



## **Ricky Newton**

Director of Financial Services and Operations

Ricky Newton has over 23 years of experience in the healthcare industry. As Director of Financial Services and Operations, he will provide guidance and support for COA practices in the critical areas of administration, purchasing, billing, and practice management. The ability to benchmark operations and finances is a critical part of the payment reform models proposed by COA and which many practices are adopting.

Previously Ricky was the director of Cancer Specialists of Tidewater, Ltd (CST). Prior to joining the practice he was a CPA with the public accounting firm of Failles & Associates where he spent many years helping physicians negotiate compensation contracts, benchmarking financial data, and using that data to help practices become more efficient.



Mr. Newton also created the Analyzelt software that breaks down costs from a practice's income statement into the costs per CPT code. This allows practices to look at the cost of treating patients in various regimens verses what would be reimbursed for all services including the drugs, labs, and services.

Ricky has presented and consulted at over 350 conferences and practices in 46 states on topics such as financial and practice management issues in medical practices, contracting with insurers, pharmacy management including managing pharmaceutical contracts, and compensation models. His audiences have included physicians, administrators, clinical and administrative staff, and pharmaceutical executives.

Currently, Ricky serves as treasurer of the Virginia Association of Hematology and Oncology Managers (VAHOM), Virginia Association of Hematologists and Oncologist (VAHO), Southeastern Coalition of Oncology Practitioner (SCOOP) and Community Oncology Alliance (COA).

Ricky graduated with honors in 1990 from Old Dominion University with majors in Accounting and Finance.

### **Major Media Appearances:**

Oncology Tube  
Oncology Practice  
The Cancer Letter  
Community Oncology  
Oncology Business Review

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