Andrea has extensive experience in the areas of managed care contracting; coding and billing; physician practice management operations; marketing and public relations; and special event planning.

Prior to joining Hritz Noon Associates, LLC she worked as a healthcare consultant with Independent Physician Strategies, LLC (IPS), where she had the opportunity to work with several physician practices representing a variety of specialties such as hematology and oncology, urology, general surgery, obstetrics and gynecology, allergy and asthma, and internal medicine.

# Taking Care of the Business of Healthcare



FROM L-R: BARBARA NOON, GAIL SCARBORO-HRITZ, AND ANDREA WARREN-SMITH

Starting a business and establishing its operational policies and procedures is an overwhelming task, particularly for physicians starting their own practices. "Taking care of their patients is a physician's focus, and running the business side of a practice is ours," explains Barbara Noon, one of the founding partners with Hritz Noon Associates, LLC ("HNA"). "Our goal is to provide physicians who are starting their own medical practices, or ongoing medical practices that need help with their operations, with affordable, quality clinical and financial support services. In general, physicians practice medicine to treat patients, not to handle paperwork or manage daily operations", she added. In today's healthcare environment, which is filled with government regulations, managed care and high administrative costs, the survival of physicians' practices, as in most businesses, is not a forgone conclusion. The partners and consultants of HNA work with their clients to provide services that address workflow management challenges, help to increase productivity, and improve compliance with regulatory entities so that the physician can focus on taking care of patients.

HNA has assisted numerous physicians establish their practices. Most recently, the group has worked with Geetha Soodini, MD, an endocrinologist whose practice is scheduled to open in the fall of 2007 and will be located at the Northside Forsyth Medical Building in Cumming, GA. "When I decided to open my private practice in endocrinology, I realized this could be a bit intimidating," said Soodini, who moved to Cumming from Houston, TX. "Working with the HNA team has made the transition from hospital-based work to a private practice a smooth one. I have been provided with the tools necessary to establish the practice without being overwhelmed by the particulars of its parts," added Soodini. "My

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focus is my patients and providing them with exceptional service when they need specialized endocrinology care,” she concluded.

According to Gail Scarboro-Hritz, Managing Partner of HNA, dealing with the financial portion of any practice is rigorous, particularly when coping with health insurance, customer service, and the balance needed between sustainability of a practice and affordability for patients. “We’re dedicated to offering our clients the highest quality clinical and financial support services that fit their needs and their budget,” remarked Scarboro-Hritz. “We’re passionate about adding value to the critical work being performed by healthcare providers in our communities,” she added.

Completing the partnership of HNA is Andrea Warren-Smith. Warren-Smith has extensive experience in the

areas of managed care contracting; coding and billing; physician practice management operations; marketing and public relations.

Physician practices that have benefited from the expertise of the HNA team include practices located throughout Georgia, the Southeast, and many other states including Ohio, Texas, and Louisiana. Hritz Noon is prepared to serve clients across the USA.

“We put our expertise and experience at the forefront of our work and strive to create a collaborative relationship with our clients to ensure success for their practice and allow them to concentrate on the patients they serve,” remarked Noon.

For more information on Hritz Noon Associates, LLC, visit [www.hnallc.com](http://www.hnallc.com) or call Barbara Noon at 404.316. 2252.

### Services Provided by Hritz-Noon Associates

#### PHYSICIAN SERVICES/HOSPITAL SERVICES

- Compliance & Privacy Services
- Clinical Operations & Financial Program Development
- Industry Speakers
- Managed Care Contracting and Negotiations
- Marketing & Sales Support Services
- P4P/ Consumer-Directed Health Care
- Patient Satisfaction
- Practice Assessments
- Practice Start-Up
- Professional Development
- Revenue Cycle Management
- Strategic Planning

#### BUSINESS-TO-BUSINESS SERVICES

- Client Satisfaction Tools & Measurements
- Strategic Planning Partners
- Professional Association Management