



Survival Series 2023

Date: Thursday, February 2, 2023

Time: 8:30 am—10:00 am

Place: 200 Canal View Blvd., Ste 202, Rochester, NY 14623

3 Ways to Increase The Cash Flow in Your Practice

Hear from a panel of experts in three areas where hidden cash flow solutions may exist for your practice...

- Business Banking
- Staffing and Expenses
- Receivables Cycle

PRESENTERS:



Warren Miller, *Evans Bank*

I help Business Owners solve problems. I talk about medicare, community, networking, health benefits, and civic engagement. We provide financial and advisory services to small and medium businesses as well as more giant corporations. These services are tailored to the specific needs of each business.



Melissa Marsocci, *Cornerstone Healthcare Consulting*

As the owner of a healthcare management and consulting company, I've opened multiple healthcare practices, with an ownership in multiple urgent care centers. Through these efforts, I have worn many hats... accounting, billing/credentialing, marketing, EMR support, etc. My personal expertise and passion is in business development, strategic planning and networking. Committed to the highest levels of professional and personal excellence. Specialties: Turnaround Consulting, Business Development, Strategic Planning, Innovative thinking, Networking, Leadership



Katie Borchers, *Beyond Green Solutions*

After 18 years at URMC as a nurse and IT Project Director, Katie pivoted to using her empathetic skills and staff/project management experience to achieve her entrepreneurial dreams! Beyond Green Solutions partners with businesses to solve their past due account receivables through customer service, empathy, and the newest collection technology.

Program Registration Fees: *MCMS and 7th District Member:* \$35 per registrant

Non-member: \$50 per registrant

Non-members: If you complete a MCMS membership application within three months, the registration fee will be applied to your first year's dues payment.

For more information: Call (585) 473-7573 or mcms@mcms.org

3 Ways to Increase The Cash Flow in Your Practice, 2/2/23 ONLINE REGISTRATION IS AVAILABLE AT WWW.MCMS.ORG

Name(s): _____

Practice Name: _____

Address: _____

Phone Number: _____ E-mail: _____

Payment of \$ _____ is enclosed. (Check payable to "MCMS")

Please call me to bill my credit card \$ _____

Please e-mail a receipt.

Send completed form and payment to:

MCMS, 200 Canal View Blvd., Suite 202, Rochester, NY 14623 • Fax: (585) 473-7641 • Email: mcms@mcms.org

MCMS Cancellation Policy: Cancellation requests must be sent via e-mail to mcms@mcms.org with "Cancellation Request" in the subject line. Correspondence must include event title, date and time, registrant's name, and payee's contact information. If cancellation notice is provided at least 7 days prior to the scheduled event, a refund may be requested, minus a 20% processing fee. If cancellation notice is provided at least 1 day prior to the scheduled event, a credit voucher will be issued for the full amount paid that may be used by anyone in the practice within one year of the original event date. MCMS may photograph this event for marketing purposes. Unless this permission is revoked in writing to MCMS, by virtue of their attendance, all program participants agree to the use of the event photo in MCMS marketing. Questions? Contact mcms@mcms.org or at 585-473-7573.