

PINK "ME"™

A NON-PROFIT BREAST CANCER ORGANIZATION

2020 Webinar Series



Presenter Bios



**Neisa Jenkins, EdD,
RHIA, FAHIMA
KEYNOTE SPEAKER**

Dr. Neisa Jenkins, RHIA, FAHIMA, is a native of Waukegan, Illinois. Dr. Jenkins is a full professor in the College of Health Sciences at a University in the Midwest. Neisa earned her Bachelor of Science degree in Health Information Management at the University of Illinois (Chicago), a Master of Arts in Health Information Management at the College of St. Scholastica, and her Doctor of Education at Walden University. She has over 28 years of experience in Health Information Management. She is the founder of I Am Beautiful Too Ministry. She has a passion for helping women reach their full potential and purpose. Dr. Jenkins hopes to create platforms where the "Voice of A Woman" can be heard, and her dreams, visions, and aspirations can be manifest all over the world. Her professional background includes HEDIS auditing, consulting, quality improvement, utilization management, release of information, EHR-S implementation, HIPAA implementation, ICD-10-CM/PCS, and higher education teaching. Dr. Jenkins currently teaches undergraduate and graduate students online. She teaches health information technology, health information management, health service management, and healthcare administration. Dr. Jenkins has held positions as a program dean, faculty chair, and visiting professor. Dr. Jenkins has co-authored the AHIMA publication Documentation for Health Records (2nd edition) and several articles in the JAHIMA and other publications; she was a technical editor for an AHIMA publication Health IT and EHRs: Principles and Practices (6th edition). Neisa is an active member of the National, State, and Regional Health Information Management Associations and has presented several times at AHIMA's Assembly on Education and the AHIMA National Convention. She serves as a GHIMA board member and is a former chair of the GHIMA mentoring program. She is a past-president of the North Georgia Health Information Management Association (NGHIMA). Neisa is now president-elect of the Georgia Health Information Management Association. She has been active at the National level as past chair of the AHIMA Council for Excellence in Education (CEE); in this role, she also serves as the executive committee liaison for the AHIMA VLab committee, Student Advisory Committee, and Curricula Workgroup. Jenkins is a past member of the AHIMA Foundation scholarship committee and curricula workgroup; she received the 2016-2017 Outstanding Service Award from NGHIMA and the GHIMA Mentor Award in 2017. More recently, Dr. Jenkins is a Fellow of the American Health Information Management Association (FAHIMA). Dr. Jenkins's teaching philosophy is "Intelligence plus character--that is the goal of true education" (King, 1947).



**Donna Banks RN, OCN,
CBCN**

Donna Banks, RN BSN OCN, CBCN, works as a breast cancer nurse navigator for Northwest Medical Specialties in Washington State. She has been a breast navigator for 14 years. Prior to this role she worked at Johns Hopkins Hospital working with Leukaemia and Lymphoma patients. Donna has been an RN for 18 years and finds her work rewarding in many ways. "What an honour it is to help patients through one of the toughest journeys in their life."

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Linda A. Smith, MD, FACS

Dr. Linda Smith has been a dedicated breast surgeon, treating patients for over 35 years. Dr. Linda Smith wanted to be a physician since childhood. She began studying a pre-medical curriculum in high school and qualified for a six-year medical program at Northwestern University. She completed her internship at the University of California Davis, her residency at Northwestern University & Columbus Hospital Chicago, and her fellowship at Burn and Trauma Fellowship at the University of New Mexico.

Following graduation from Northwestern, Dr. Smith attended a 5-year General Surgery Residency and then completed a one-year Burn and Trauma Fellowship at the University of New Mexico. She entered private practice in New Mexico in 1984 and began her career as a General Surgeon. From the beginning of her practice, Dr. Smith concentrated on breast disease. Dr. Smith is a member of The American Board of Surgery, The American Society of Breast Surgeons, and a graduate of City of Hope Genetics program.



Vicki Delgado, RHIA, CHC

Vicki Delgado began her healthcare career in a Tumor Registry. Starting out learning how to obtain all the appropriate information to identify when a cancer case was valid and appropriate to log into the local SEER system. She earned her Registered Health Information Technology Certification in 2003 after graduating from a local community college in New Mexico. She was part of a proud class of four!! The first four to graduate from CNM (then Albuquerque TVI). She continued to earn her Certified Tumor Registrar (CTR) certification in 2004. In 2004, she transitioned into working in an acute care facility which opened many other opportunities for her within healthcare. For 16 years, she worked in acute care hospitals, behavioural health, and a managed care organization.

