

Cheyenne Brinson

Consultant and Speaker



Cheyenne is an innovative, solutions-oriented senior consultant with KarenZupko & Associates who delivers pragmatic business solutions that boost revenue, streamline workflow, and increase operational efficiency. “*You cannot manage what you do not measure*” is Cheyenne’s guiding principle, and she leverages this wisdom to make sound, data-based decisions.

With a unique blend of technology know-how, training skills, operations management, and financial expertise, Cheyenne has helped more than one hundred surgical practices improve the bottom line. From scheduling and front desk operations, to patient flow, surgery scheduling, EHR utilization, and effective billing office processes, Cheyenne designs and implements process improvements by leveraging people and technology. Her wizardry with most practice management systems, plus a deep knowledge of best practice workflows, makes her an in-demand advisor to practices seeking to augment their technology training and implementation. Known affectionately as “coach” to many practices, Cheyenne customizes technology training programs and delivers customer service and patient coordinator training to individuals as well as entire practice teams.

A friendly and upbeat instructor, Cheyenne draws upon her field experience to convey relevant and timely information in a way that everyone in the audience can relate to and learn from. She earns rave reviews from course attendees at the KZA ENT Coding and Reimbursement Workshops, and speaks regularly for organizations such as the American Academy of Otolaryngic Allergy, Association of Otolaryngology Administrators, Fuel Medical, Allmeds, and other specialty societies and industry groups.

Areas of Expertise

- Practice Operations
- Workflow Improvement
- Revenue Cycle
- Training & Development
- New Practice Set-Up
- Improving the Patient Experience
- Financial Management

Publications

- *Plastic Surgery News*
- *Business of Hand Surgery Newsletter*
- *The American Journal of Orthopedics*
- *NERVES News*

Prior to joining KarenZupko & Associates, Cheyenne was a Director in a primary care practice where she moved the practice from operating at a loss to operating at a profit in less than one year. While there, she led an implementation team to open a clinic site fully functional on an EHR. Cheyenne also spent seven years in public accounting, providing accounting and consulting services to medical practices.

Memberships

- Illinois Medical Group Management Association (ILMGMA), Past President
- Medical Group Management Association (MGMA)
- Urgent Care Association of America (UCAOA)

Cheyenne earned an M.B.A. and B.S. in accounting from Troy State University (now Troy University) in Troy, Alabama. She is an inductee to the Accounting Hall of Honor in recognition of her professional accomplishments. Cheyenne is president of the Fat Disorders Research Society and past president of the Illinois Medical Group Management Association.

Cheyenne is known for her love of Alabama football, spreading awareness for lipedema, and experimenting with Paleo dishes. She enjoys travel, Broadway shows, and culinary excursions.