

## Curriculum Vitae

## William C. Fiala

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### Education:

Master of Arts; University of Akron, 1987.  
Bachelor of Science-Finance; University of Akron, 1984.  
Diploma; St. Vincent-St. Mary High School.

### Certifications/Registrations/Licensure:

AHIMA-Approved ICD-10-CM Trainer, AHIMA (2011-present)  
Certified Coding Specialist—Physician Based (CCS-P), AHIMA (1999-present)  
Ohio Insurance License—Health, Life, Variable Products (2006-present)  
Notary Public—State of Ohio (1985-present)

### Experience:

Fiala Analytical Services, Inc. September 1996 to Present  
2523 Thurmont Road  
Akron, OH 44313-5467  
Title: Principal

Fiala Analytical Services, incorporated in 1992 as MedFee Analysis, a physician fee calculation service, provides direct support to management in medical practices on a monthly basis; support for project related work; and service code auditing. Services include analyses based upon RVU production, coding audits and education, distribution calculations, staff compensation analyses, practice operating statistics, and fee schedules. The company has provided monthly support to practice management in 12 practices with 78 physicians and annual revenues of \$19 million in addition to circumscribed projects and auditing for hundreds of physicians, their attorneys, and accountants. The company also has experience in mediation and has successfully represented doctors in an Alternative Dispute Resolution (ADR) process governed by an American Arbitration Association neutral. The company has been contracted to provide coding and billing instruction to proprietary schools, physician residency programs, private practices, hospitals, and insurance companies.

The University of Akron August 2004 to Present  
Summit College  
Allied Health Department  
Akron, OH 44325-3702  
Title: Assistant Lecturer

Assistant lecturer teaching medical insurance, billing, coding, and terminology to medical assisting technology, radiology technology, respiratory therapy, nursing and medical school students through the Allied Health Department. Participated in *Learning Communities at The University of Akron* in 2008, 2009, and 2010. Instructor for Workforce Development and Continuing Education providing continuing education to employees in the area.

Akron Oncology Associates, Inc.  
 224 West Exchange Street, Suite 160  
 Akron, Ohio 44302-1705  
 Title: Administrator, CFO

April 1991 to September 1998

Charged with affecting the merger of five then autonomous and independent medical oncology and hematology practices. Worked with corporate counsel and accountants as well as each individual physician's counsel and accountant to create a consensus for corporate documents and agreements. Designed and implemented common AR, AP, payroll, and operational systems. Configured IS with initial phases of EMR. Upon completion of the merger, was directed by the new entity to move forward with three area hospitals to develop Cancer Centers, unique combinations of private practice and hospital services providing a full range of cancer treatment and ancillary services. The first of those centers opened in June of 1992, the second opened in January 1994. The group practice then had three locations with annual billings of \$5.1 million.

Metropolitan Veterinary Medical Group  
 Copley, Ohio  
 Title: Administrator

May 1987 to April 1991

Responsibilities included management of a seventeen professional, 24 hour central surgical-emergency facility conducting procedures ranging from pace-maker implants to myelograms, including personnel management of office, technical, and professional employees as well as oversight of physical plant and fiscal/legal liaison activities. Other activities include sole responsibility for capital budgeting and preparation of the company's \$1.0 million dollar operating budget utilizing computer models; implementation and operation of in-house payroll system; inventory justification, procurement, and control; formulating and implementing company policy, including personnel planning and recruitment; community action presentations; and chairing monthly board meetings. During my tenure, the group saw an expansion of its board certified specialty practices as well as a \$0.8 million dollar expansion. I answered directly to the Board of Directors.

Great Northern Savings  
 Barberton, Ohio  
 Title: Manager

August 1984 to May 1987

Experience originating residential and commercial loans. Authored Savings Operations Manual establishing company policy for transactions and procedures including company balancing.

### **Publications:**

- Fiala, William C. "What Would You Do?" *Marketer's Guidepost* (Medical Group Management Association) 7, no. 1 (January/February 1996).
- Fiala, William C. "Involving Your Team in Managed Care Marketing" *Marketer's Guidepost* (Medical Group Management Association) 7, no. 4 (July/August 1996).
- Fiala, William C. "OSHA 2000" *The Bulletin* (SCMS) 74, no. 3 (March 2000).
- Fiala, William C. "Billing Basics: A Review Course" *MGM Journal* (Medical Group Management Association), 47, no. 6 (November/December 2000).
- Fiala, William C. "Electronic Medical Records: The First Decision", *The Bulletin* (SCMS) (September 2001).
- Fiala, William C. "Office Staff Sounds Off—Carrier Coding", *The Bulletin* (SCMS) 76, no. 11 (November 2002).
- Fiala, William C. "Why Bring in an Outside Consultant?" in *HIPAA and Compliance Made Easy*, (Columbus, Ohio: Anadem Publishing, 2004).
- Fiala, William C. "Training Your Staff . . . Yes, You're in the Education Business" in *HIPAA and Compliance Made Easy*, (Columbus, Ohio: Anadem Publishing, 2004).
- Fiala, William C. and Nicholas Jouriles, MD, "Is Admission a Pointer to E&M Level in the Emergency Department?" submitted to AHIMA for publication, October 2010.

