

# Georgia Green, MS, CHFP

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## Goal

To lead and serve healthcare organizations, providers, and patients, as we transition to a *value*-based care paradigm.

## Work Experience

### **Manager, Health Care Strategy & Integration Consulting Group, Moss Adams LLP – August 2019-present**

- Providing leadership, project management, financial & strategic analysis, and education on a wide variety of healthcare industry initiatives including Alternative Payment Model and risk-based opportunities, population health, quality/performance improvement, financial turnarounds, health system integration, Centers of Excellence, and market studies.

### **Healthcare Consultant (Managed Care, MACRA/MIPS, ACOs, Finance & Strategy), Self-Employed - 2016-2019**

- **Adventist Health** - Strategic ACO program design, CMS liaison, financial planning (pro forma & business plan development), oversight of annual quality reporting process, support program implementation (e.g., data warehouse integration, care navigation services), train & educate ACO participants (e.g., population health revenue opportunities, coding for quality performance, Annual Wellness Visits).
- **CareSync** - CMMI Direct Decision Support Model application, including strategic program design, vendor selection, and budget formation.
- **Rural Solutions Health** - ACO program & operations management, including Board management, CMS liaison, compliance duties, and data warehouse integration support.
- **Caravan Health** - Oversight of 2018 Medicare Shared Savings Program applications for (16) ACOs. Business development and operations projects.

### **Vice President of Program Design and Development, Caravan Health (DBA National Rural ACO and National Rural Accountable Care Consortium 501c3) — 2014-2016**

#### **ACO Executive Director & Operations Manager — 2013-2014**

- Medicare Shared Savings Program (MSSP) & Alternative Payment Model (APM) expert.
- Oversight of (27) Medicare ACO applications over three years.
- Managed a staff of (6) employees & interns.
- ACO program design, execution, documentation, and optimization - data warehouse, patient engagement, care coordination, evidence-based medicine, quality & performance improvement programs.
- Governance - operated at the Board- and CEO-level, serving as ACO Executive Director for (2) ACOs and liaison to other ACO Executive Directors.
- Liaison to Medicare regional coordinator.
- Public communications and outreach - wrote press releases, website content, recruitment materials.
- Business development - recruitment campaign management.
- Compliance with MSSP rules and regulations - beneficiary notification, provider notification, public reporting, compliance program oversight.

- Grant writing - organizations received \$77 million in awards to support 700+ rural healthcare systems to participate in or transition toward APMs over the next four years (ACO Investment Model and Practice Transformation Network funds).
- Oversight of annual ACO quality reporting activities.
- Internal planning - scaling the company and business model from nine clients in Year 1, to (30) in Year 2, to (300) in Year 3. Company now has 120+ employees.
- Business administration - insurance policies and state licenses, accounting, human resources, event planning.
- Oversight and review of all legal agreements, liaison with ACO attorney.
- Liaison to partners and service vendors, including multiple financial and management consulting firms.
- Vendor evaluation.

## **Education**

**2019 — Certified Healthcare Financial Professional (CHFP), Healthcare Financial Management Association (HFMA)**

**2011 — M.S. Global Health and Environment, UC Berkeley, School of Public Health, Division of Environmental Health Sciences**

Research-based program focusing on environmental determinants of health in developing countries.

**Program Focus:** Environmental Health Sciences, Development Trends and Economics, Biostatistics, Epidemiology, Public Policy, Risk Analysis

**Technical Skills:** Strategic Program Implementation, Impact Evaluation, Survey Design, Data Collection and Analysis, Statistical Software Programming in *STATA 10*, GIS Mapping in *ArcGIS 9.3*

**Thesis:** “A health profile of electronic waste workers in Abidjan, Cote d’Ivoire.” Experience in study design and implementation, fundraising, management of staff, networking with stakeholders, data analysis, communication of outcomes, media exposure (Berkeley Health Magazine Fall 2011).

