



## **Lyndean Lenhoff Brick**

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Lyndean Lenhoff Brick, J.D., is the President and CEO with Advis. She received her Juris Doctor degree from Ohio State University College of Law. Since that time, she has been actively engaged in Health Care Law and Management Consulting.

Ms. Brick's practice is concentrated on health care law, including: Medicare/Medicaid regulation and reimbursement; 340B Drug Pricing program guidance and oversight, health care compliance; HIPAA compliance; HITECH Act/EHR Incentive Program management and compliance; Certificate of Need development and review; corporate restructuring, joint ventures, acquisitions and capital formation; reimbursement review; managed health care and regulation; and risk management for health care facilities.

Ms. Brick has lectured on a variety of health-related topics, including: Case Management, Provider-Based Regulations; HIPAA; Compliance and CORF development. The Healthcare Financial Management Association (HFMA) has honored Ms. Brick with their Annual National Institute's (ANI) Distinguished Speaker Award. She is nationally recognized for her work and client representation in the field of Medicare

and Medicaid rules and regulations. She is the regulatory lead counsel to a national base of clients and has served as the acting CEO of a fourteen-chain hospital system in Texas and Louisiana.

Ms. Brick also consults in the areas of strategic and long range planning for health care providers and regularly advises clients in the assessment and development of joint venture opportunities in the health care industry. Additionally, she works with the developmental feasibility for alternative sites of care such as Ambulatory Surgery Centers (ASCs) and Independent Diagnostic Testing Facilities (IDTFs).

Recently, as a result of healthcare reform initiatives and changing service delivery standards, Ms. Brick has assisted hospitals, health systems, and other services providers to develop new, innovative healthcare delivery models. Her experiences include Medicare ACO development at the federal level, as well as state-funded demonstration projects and other reform initiatives at the state level. Ms. Brick assists providers to create not only clinical workflow but also the operational and administrative oversight necessary for sustained success while navigating the legal and regulatory challenges that face such organizations.

Ms. Brick has significant experience as well in assisting providers with emergency disaster preparation and recovery. Ms. Brick works with providers individually to ensure that requisite policies and procedures are implemented and in place in anticipation of emergency disasters to assure optimal reimbursement potential from Federal and State sources of funding. Based on her experiences with past natural disasters, most recently Hurricanes Gustav, Ike, Katrina and Rita, Ms. Brick has gained beneficial insight into frequently cumbersome Federal disaster reimbursement processes. Knowing what measures need to be taken before, during, and after a disaster occurs promotes a provider's eligibility for reimbursement.

Ms. Brick also has considerable operational experience in the health care industry. She has been the contract Administrative Director of a 42-bed inpatient rehabilitation unit in Johnson City, Tennessee, and Contract Manager of program development for a 175,000 square foot outpatient health care facility in Canada. In June 2005, Ms. Brick

received a gubernatorial appointment to serve as a member of the Illinois Hospital Licensing Board and has since been elected the Board's Chairperson. She continues to serve in this role. Ms. Brick was appointed as one of two members of the board representing governing bodies of hospitals. Since 2010 she has served as Chairperson of the Regional Board of Presence Saint Joseph Medical Center Board of Directors in Joliet, Illinois. This is a 400 bed plus tertiary hospital and a flagship for the newly-formed system in Chicago. In 2014, Ms. Brick was honored with the organization's Founders Award, Presence's highest honor. This honor is given to individuals who exemplify the values of Catholic social teachings and the Mission of Presence. She has also served as a Will County Board of Health Board Member from 2005-2007. Ms. Brick is a member of the founding Leadership Council for Aunt Martha's, a multi-site FQHC and social service agency in greater Chicago.

Ms. Brick has contributed to such health care newsletters as Eli Research and CCH Healthcare Compliance Letter. One of her most recent articles for the CCH Healthcare Compliance Letter, was titled "Independent Diagnostic Testing Facilities (IDTFs) – A Good Way to Cooperate." Ms. Brick and Cherilyn G. Murer, J.D., CRA have co-authored The Case Management Sourcebook published by McGraw-Hill. The 300-page text serves as a guide to designing and implementing a centralized case management system. A second book published entitled, Post Acute Care Reimbursement Manual – A Financial and Legal Guide has quarterly updates for timely response to an ever changing market. Ms. Brick, Cherilyn G. Murer and Michael A. Murer, J.D., co-authored a third book on Compliance Audits and Plans for Healthcare, as well as a fourth book entitled The Complete Legal Guide to Medical Records Management. A fifth book, entitled Understanding Provider-Based Status, was published by Commerce Clearing House, Inc. (CCH).

Prior to founding Advis Ms. Brick worked as an international attorney with a particular focus on German-based clients. As a business consultant in Chicago, Illinois, her responsibilities included the negotiation and formation of international health care joint ventures, medical product development, international marketing and market research, commercial and regulatory law, and capital formation.

Ms. Brick has considerable experience in the formation and operation of foreign-based health care clinics as well as guiding international clients through marketing and the American regulatory process.

Ms. Brick is married to Myron L. Brick and mother of three. She is an avid golfer.

#### Expertise

- Regulatory
- Feasibility, Development, and Management
- Financial Incentives and Restructuring
- Strategic Planning and Quality Improvements

#### Education

The Ohio State University College of Law, 1984, J.D.

Albion College, 1981, B.A.

#### Professional Associations

- Illinois Hospital Licensing Board, Chairman
- Provena Saint Joseph Medical Center, Divisional Board Chair
- Eli's Rehab Report, Editorial Advisory Board