Her primary role in any facility she worked in, was to serve as the HIM Director. Overseeing all functionality and processes, ensuring complete information was available. That we were in full compliance with any regulatory body and working toward providing the patient the most positive experience during their hospital stay. Along her journey, she earned her bachelor's in health information management and earning her RHIA. She is currently the Manager of Compliance and Reporting for Western Sky Community Care. Western Sky is a Medicaid/Medicare company or a Managed Care Organization. She also recently earned her Certification of Healthcare Compliance (CHC). At Western Sky, we help members find and get the appropriate care they need, no matter the community or part of the state of NM they live in. Western Sky has been in NM for the last two years but is a part of a larger health plan organization called Centene. We are "Transforming the health of the community, one person at a time".

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Jay Harness, MD FACS

Jay K. Harness, MD, FACS is a Clinical Professor of Surgery at the University of California- Irvine and a breast surgeon at both St. Joseph Hospital in Orange, CA and Northern Inyo Hospital in Bishop, CA. Dr. Harness received both his MD degree and training in general surgery at the University of Michigan Medical Center in Ann Arbor. He then remained on the faculty at the University of Michigan and developed one of the first United States academic multidisciplinary breast centers in 1985. Dr. Harness left the University of Michigan in 1989 and spent two years at Tufts University School of Medicine in Boston where he also established a multidisciplinary breast center at St. Elizabeth's Medical Center. Subsequently, he came to Oakland, California in 1991 to join the University of California-East Bay Department of Surgery where he was a Professor and Chief of Surgical Oncology at Highland General Hospital. The opportunity to direct his third multidisciplinary breast program at St. Joseph Hospital in Orange, CA came in the summer of 2003. He started his fourth breast surgery program at Northern Inyo Hospital in Bishop, CA in 2016. Over the years, Dr. Harness has been known for his work in the fields of endocrine and breast surgery, as well as the use of ultrasound in surgical practice. He is a member of several national and international surgical societies and associations. He is a Past-President of: Breast Surgery International (BSI), The American Society of Breast Surgeons (ASBrS) and the American Association of Endocrine Surgeons (AAES). He has authored over 100 scientific articles and book chapters and has been the lead editor of 3 textbooks. His most recent books, *The Breast Cancer Answers Book* and *Operative Approaches to Nipple-Sparing Mastectomy: Indications, Techniques, & Outcomes* were published in 2016. He is a co-founder and Medical Director of Breast Cancer Answers (www.breastcanceranswers.com) which is a Social Media video site for breast cancer patients, family members and friends.



**Angela Martinez, MBA,
RHIA, CPC, CCS-P**

Angela A. Martinez has worked in the business side of health care for nearly 20 years. She received her CPC in 2010 and most recently the AHIMA-Approved ICD-10-CM/PCS Trainer designation in 2020. Currently, she is the Director of Coding Compliance for Blue Cross Blue Shield of IL, MT, NM, OK, and TX with oversight of Risk Adjustment coding activities for Medicare Advantage, Medicaid, and the ACA lines of business. In her previous roles, she has held positions with UNM Medical Group and Optum Care (DaVita Medical Group). She is passionate about continuing education and goal setting; she believes sky is the limit if you just decide to pursue it. Outside of work she is a Girl Scout troop leader, wife, mom of three, ultimate consumer of true crime shows and The Office reruns, and usually she is reading or studying something related to coding.

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**Lopamudra Das Roy, MS,
Ph.D., MBA**

