

Mark Droste

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Professional Summary

Accomplished and seasoned revenue cycle management expert with 21 years of leadership experience with a strong background in data analytics. Specializing in hospital laboratory outreach, commercial laboratory, molecular diagnostics, pathology, and physician industry. My passion is working with clients to either start or scale their business and maximize their revenue potential.

Skills

Data analytics • Tableau • SQL • Pro Forma, ROI, KPI forecasting • Project management • Excellent written, oral and interpersonal communication skills • Work well under pressure with attention to detail • EMR/EHR interfacing • Consulting background • Professional speaker

Work History

Manager Revenue Cycle Sales and Data Analytics 2 years 4 months

- Sales: outsourced billing services, accounts receivable software, pre-authorization, insurance eligibility checking, EMR connectivity, and business intelligence solutions
- Responsible for driving revenue growth from new client engagements
- Work with prospects to create ROI, Pro Forma, and business plans
- Experienced in RFI, RFP, sales proposal generation, contract negotiations, and CRM
- Digital marketing: inbound/outbound, article generation and newsletter content

Managing Director of Revenue Cycle Operations 8 years 10 months

- Department oversight of 150 FTE's consisting of registration, coding, billing, cash application, denials, client support, implementation, product development, data analytics, marketing, and sales
- Responsible for sales, onboarding, and operational management of multiple clients consisting of hospital and commercial laboratories, multi-site hospitals, universities, molecular, and pathology groups
- Operations project management oversight: workflow build, implementation and post live client engagement
- Accounts receivable system end-to-end management of software: product development, implementation, and client support
- Designed executive summary dashboards, client monitoring scorecards, and operational reports

Consultant Laboratory Revenue Cycle & Business Intelligence 3 years 3 months

- Worked with laboratories to re-design their revenue cycle workflow and provide recommended technology enhancements
- Provided detailed operational assessments and strategies for optimization
- Implementation of custom monitoring reports and KPI's based on client feedback

Manager Revenue Cycle and Analytics 5 years 8 months

- An integral part of an initiative to develop a hospital laboratory outreach program focused on marketing laboratory services to nursing homes and the physician community contributing 24 million in annual revenue to the hospital's operating margin
- Implemented and supported laboratory accounts receivable software
- Managed a dedicated revenue cycle team focused on hospital laboratory outreach
- Built a catalog of custom reports to monitor operations and client test utilization trends

Data Analyst 2 years 6 months

- Responsible for end of month KPI divisional reporting for physician network, hospital, ambulance, nursing home and assisted living facilities
- Database mining and reporting using MS Access and SQL
- Responsible for revenue cycle workflow improvements impacting central business office

Manager Physician Group Practice 2 years 11 months

- Management liaison for 20 hospital-owned practices: Internal Medicine, Family Practice, Pediatrics, OB/GYN
- Worked in multiple physician offices as interim manager covering for sick, vacation, management vacancies and transitional manager for recently acquired offices
- Enterprise management of physician revenue cycle

Education

Bachelor of Science: Health Services Administration

Master of Science: Health Services Administration

Data Science Specialization – pending completion

Publications

How billing system profit from analytics and automation
CAP Today 05/2017

Views from the inside – the latest in lab billing software
Cap Today 05/2013

Speaking Engagements 10 years

Professional guest speaker at laboratory user conference covering multiple topics revolving around revenue cycle management, new business development, EMR connectivity, and other vital operational challenges. 200 client organizations attend the conference annually representing various clinical specialties