

# **Dr. Kim Creaven, D.Ac., L.Ac., Dipl.Ac.(NCCAOM)**

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## **PROFESSIONAL EXPERIENCE**

### **KIM CREAMEN, D.Ac., L.Ac., Dipl.Ac.(NCCAOM) • East Meadow, NY • 2004 to Present**

#### **Practitioner of Acupuncture and Asian Medicine**

Responsible for overall business operations of a privately-owned acupuncture practice. Manage all billing, collections and accounts receivable/payable. Rendering of Acupuncture and Tui Na Massage Therapy. Specialization in Pain Management, Stress Management and Acupuncture Facial Rejuvenation with Gua Sha Therapy.

### **STONY BROOK NEUROSURGEONS • Stony Brook, NY • 2007 to 2009**

#### **Practice Administrator**

Transformed neurosurgery practice from a singular physician practice into a multi-provider practice. Recruited, negotiated and contracted with new physicians. Ensured new providers met timelines, compliance and financial goals. Supervised all company analytics. Managed marketing, branding strategies and public relations. Monitored first party and third-party billing, managed care contracting and revenue cycle.

#### **Selected Accomplishments:**

- Recruited and signed 2 new practices with 2 new physicians, generating \$3M in annual revenue
- Led transition to form new multi-physician practice

### **VA MEDICAL CENTER • Northport, NY • 2005-2007**

#### **Financial Accounts Manager**

Managed daily first party and third-party medical billing systems. Supervised all report generation and created new report templates to help facilitate and ensure optimal revenue management. Assured accurate posting of patient and insurance payments to outstanding accounts. Trained and supervised staff of 20+ according to revised standard operating procedures.

#### **Selected Accomplishments:**

- Revised and implemented standard operating procedures of Accounts Receivables unit
- Improved late filing of third party appeals by 40%
- Successfully implemented employee complete departmental training

### **TRI-TECH HEALTHCARE MANAGEMENT • Plainview, NY • 2002-2005**

#### **Supervisor Client Accounts**

Negotiated new client contracts. Managed all aspects of client billing and reporting. Acted as main point of contact for clients, resolving any problems to their satisfaction. Directed operational functions for entire staff regarding accounts receivable and third-party denial management. Established policies, procedures, and reporting protocols.

#### **Selected Accomplishments:**

- Attained 100% of client revenue goals including 100% client retention rate
- Improved clean-claim rate by 10% and cut late filing denials by 30%
- Assured accurate posting of insurance payments to client accounts within 24 hours by establishing standard financial reconciliation and reporting protocols

## NY COLLEGE OF TRADITIONAL CHINESE MEDICINE • MINEOLA, NY • 2002-2005

### **Adjunct Professor**

Instructed graduating students in all facets of practice management. Course review of legal and professional issues such as malpractice insurance and how to manage and operate a professional office. Covered marketing, record keeping, professional liability, patient consent, advertising, medical billing and revenue management.

## SYOSSET PAIN MANAGEMENT ASSOCIATES • SYOSSET, NY • 1993-2002

### **Practice Administrator • 1998-2002**

In newly created position, transformed Syosset Pain Management Associates from a chiropractic only practice into a multi-specialty integrated medical practice. Directed entire physician acquisition process. Negotiated new physician employment and compensation agreements. Handled all business development including marketing, networking and advertising. Ensured all practitioners met operational and financial goals. Oversaw IT, HR, finance, billing, collections and reporting for each practitioner within the group.

### **Patient and Billing Manager • 1993-1998**

In newly created position, charged with improving all facets of A/R management including billing and collections. Supervised staff of 10+. Oversaw managed care fee schedules, systems maintenance and patient scheduling procedures. Managed patient collection issues, financial requests and other problems.

### **Selected Accomplishments:**

- Developed workflow program that increased patient throughput and decreased inefficiencies
- Established staff cross-training that increased efficiency and reduced turnover
- Increased efficiency by instituting daily reporting from individual offices
- Company leader and trainer of practice management software

## EDUCATION

Doctorate in Acupuncture (DAC) • 2020

Master of Health Science (MHS) • 2004

New York College of Traditional Chinese Medicine • Mineola, New York

Bachelor of Science (BS) in Legal Studies • 1997

St. John's University • Queens, New York

## LICENSES & CERTIFICATIONS & ORGANIZATIONS

NYS Acupuncture License – Current through 06/2021

NCCAOM Diplomate of Acupuncture – Current through 04/2024

Nassau County Notary Public – Current through 08/2022

Traditional Acupuncture Facial Rejuvenation Certificate - 2018

Clean Needle Technique Certification – Council of Colleges of Acupuncture and Oriental Medicine 2001

Acupuncture Society of New York – Membership status current

American Society of Acupuncturists – Membership status current

American Association of Acupuncture and Oriental Medicine – Membership status current