Lopamudra Das Roy, M.Sc., MBA, Ph.D., (Distinguished Cancer Scientist-Research Professor) resigned from her job & career in 2017 and founded Breast Cancer Hub (BCH), as honorary pro bono service to meet the mission. She has 18+ years of experience in Research, Teaching and Mentoring undergraduate and Ph.D. candidates in the field of Genetics and Breast & Pancreatic Cancer. She received her Ph.D. in Molecular Biology (Genetics) from India, in addition to her research experience in Biochemistry at Delhi University, India. Dr. Das Roy did her Post-Doctoral fellowship from Mayo Clinic College of Medicine, USA in Cancer Immunology & therapeutics focusing on Breast and Pancreatic Cancer. She received her MBA from Northwestern University-Kellogg School of Management, Chicago. Her professional career started as a lecturer of Genetics in Garden City College, Bengaluru, India, followed by her Post-Doctoral fellowship from Mayo Clinic. She moved to University of North Carolina at Charlotte and served as Research Professor, awarded with grants as Principal Investigator from the Department of Defense cancer research program investigating targeting therapies and signalling pathways in metastatic Breast and Pancreatic cancer. Dr. Das Roy worked as a Research Director at OncoTAb, Inc, focusing on Cancer diagnostics and therapeutics and as an Adjunct Associate Professor at UNCC & was awarded with Contract grant from National Cancer Institute as Principal investigator. Her original research work is attributed with numerous high impact factor publications, citations, press releases with global recognition from American Association of Cancer Research and public media for breakthrough work on discovering the signalling pathway between Breast cancer metastasis and Arthritis. She is invited to present her work at worldwide conferences as Guest speaker and is a scientist reviewer of grants from Department of Defense and for Cancer related journals. She serves as Global Leadership Panel member at Fight Cancer Global. Dr. Das Roy completed "Step into Impact" Non-profit Executive Education Program from Northwestern Kellogg School of Management in 2018. Dr. Das Roy received "Award of Excellence for Humanitarian service" at Male Breast Cancer Coalition Conference, 2019 at Orlando, Florida, USA. She is awarded for Outstanding performance on relief and welfare activities in India during Covid 19 from Universal Diplomatic Affairs of Human Rights in May 2020.



Marla Cole, CTR

Marla Cole is the Registry Education Supervisor of Cancer and Clinical Registry Services at nThrive with oversight of the development and delivery of registry training and education. Marla received her bachelor's degree from Indiana University, South Bend, and worked in the field of marketing communications prior to discovering an aptitude and passion for cancer registry data. Her respected career in cancer register spans more than 10 years. Marla is a current and active member of the Association for Talent Development (ATD) and is working towards Associate Professional in Talent Development certification through the ATD organization.

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Lisa Campbell, PhD, MPM, MHA, RHIA, CDIP, CCS, CCS-P, CPC, COC, CRC, CPMA, CPC-I

Dr. Lisa L Campbell is an expert level health care professional who began her career in 1992 as a Certified Medical Assistant (CMA). While working as a CMA, when she was not in the exam room with the provider, she was immersed in the operational side of the Physician's office and was introduced to one of her many passions, medical coding, health record documentation and revenue cycle management.

After a decade of working in the Physician's office she ventured into a director role at Chicago's major public hospital. While working as a director, she realized that there was a need to help physician practices navigate through the complex maze of regulatory challenges associated with their revenue cycle and from this revelation she established Physician Practice Resources, Inc. in 2002.

Throughout her career she has gained expertise in Clinical Documentation Improvement, Health Information Management, Health Care Management, Medical Coding, Revenue Cycle Management, Provider and Staff Training and is a Professional Speaker.

Lastly, over the last 28 years she has earned various certifications through the American Health Information Management Association (AHIMA) and American Academy of Professional Coders (AAPC) and is an active member of both organizations.



Melanie Grant, RHIT, CPMA, CPC

Melanie Grant is a Professional Coder/Auditor and Educator located in Albuquerque New Mexico. Starting in Insurance processing in 2006, she has spent most of her 14+ year career working in a variety of specialties with denial trends, billing management and provider/student education. She obtained her CPC in 2011 shortly after she began teaching medical coding. She went on to work in educating Medical Coding and Billing students for 2 years before working with a local Hospital and Medical Group. She continued with this group in their Coding and Documentation Quality Assurance department as a Medical Auditor and Professional Provider Education and Documentation Specialist where she obtained her CPMA in 2018.

In 2017, she began teaching nights with CNM in their HIT department, and later transferred to CNM full-time, leaving the medical group. She obtained her RHIT in 2019 and is currently working towards her RHIA with plans for an MA in Health Informatics and Education. Melanie currently teaches HIT courses at CNM with a focus on coding courses covering Introduction to all Coding Systems, as well as Professional and Facility -based coding using ICD-10-CM/PCS and CPT/HCPCS. Melanie has spoken on several coding topics over the last 2 years and brings with her a vast array of experience and understanding of documentation and coding trends.