

Robert A. McLauchlin, Jr

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Qualifications Profile

Highly accomplished visionary sales professional with extensive experience in the management, marketing, strategic planning and the development of unique, diversified products and services meeting the special needs of the healthcare and associated industries.

- ▶ Dedicated and highly motivates sales and business professional with an extensive background of marketing products and services with the business/administrative realm of the medical industry.
- ▶ Comprehensive background in healthcare administration, medical management, and billing specialties
- ▶ Consulting and advising physician practices for growth potential
- ▶ Proven track record of penetrating new markets and expanding current client base
- ▶ Key management skills including personnel supervision and training, budget management, customer service, technical problem solving and conflict resolution.
- ▶ Polished communicator with excellent presentation, closing, negotiation and interpersonal skills: able to build long term business relationships resulting in repeat and referral business.

Professional Experience

**Owner/President, Medical Management Strategies
Oklahoma City, OK**

2005 to Present

Full service physician and clinical management consulting firm dedicated to practice development, strategic revenue growth and innovative marketing for forward thinking medical practices – increasing organic and inorganic growth. Working with start-up practices, practices growing into new or cash markets, and established practices ready to take the next step for growth.

- ▶ Evaluation of practice operations to maximize potential and minimize overhead
- ▶ Assessment of personnel allocation and specialty training to minimize downtime for optimal efficiency
- ▶ Exploration of new technology and additional revenue opportunities
- ▶ Implementation of full scale marketing and advertising programming
- ▶ Introduction of innovative physician referral operations
- ▶ Improvement of name recognition, public awareness and reputation defense
- ▶ Conversion or addition of cash-pay services
- ▶ SEO, SEM, website, social media, audio/video and other best practice innovation

Practice Spotlight 1: Grew in-office procedures from 35 to more than 200 per month

Practice Spotlight 2: Took practice out of negative revenue to revenues >\$2.6 million

Practice Spotlight 3: Introduced Hispanic market, increasing new appointments by 30%

Practice Spotlight 4: Increased physician referrals by 400% in 3 months

**Owner/President, Management Consultants, Inc.
Oklahoma City, OK**

1997-2005

I spearheaded and managed successful physician's compliance consulting service. Directed start up operations, created concepts for compliance performance reviews, designed marketing plans and strategies, hired audit experts and staff, implemented training to market services. Designed and implemented computer network systems, websites and more. Oversaw all aspects of the business, develop professional network contacts and affiliations, directed professional compliance seminars, presented services to company's seeking assistance, and served as main point-of-contact for questions and implementation, resolving problems at all levels.

- ▶ Introduced a successful new state-of-the-art medical management service
- ▶ Recruited other experts to participate in implementing services
- ▶ Created and implemented comprehensive marketing plan, resulting in significant sales

**Owner/President, Professional Office Management, Inc.
Oklahoma City, OK**

1980-1997

Built sales from zero to over \$4,500,000 annually and too the company from one employee to a staff of 90, managing over 25 million records for more than 175 physician offices. Designed a successful concept for operating all functions of physician offices at an off-site location. Hired experts, staff and supervisory personnel: trained employees: implemented policies. Sold services to physician's offices and directed the implementation of off-site administrative services. Converted offices from manual operations to fully computerized systems.

- ▶ Coordinated 401K pension plans for offices
- ▶ Provided asset purchase evaluations
- ▶ Established one of the first five outsourced physician's billing companies in the US
- ▶ Significantly increased sales and built a thriving sales and service enterprise
- ▶ Known for a reputation for offering high quality, reliable professional services for businesses

**Medical Management Consultant
1970-1980**

Oklahoma City, OK

Developed and managed a thriving consulting company and built annual sales from zero to well over \$125,000. Managed and directed the implementation of comprehensive billing, coding, and collection services for physicians throughout a 3-state area. Recommended office systems, administrative needs, and automated processes to streamline practice services.

- ▶ Built business from ground zero to well over 100 clients in 3 states
- ▶ Grew average annual income to well over \$100,000 in a ten-year period

**Sales Representative, William Volker Company
Oklahoma City, OK**

1964-1970

Managed the order desk and provided inside sales. Promoted to outside sales representative, managing sales throughout Oklahoma.

Educational Background

- Certifications:** Healthcare Fraud and Abuse Compliance Institute
- Science Major:** University of Dallas, Dallas, Tx
University of Oklahoma, Norman, OK
- Business Major:** University of Phoenix, Phoenix, AZ
- Executive Training:** Chester L. Karras – Extensive 3-day course on Effective Negotiation
Dale Carnegie- *Team Building, Customer Service, Conflict Resolution*

Professional Associations

- Member,** Medical Group Management Association (MGMA) 1988 to present
- Member,** HealthCare Compliance Association (HCCA) 1997 to present