



**RICHARD S. REID, MPA, FHFMA, CHFP, CPA**  
*President and CEO*

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Rick has over thirty years of expertise in the healthcare financial and reimbursement service areas. He has worked in a variety of roles in hospital finance departments, including ten years as a CFO for Acute Care and Rural hospitals. Additionally, he has consulted for multiple national healthcare consulting firms and worked for a healthcare payor. Rick prides himself on providing the high level of service that is synonymous with The Rybar Group.

Rick's expertise covers a wide range of strategic initiatives centered on the complexities of reimbursement and payment for all provider types; including specialization in ensuring rural health providers are optimizing their opportunities. Rick has a strong understanding of both present and future reimbursement and payment issues and proactively develops strategies to ensure providers are optimizing their opportunities. He offers an in-depth knowledge of accounting, budgeting, reimbursement and revenue cycle functions, including Medicare and Medicaid Cost Reporting, Third-Party Reimbursement, Contractual Modeling, Corporate Compliance, Strategic Planning, Financial Analysis, Budgeting, Decision Support and Payor Reimbursement Systems. His experience includes:

- Cost report improvements for numerous hospitals, one resulting in annual rural health clinic reimbursement improvements of approximately \$500,000 and another that increased Medicaid reimbursement of over \$1.3 million annually for a behavioral health hospital.
- Key role in identifying and implementing operational improvements for a rural hospital, resulting in increased reimbursement and reduced costs of over a combined total of \$1.6 million in a six-month time period.
- Implementing 340b pharmacy programs at rural hospitals, with one resulting in increased reimbursement of over \$700,000 and reduced drug expense of over \$1 million annually.
- Worked with a community hospital in developing processes to improve net reimbursement, taking advantage of State programs designed for District Hospitals. Annual reimbursement impact over \$2.5 million.
- Successfully merged a new physician practice into the hospital and moved procedures from the office to the hospital resulting in \$400,000 of additional reimbursement.
- Working with rural providers to ensure that they qualify for all potential Medicare and Medicaid reimbursement, including all Medicaid supplemental reimbursement opportunities.
- Revised the Medicaid application process flow to ensure capture of all potential Medicaid patients at a large urban hospital. Estimated annual increase of \$40 million.
- Revised an urban hospital's contractual model, bringing over \$6 million in additional reimbursement and revised prior cost reports, resulting in an additional \$8 million in reimbursement.

Rick received his Bachelors in Accounting and his Masters in Public Administration from Western Michigan University. He is an active member of the Michigan Great Lakes Chapter of the Healthcare Financial Management Association, recently having served as the Chapter President and as a member of the Board. In addition, he is a member of the Michigan Association of Certified Public Accountants. Rick's work was acknowledged when he became the recipient of the 2013 North Bay CFO of the Year Award for his work in Northern California.

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