

## **PracticeMax Further Strengthens Leadership Team**

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PracticeMax, a leading provider of a comprehensive suite of business solutions that help healthcare providers maximize their operations, recently announced the appointment of Scott Everson as vice president of business development. Everson will lead the business development and external affairs functions for PracticeMax, both strategically and operationally.

"Scott brings 25 years of executive and operational experience in the healthcare billing and practice management industry to our leadership team," says Bill Carns, CEO at PracticeMax. "We look to channel his extensive domain experience as we continue to build our business and expand our strategic marketing efforts."

In addition to his responsibilities at PracticeMax, Everson is also 2010 president-elect of the Healthcare Billing & Management Association ([www.hbma.org](http://www.hbma.org)), the largest association of third-party billing and management companies in the country. In his role as leader of the HBMA, he will build and strengthen relationships with industry leaders in government, private and public sectors of the healthcare industry while insuring that the association continues to adapt to the evolving the needs of its members.

Everson's career in healthcare spans senior level management in several organizations including vice president and director of operations at Morf Management Group (MMG), a medical billing and practice management firm in Orange County, Calif. In his tenure, Everson directed the growth of the company, which went on to process more than \$100M per year in professional fee billing. In 2004, MMG joined with two other companies to form ArborMed, Inc, where he served on the board of directors and as senior vice president of west coast operations.

"With the increasing complexity of healthcare management in the context of industry and regulatory change, healthcare providers are seeking more effective and efficient ways to keep their focus on patient care," said Everson. "I look forward to using my knowledge and expertise in healthcare to help foster growth for the company, while building value for PracticeMax's existing and future client base."

Scott received his Bachelor of Science degree in financial planning and counseling from Brigham Young University and is a Certified Healthcare Billing and Management Executive (CHBME).

### **About PracticeMax**

PracticeMax is a national provider of revenue cycle services, including billing, software and consulting for medical business management and clinical operations. PracticeMax's advanced information technology, EMR/EHR, and decades of expertise maximize revenue and results for hospital and office-based physician groups, outpatient centers, health systems, school-based professionals and billing services.

PracticeMax coding, claims management, follow-up and other revenue cycle services legitimately enhance financial performance. Business management services such as payroll, compliance programs and practice advisory consulting guide decision-making and growth. Patient outreach, provider training and other PracticeMax capabilities improve clinical processes.

The company was founded in 1984 and is headquartered in Scottsdale, Arizona with a regional office in San Antonio, Texas. PracticeMax processes more than \$700M in charges annually, serving more than 30 different medical specialties in 20 states. For more information, visit: [www.practicemax.com](http://www.practicemax.com).