**2007 — B.S. Conservation and Resource Studies, Honors, UC Berkeley, College of Natural Resources, Department of Environmental Science, Policy, and Management**

Interdisciplinary major focusing on life sciences, environmental engineering, and public policy.

## **Prior Work Experience**

**Event Manager, Rural Health Conference, Tahoe Forest Hospital District; Truckee, CA — 2012-2013**

- Managed sponsor and participant recruitment and registration, created and distributed conference materials, organized event logistics, served as a liaison between hospital & public.

**Volunteer, Primary Prevention Workgroup, Tahoe Forest Hospital District; Truckee, CA — 2012**

- Developed evidence-based, community-endorsed primary prevention programs - increasing immunization rates, improving nutrition, increasing physical activity.
- Facilitated outreach events with local stakeholders to determine project priorities.
- Collaborated with hospital staff, local NGOs, and stakeholders.

**Substitute Teacher, Tahoe Truckee Unified School District; Truckee, CA — 2012**

**Graduate Student Researcher, Community Health Toxicology Training, Division of Environmental Health Sciences; UC Berkeley — 2010**

- Created an educational package for environmental justice NGOs on the topic of toxicology.
- Concept development, info-graphic design, outreach to community-groups.

**Graduate Student Researcher, Breast Cancer and Chemicals Policy Project, Center for Occupational and Environmental Health; UC Berkeley — 2010**

- Compared a proposed method for testing potentially carcinogenic chemicals to existing regulatory and voluntary schemes.
- Budgeting each method, cost comparison, graphic design for publication.

**Junior Research Associate, Aurora Biofuels, Inc.; Alameda, CA — 2008-2009**

- Isolation Campaign Manager - Identified the best species of algae for producing biodiesel.
- Lab work - Gathered aquatic samples, isolated species of micro-algae, tested for product desirability (high lipid content and rapid growth).
- Managed entry-level researchers. Communicated findings to executives.

**Environmental Specialist, Professional Service Industries, Inc.; Oakland, CA — 2006-2007**

- Environmental Site Assessments for commercial properties throughout California.
- Analysis of historical databases, file review at government offices, site reconnaissance, report preparation, administrative tasks.

**Honors Research, Lisa Alvarez-Cohen Laboratory, Department of Civil and Environmental Engineering; UC Berkeley — 2006-2007**

- Designed and executed experiments on microbes that remediate environmental contaminants.

**Intern, Dust Networks, Inc.; Hayward, CA — 2005**

- Tested the stability of spontaneous wireless networks in various configurations.

**Intern, Peggy Lemaux Laboratory, Department of Plant and Microbial Biology; UC Berkeley — 2005**

- Improved the nutritional value and digestibility of sorghum, a staple grain in the African diet.

**Awards**

- **Suzanne Llewellyn Student Project Award, Center for Occupational and Environmental Health, School of Public Health, UC Berkeley — 2010**
- **Center for Global Public Health Student Research Fellowship, School of Public Health, UC Berkeley — 2010**
- **Sigma Xi Grant in Aid of Research, UC Berkeley — 2010**
- **Helene Cantor Fellowship, Department of Environmental Health Sciences, School of Public Health, UC Berkeley — 2009 & 2011**

**Supplemental**

**Complex Humanitarian Emergency Leadership and Training Program, Oakland, CA – 2009**

Simulation of the humanitarian emergency in Sudan and Chad, with basic training in relief work, field data collection, emergency response, and public relations.

**International Kundalini Yoga Teacher Training — Kundalini Research Institute — 2009**

**Myers-Briggs Type — ENTJ** — Characterized by drive, confidence, leadership, systems thinking, and a willingness to take on responsibility for the group.

**References**

- **Karl Rebay, Partner, Moss Adams, LLP** – Current manager  
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- **Cristy Quon, RN-BC, BS, MBA/HCM; Regional Executive Director** — Current client  
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