

Seth Crouch, DBA, CHFP, CPC, CMPE

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Professional Experience

2016 – Present **Providence St. Joseph Health System, Covenant Medical Group,
Covenant Health Partners (Accountable Care Organization)**

Lubbock, TX

Associate Vice President of System Regional Ambulatory Clinical and Business Informatics

- Responsible for all Ambulatory Clinical Informatics and Business Informatics caregivers throughout 7 states. Duties include electronic health record training for ambulatory providers, ambulatory surgery centers, imaging centers, hospital outpatient department, billing support, and workflow optimization for approximately 10,000 providers/clinicians and 1,300 clinics throughout Texas, New Mexico, California, Alaska, Washington, Oregon, and Montana
- Support staff of approximately 13 managers, 80+ clinical informaticists/clinicians
- Converted over 300 clinics to Epic EHR platforms and rationalized 100's of 3rd Party applications
- Member of various Executive, Quality, Operation, and Finance Councils, throughout each ministry
- Responsible for quality metrics, population health initiatives, physician dashboard/communication, meaningful use attestation, MACRA, and MIPS for Accountable Care Organization with 450 physicians in Texas
- Created combined claims and clinical quality technologies using Explorys for local Accountable Care Organization
- Attested for over \$6 million in Meaningful Use, and PQRS in Texas
- Implemented and operationalized over 108 quality metrics for medical group compensation 'withholds' in employment contracts, "at risk" system measures, governmental reporting, and shared savings contracts in Texas.

2007 – 2015 **Covenant Medical Group, Covenant Health System, St. Joseph Health
System**

Lubbock, TX

Vice President of Ambulatory Systems

- Overall management of Allscripts EMR (1,500 users) and IDX (GE Centricity) Practice Management System (800 users and 850,000 patients) for 175 multi-specialty providers,

and other ambulatory systems including PDS, A-Life, APEX, IntelliDose, CMG Patient Portal, and Ingenix.

- Management of 30 + staff members including clinicians
- Developed Allscripts Executive Steering Committee, registered and attested all eligible providers for Meaningful Use incentives, created “Help Desk” for Covenant Medical Group regarding all IT issues
- Work directly with revenue cycle management regarding ICD-10/CPT annual updates
- Updates to fee schedules and RVU’s
- Developed Quality metrics for population health management
- Yearly department budget of \$7 million out of overall \$50 million IT budget

2005 – 2007 **The Center for Orthopedic Surgery at NorthStar Professional Center**
Lubbock, TX

Administrator

- Overall management of \$12 million revenue operating budget, business strategy, contracting, billing, receivables/payables, purchasing, marketing, physician recruitment, 6 Orthopedic Surgeons, 6 Physician Assistants, and HR for 60+ staff. In addition, management of separate business, Pain Management Associates clinic with annual revenues exceeding \$2 million. Responsibilities included monthly financials, marketing, HR for 5 staff, 2 RN’s, and one pain management physician.

2001 – 2005 **Covenant Medical Group, Covenant Health System**
Lubbock, TX

Senior Financial Analyst

- Progressive managerial responsibilities and experience
- Manager for 235 physician medical group productivity and compensation including contract reviews and analysis. Responsibilities include revising compensation methods and developing alternate models based on individual practices (cost saving of \$1 million 2003, \$1.2 million 2004)
- Communicate with individual physicians regarding compensation changes and contract terms.
- Verify individual physician compensation profiles and strategies with third party consultants
- Responsible for medical group fee schedule revisions and updates
- Responsible for presenting monthly financial results to local Board of Directors and Finance Committees
- Responsible for development of fiscal year budget
- Responsible for monthly general ledger activities including revenue (\$200 million), contractals, yearly bonus accruals (\$2-3 million), and accounts receivable (\$30 million)
- Responsible for the implementation and review of transcription vendors with cost savings of approximately \$300,000

- Accounting responsibilities include reconciling accounts receivable, adjusting contractals as needed, bank transfers, monthly accrual entries for accounts payable and physician bonuses
- Developed physician productivity, A/R/ and visit dashboards which are distributed monthly to each provider and senior leaders

Skills

- Excellent communication skills
- Working knowledge of accounting, billing, EMR, practice management software including IDX, Allscripts Enterprise, Practice Diagnostic Systems, Cognos, Impromptu, AthenaNet, Great Plains Dynamics, and Epic
- Knowledge of managed care contracting negotiations, guidelines, rules, and regulations
- Practical knowledge and understanding of clinical workflows, electronic medical records, billing office functionality, financial tools, and large data analytics
- Highly self motivated

Education

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|---------------------------------------|-------------|----------------------------|
| • Doctor of Business Administration | 2019 – 2023 | Walden University |
| • Master of Business Administration | 1997 – 1998 | Tarleton State University |
| • Ranch Management Program | 1995 – 1996 | Texas Christian University |
| • Bachelor of Business Administration | 1990 – 1994 | West Texas A&M University |

Professional Organizations and Awards

- Certified Medical Practice Executive (CMPE)
 - Member, American College of Medical Practice Executives
- Certified Healthcare Financial Professional (CHFP)
 - Member, Healthcare Financial Management Associates
- Certified Professional Coder (CPC)
 - Member, American Academy of Professional Coders
- Member, Medical Group Management Association
- Recipient Covenant Health System 2003 Values in Action Regional “Service” Award
- Recipient Covenant Health System 2012 Values in Action “Dignity” Award
- Covenant Health System, Facilitative Leadership Program 2005
- 2004 Practice Diagnostic Systems, Best Provider Dashboard

- Lubbock Chamber of Commerce, Leadership Lubbock Class of 2006
- St. Stephens Episcopal Church, Vestry 2010 – 2013
- EpicCare Ambulatory Certified

References

- Available upon request