### **Presentations:**

- “Marketing for Financial Institutions”, Course Instructor, Great Northern Savings Co., The Institute of Financial Education, Cuyahoga Falls, OH (1986-1987 Academic Year).
- “Personal Money Management”, Course Instructor, Great Northern Savings Co., The Institute of Financial Education, Cuyahoga Falls, OH (1987-1988 Academic Year).
- “OSHA Regulations: Bloodborne Pathogens and Office Laboratories”, Summit County Medical Society, Akron, OH, one of three presenters in panel, (June 1993).
- “Medical Group Operational Best Practices”, Northeast Ohio Chapter Healthcare Financial Management Association, Cleveland, OH, one of three presenters in panel, (March 2001).
- “Managed Care Contract Review”, Winer & Bevilacqua’s School of Medical Office Management, Summit County Medical Society, Akron, OH (October 30, 2001).
- “Practical Compliance through Proper Coding”, Illinois MGMA Spring 2002 Meeting, Springfield, IL (April 25, 2002).
- “Financial Planning Basics for New Physicians”, AGMC Department of Emergency Medicine Residency Program, Akron, OH (May 16, 2002, May 12, 2005, August 9, 2007, August 5, 2010)
- “Practical Coding Compliance”, Emergency Management Organization Annual Summer Reimbursement Seminar, Akron, OH (July 26, 2002)
- “Veterinary Practice Manager Seminar”, Marshfield Laboratories’ Veterinary Specialists’ Forum, Cleveland, OH (September 28, 2002 and September 20, 2003)
- “Personnel Issues”, Medical Practice Management Enhancement Series, Barberton Citizens’ Hospital, Barberton, OH (September 17, 2003).
- “Introductory Coding” Meaden & Moore Ltd., Akron, OH (December 8, 2003)
- “Billing and Collections I”, Medical Practice Management Enhancement Series, Barberton Citizens’ Hospital, Barberton, OH (January 21, 2004).
- “Billing and Collections II”, Medical Practice Management Enhancement Series, Barberton Citizens’ Hospital, Barberton, OH (February 18, 2004).
- “AR Management: A Macro View”, Emergency Management Organization, Columbus, OH (October 24, 2005).
- “Elements of Physician Employment”, AGMC Department of Emergency Medicine Residency Program, Akron, OH (October 25, 2005).
- “Emergency Medicine RVU Management”, Akron-Canton-Massillon Chapter of Professional Coders (AAPC), Canton, OH (June 8, 2006).
- “Diagnosis and Procedure Code Changes: 2007 and Beyond,” SCCMA, Akron, OH (March 3, 2007).
- “Coding for Clarity: Diagnosis Coding Basics,” Summa Health Network, Akron, OH (May 17, 2007); Ravenna, Ohio (April 23, 2008);.
- “E&M Coding: What Level Is It?” Summa Health Network, Akron, OH (September 17, 2007); Ravenna, Ohio (September 23, 2008); Medina, Ohio (October 23, 2008).
- “Trading Lifestyle for Income—What am I Really Worth?” Akron General Medical Center Department of Graduate Medical Education, (October 19, 2007 and October 31, 2008).
- “2009 CPT Code Update,” SummaCare Insurance Company, Akron, OH (November 18, 2008 and April 29, 2009).
- “Coding for Clarity: Intermediate E&M Coding,” Summa Health Network, Ravenna, OH (June 23, 2009), Akron, OH (July 22, 2009).
- “2011 CPT Code Update,” SummaCare Insurance Company, Akron, OH (December 09, 2010).
- “2011 ICD-9-CM Changes”, Akron-Canton-Massillon Chapter of Professional Coders (AAPC), Canton, OH (October 14, 2010).
- “Coding for Clarity: Topics in Coding,” Summa Health Network, Ravenna, OH (March 4, 2011), Medina, OH (March 30, 2011).
- “ICD-10-CM Introduction,” SCCMA, Akron, OH (March 5, 2011).

### **Activities/Memberships/Awards:**

- University of Akron Allied Health Technology Outstanding Part-time Faculty Award (2007, 2009, 2010)
- Medical Group Management Association (1992-present)
- Ohio Medical Group Management Association (1994-present)
- American Academy of Professional Coders (1999-present)
- American Health Information Management Association (1999-present)
- Board Member, Weathervane Community Playhouse (2009-present)
- Former Board Member, University of Akron College of Business Alumni Board (2004-2006)
- Professor for a Day, University of Akron, College of Business Administration (1997-2003)
- Former Board Member, Akron Symphony Orchestra (GAMA)
- Former Board Member, Humane Society of Greater Akron.
- Former Instructor, Junior Achievement-Project Business.