

# Laurie Douglass-Wilson

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## Healthcare Writer / Administrator

Patient-centric coverage of changes in today's healthcare landscape.

Healthcare writer adept at explaining the impact of changes in healthcare trends, policy, and regulation on patients and their providers.

### PROFICIENCIES

Data System Design & Analysis | Revenue Cycle Management | Provider Relations | Compliance  
Content Development | Project Management | Human Resources

### ACCOMPLISHMENTS

- Developed resources and training programs for providers and their patients reaching 150,000 professionals.
- Created national benefit, policy, and advocacy network resulting in twenty-six-state alliance.
- Led team to 35% greater productivity with increased member satisfaction after 33% decrease in staffing.
- Designed CRM databases to quantify rationale for policy changes and quality measure development.
- Led successful effort to create national certification for provider group to raise quality and compliance standards.
- Brought organization from unacceptable rating to zero deficiencies in Medicare survey.

### EXPERIENCE

**FREELANCE WRITER**, Clarksburg, MD

**2015 – Present**

**AMERICAN CHIROPRACTIC ASSOCIATION**, Arlington, VA

**2005 – 2015**

**Senior Vice President, Payment Policy** - 2012 – 2015

- Collaborated with commercial insurers, negotiating mutually beneficial solutions to claims / policy issues. Built multi-state alliance, providing much-needed information for working with payers.
- Conceptualized and proposed national certification program for clinicians to address insurers' requests for increased regulatory oversight. Collaborated with national board resulting in formal program assuring uniformity of training standards and safer care delivery.
- Supervised design of educational web content and training programs, including: tools for ICD-10 transition, documentation improvement, proper CPT and HCPCS coding, ERISA, provider contracting, credentialing, workers compensation, ethics, fraud and abuse, financial audits, HIPAA, and others.
- Negotiated with payers regarding evidence-informed policies and assisted state departments of insurance and attorneys general with investigations.
- Managed team of up to eight staff serving benefit, policy, and networking concerns of state associations and over 8,000 providers. Assisted in corporate HR initiatives including remodeling of performance management system. Monitored financial performance for assigned areas. Advised senior management in negotiations in keeping with strategic plan objectives.

**Vice President, Insurance Relations** - 2005 – 2012

- Spearheaded strategic staffing and budgetary changes for Insurance Relations team, resulting in 35% greater productivity after 33% staffing reduction. Directed revision of all organizational reimbursement compliance resources for providers and patients.
- Collaborated with insurers to analyze / change coverage policies to more accurately reflect existing research evidence.
- Led effort to assist state departments of insurance and attorneys general with investigations to address compliance concerns.

**Director of Insurance** - 2005 – 2005 (promoted after 7 months)

- Oversaw Delphi Consensus Panel evaluating clinical stages of care resulting in research paper used to help insurers determine medical necessity.
- Designed databases to quantify trends for quality improvement and for successful collaboration with insurers.
- Supervised development of program to address fraud and abuse. Provided training for investigators / payers, and collaborated with International Association of Special Investigation Units to supply educational resources.

<b>CHUGACH CLINIC / THE SPINE CLINIC</b> , Eagle River, AK – Administrator	<b>2001 – 2005</b>
<b>INTEGRICARE HOME HEALTH</b> , Anchorage, AK - Business Office Manager	<b>2000 – 2001</b>
<b>ST. FRANCIS HOSPITAL SYSTEM (Home Health Dept.)</b> , Tulsa, OK – Managed Care Coordinator	<b>1999 – 2000</b>
<b>VISTACARE FAMILY HOSPICE</b> , Tulsa, OK - Business Office Manager	<b>1995 – 1998</b>
<b>N. FL MENTAL HEALTH</b> , Lake City, FL – Staff Development Coordinator	<b>1994 – 1995</b>
<b>LAKE BUTLER HOSPITAL</b> , Lake Butler, FL – Director of Personnel / Asst. to Administrator	<b>1990 – 1994</b>

**EDUCATION**

Bachelor of Arts (BA), Organizational Management, Alaska Pacific University, Anchorage, AK, GPA 4.0  
Associate in Arts, Tulsa Community College, Tulsa, OK, GPA 4.0  
Educational Coursework, (including Field Practicum) – 25 credit hours, GPA 4.0

**SKILLS**

Apple / PC OS | MS Office Suite | Adobe Products | Desktop Publishing | Email/Social Media Campaigns  
CRM Software Management | Conversational Spanish-Speaker

**VOLUNTEERING**

Animal Assisted Activities in Healthcare (pet therapy)  
ESL Tutor  
Interpreter for Spanish-speaking Patients in Hospital, Hospice, and Home Health Settings