



Partnering for Success:  
*Promoting Technology Advancements for the Dental Industry*

May 5-8, 2010 – San Diego, CA

**Program:** **Uniting the Industry with EDI**  
**Date:** May 7, 2010, 2:30 p.m. – 4:00 p.m.  
**Moderator:** Scott Wellwood  
**Panel:** April Rimpley, Tim Olsen, Kathleen Noll, Andy McBryde  
**CEU's:** 1.5

**Description**

Getting resources to make improvements to your EDI processes has always been an issue, but recent economic events have made it nearly impossible. Join us as our panel discusses an event titled “The United Nations of Payers and Providers”, held with the intent of improving compliance, quality and utilization of EDI transactions, by putting an ROI commitment behind it.

**Objectives**

1. Comprehend the goals and objectives of payers and providers involved in this project.
2. Discern the scope of transactions being discussed.
3. Understand the environment that promoted creative communication among all of the parties.
4. Discover how this event can integrate with other events to drive actual administrative simplification and cost savings.

**Moderator:**



**Scott Wellwood**, is president of EDI Health Group, Inc., and its subsidiary, DentalXChange.com. Scott co-founded Electronic Insurance Service (EIS), Inc., in 1989, a company focused on providing the dental market with solutions that increased the efficiency of claim processing. In 1999, he co-founded EDI Health Group, Inc., which integrated the core services of EIS with Internet-based technology to deliver enhanced connectivity and transaction solutions for patients, payers and providers in the dental industry. Over the last 20 years, Scott has forged relationships with numerous practice management system vendors, clearinghouses, payers, and industry organizations. He has been instrumental in growing the adoption of EDI solutions in the dental market through his efforts to educate the industry on the benefits and value delivered to dental practices through the implementation of EDI technology to support both intra- and inter-organizational business processes and transactions. Scott received his Bachelor of Arts in business management from California State University, Fullerton.

**Speakers:**

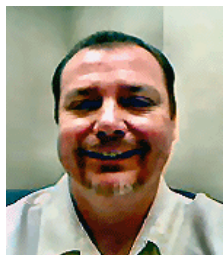


**April Rimpley** has been in the dental industry for 11 years. Her educational background includes a bachelor's degree from Wayne State College in psychology with a business minor, a Master's Degree from Doane College in management with a leadership emphasis and her Fellow, Life Management Institute (FLMI) designation from the Life Office Management Association (LOMA). She will begin pursuing her LIMRA Leadership Institute Fellow (LLIF) designation with LIMRA in September. During her career, she has focused on service for providers, members and plan holders. She is currently the vice president of customer connections and operations at Ameritas Life Insurance, Corp in Lincoln, NE. Over the last four years, April has been involved in Dental EDI and how to assist providers and members in understanding how EDI can benefit the delivery of care and decrease delays in claim payments.



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**Tim Olsen** has more than a quarter century in the IT and healthcare fields. Tim has developed a sharp eye for how to automate provider organizations' business functions. Early in his career he managed the customer support department at a large practice management company. This position fine tuned his skills in developing solutions for providers. Many of the clients that his team supported offered him positions. One client in particular had a patient A/R problem. He decided to take a position with this company and help them solve their problem. Six months after joining, he implemented a new collection tool that he designed and created. The first month the tool was put into use, collections rose by over a half a million dollars. The system, many years after the initial implementation, is still in use and has an annualized collection return of more than six million dollars a year. After moving to his current position as PDS, Tim had a vision to automate all of the billing processes for PDS. This project is still ongoing and has many phases left. However one of the initial phases was to fully automate the electronic transmittal of claims using their current practice management system in conjunction with NEA for attachments. This phase is complete. Now, over 90 % of PDS claims go electronically. Tim was recently honored with an award from NEA for "Outstanding Efforts in Facilitating EDI Attachment Growth". He was the only employee of a provider organization in the country to win this award.



**Kathleen Noll**, is vice president, technical marketing and implementations at Quality Systems, Incorporated (QSI). Kathleen possesses a unique background which combines more than 23 years of experience in the healthcare information technology marketplace with 12 years of dental clinical experience as an both an RDA-EF (Registered Dental Assistant with Expanded Functions certification) and a instructor at an accredited National Dental Assisting Program. During Kathleen's time at QSI she has been responsible for many diverse activities including, positioning QSI as an "early-adopter" of electronic dental claims processes. In the early 1990's, she created and developed the company's first electronic data interchange clearinghouse (the QSI QUIC Network) dedicated to providing cost-savings and efficient electronic claims processing functionality to QSI's primary marketplace, large group dental practices. In her role as vice president of technical marketing and implementations she oversees all marketing activities for the QSI dental division including the annual users' conference, editorial oversight for the QSI News newsletter, the QSI implementation and project management team, consulting services to group dental practices on the benefits of automation for dental practices and presentations for major sales opportunities. Kathleen has presented educational programs on the benefits of use of computer technologies in dentistry at the several national venues including American Academy of Dental Group Practice (AADGP), Tribal-Net, Association of Managed Care Dentists, and NDEDIC.



**Andy McBryde**, vice president, central operations for DentalOne Partners, Andy continues to break new ground in such critical areas as business analytics, technology leveraging and strategic business direction. He also played a key role in developing a centralized administrative support team that has enabled doctors and their staffs to keep their practices operating at peak efficiency. Comprehensive in scope and scale, this program provides invaluable assistance with billing and collections; call centers for patient relations, billing and scheduling; insurance operations and benefit verification; provider insurance credentialing; provider schedule templates; practice support and help desk; and practice management system training. Passionately committed to promoting electronic commerce within the dental care community, Mr. McBryde has worked with some of the industry's most influential leaders to raise awareness of this issue and previously served on the board of trustees for the National Dental EDI (Electronic Data Interchange) Council. Prior to joining our team, he spent 13 years serving his country in the United States Navy; as a Chief Petty Officer, his primary responsibilities included healthcare administration. Mr. McBryde graduated *cum laude* from Walsh University in Canton, Ohio with a degree in business management