



Max Reiboldt, CPA

Max Reiboldt is Managing Partner and Chief Executive Officer of The Coker Group. As a result of more than twenty-five years working within the healthcare sector, he has experienced first-hand the incredible changes within the operations of health care industry businesses, which uniquely equips him to handle financial and business issues that providers face in today's health care marketplace.

From his extensive work with hospitals, practices, physicians and health systems, Mr. Reiboldt understands what motivates healthcare industry professionals and what sustains the motivation of those who are in transition. He also knows what healthcare organizations need in order to maintain their viability in a highly competitive market. He has a keen knowledge of managed care's affects on medical practice and group management, and is proficient in employing practical responses to the fiscal realities of market demands. Mr. Reiboldt is uniquely qualified to work with organizations of all sizes to provide sound solutions to everyday and long-range challenges.

Mr. Reiboldt oversees Coker's services and the general operations of the firm. He personally engages in consulting projects with healthcare organizations nationwide. His expertise covers employee and physician employment and compensation, physician/hospital affiliation initiatives, business and strategic planning, mergers and acquisitions, practice operational assessments, ancillary services development, PHO/IPA/MSO development, practice appraisals, and negotiations for acquisitions and sales. Mr. Reiboldt also performs financial analyses for health care entities as well as buy/sale agreements and planning arrangements for medical practices.

Mr. Reiboldt's client engagements might include a major health system's turnaround of its employed physician network of practices; a successful negotiation of practice sales; establishment of an equitable buy-in/buy-out agreement for numerous practices; review and implementation of a heavily-productivity-based compensation plan for both hospital-owned and private physician groups; coordination of the successful strategic planning process of several client specialty practices; consultation regarding the best economically viable alternatives for practices confronted with major operational decisions and challenges; and management of numerous high level planning sessions for hospitals and practices, including board presentations and retreats.

Mr. Reiboldt is a popular speaker at major conferences and industry events nationwide, where physician leaders and health system administrators gather to learn how to adapt in the rapidly changing health care market. He is frequently engaged to speak by professional associations, such as Medical Group Management Association, American

Academy of Medical Management, Southern Medical Association, and many state organizations, on financial topics, physician compensation, strategy and planning, personnel management, and a variety of other topics. A frequent contributor to media and news articles, Mr. Reiboldt has been featured in numerous publications, including an interview with Health Journal Television's World Business Review, hosted by retired General Norman Schwarzkopf.

Mr. Reiboldt is a published author and a major contributor to the American Medical Association's 25-book series, *PRACTICE SUCCESS!* Other titles attributed to him include *Physician Compensation Systems* © 2004, *Financial Management of the Medical Practice* © 2002, *Assessing the Value of the Medical Practice* © 2004, and *Buying, Selling and Owning the Medical Practice* © 2004, and *Integration Strategies* © 2005. Other works include an IPA management series (© 1999 McGraw-Hill), *Beyond Disengagement: Recreating the Physician Practice* (© 2001 AMA Press), and *Ancillary Services: Evaluation, Implementation, and Management of New Practice Opportunities* (© 2005 Jones and Bartlett Publishers). He frequently writes for magazines and other periodicals, and serves as spokesperson for OPEN from American Express. He is also on the Advisory Board of *Physicians' Legal Handbook for Doctor's Digest*, a bimonthly digest covering practice management issues.

A graduate of Harding University with a BBA in Accounting, Mr. Reiboldt is a Certified Public Accountant licensed in Georgia and Louisiana, and a member of the American Institute of Certified Public Accountants, Healthcare Financial Management Association, and American Society of Appraisers. He has gained executive fellowship credentials in practice management from the American Academy of Medical Management. Mr. Reiboldt also sits on the Board of Directors of Health Talents International, an international NGO providing healthcare services to the indigenous populations of Guatemala.