

## **BIOGRAPHICAL SKETCH**

### **Michelle Landa, BS**

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#### **Principle/Data Specialist/Consultant**

Michelle Landa, BS, brings a wealth of healthcare business savvy and provider relations experience to the Alpha Consulting Group Inc. team. Her early background spans hospital business processes, from insurance coordination to billing and medical records management to managed care contracting.

Michelle's professional healthcare journey took a different turn when she moved into business development, provider relations and physician business services area of hospital operations. Her work with providers, coupled with her strategic planning expertise, has helped improve hospital/physician relationships and ultimately the bottom line for both large and small hospitals where she has worked.

During her professional career, Michelle has:

- Developed provider relationships for new, successful business opportunities
- Handled physician recruitment, leading to the addition of seven new physicians to one hospital's medical staff within the first year
- Prepared and helped to implement hospital strategic business plans that led to focused goals and measures of success
- Developed and implemented collaborative service line marketing plans
- Developed and implemented physician retention plans that increased physician outreach
- Developed specific physician networks based on the hospital's health plans and IPA affiliations
- Successfully developed methods for tracking performance improvement in surgical operations
- Handled managed care contracting, contract language review, interpretation and negotiation
- Developed proprietary benchmarking reports for perioperative efficiency

Michelle completed her bachelor's degree in health information management at Boise State University in Boise, Idaho. At Alpha Consulting Group Inc. her primary responsibility is for data analysis and interpretation of client operating room data. She works closely with clients' information systems departments to abstract and analyze surgical data, focusing on pre-operative preparation systems and pre-operative patient process flow.