

R.S. Williams and Associates

Patient-Centered Medical Home (PCMH) Consultants

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Consultants



**R. Steven Williams, MPH
CEO and Senior Consultant**

Mr. Williams is a principle of R.S. Williams and Associates, Inc., a health care management and consulting company providing services to a variety of health related organizations. He has over 25 years senior executive health care industry experience in senior administration positions. He has served as a healthcare executive in private, nonprofit organizations; public nonprofit organizations, and private for profit organizations. His background includes management of and consulting with physician practices, rural health and community health clinics, free standing and hospital based home health and hospice agencies, assisted living facilities, dementia/Alzheimer units and other non health related organizations. Mr. Williams received a Masters Degree in Public Health Administration and Planning from the University of Tennessee. He was the Charter President of the National Coalition of Black Lung Clinics and a former Board of Trustee of Carson Newman College.

**W. Edward Souther, CPA
CFO and Senior Consultant**



Mr. Souther a Certified Public Accountant with over forty years experience including tax consulting for small to mid-sized businesses and their owners, financial reporting for public and nonpublic companies and commercial and real estate financing. Mr. Souther became a partner with the national firm McGladrey and Pullen and retained that position until 1985. He is also active in his Knoxville, Tennessee accounting firm, Souther & Newhouse, PC where he is involved in all aspects of financial, tax and real estate tax credit consulting. He has worked in numerous start-ups as well as large managed accounts and has been actively involved in the development of the financial management planning for various commercial and healthcare companies. Mr. Souther graduated from the University of Tennessee with a Bachelor of Science in Business Administration with a Major in Accounting. He is a member of the American Institute of Certified Public Accountants and The Tennessee Society of Certified Public Accountants.



Sheila A. Lawson
Vice President of
Development

Ms. Lawson is a principle of R.S. Williams and Associates, Inc. and has worked in the healthcare industry for over 20 years. She has prepared and presented feasibility studies and assessments for both the senior living industry including assisted

living and independent living in several states and in the home health care industry for freestanding and hospital-based agencies in over 20 states. She has also provided competition matrix studies and strategic planning as products for a variety of healthcare organizations and private businesses. Projects include assisted living services, independent living services and specialty services (i.e., Alzheimer's/dementia care, congregate care, adult day care, respite and others). She has provided public relations and development plans for home health and hospice organizations, physician practices, rural and community health clinics and other health related organizations. She is experienced in collateral development, business promotions, and conducting education seminars and conferences in a variety of health related topics. Ms. Lawson graduated from Lincoln Memorial University with a Bachelor of Science in Education.



William Beres
Marketing Services
Consultant

Mr. Beres brings over 30 years of Fortune 500 domestic; International; and, entrepreneurial experience as a senior executive. Among his account responsibilities was Zenith Consumer Electronics (then the market leader) while at Foote, Cone & Belding, Chicago. He was active in new business development. Later recruited to the RCA Consumer Electronics Division, he assumed the position of Vice President for Advertising/Sales Promotion/Market Research with responsibility for budgets totaling over \$20,000,000 per year. His specialty has been Strategic Planning, new product launches, and distribution. He also served as president of Darby Medical/Dental in New York. He has just recently joined the company and brings with him experience in sales and marketing that

will be critical for all healthcare providers now and in the future, as the healthcare industry continues to evolve to meet the demand of both its clients and third party payors. Mr. Beres has served on the Board of Advisors of Harvard University School of Dentistry, The Strategic Planning Forum, and Member of the Executives Club of Chicago. He has also been a Counselor at SCORE Knoxville, counseling small businesses.



Angela E. Alexander, PharmD
Ancillary Services Consultant

Dr. Alexander is a retail community pharmacist currently serving in capacity of relief for 35 stores and 12 counties in a large grocery chain. She is a seasoned professional of 18 years with experience in management, retail and assisted living medicine. She managed "Medicine-On-Time" a pharmaceutical service medicine delivery system operation through Bi-Lo Pharmacy for seven (7) years. The system included medication delivery to assisted living patients at multiple facilities, Alzheimer's care patients, group homes for troubled teens, and the PACT program of Knoxville, Tennessee. Dr. Alexander brings a wealth of operational experience to offer providers including inventory control and management, patient counseling, drug utilization review, drug interaction assessment, insurance adjudication, and quality control and accuracy with electronic prescriptions. Dr. Alexander received her Bachelor of Arts in Chemistry from Carson Newman College and her Doctorate of Pharmacy from Campbell University.



Andrew Black
Information Technology
Consultant

Mr. Black has been an Information Technology professional since 1986. He was a founding partner in a cutting-edge online information service in 1989, where he served as chief technology officer for over a decade. He pioneered the method for converting property tax records from large main-frame and mini computers to operate on inexpensive PC style computers. By utilizing the most advanced techniques, he has enabled his clients to achieve large savings on conversions and implementations while solving their respective IT needs. Mr. Black is responsible for the integration and evaluation of EHR, electronic prescriptions, Network and Network Security, IT management solutions, and other IT services. Mr. Black provides assistance in finding solutions and making recommendations to client's regarding their IT needs including enabling technology to improve patient care and safety, strengthen overall business operations, and solve business problems. In this ever-changing, technology-driven environment, it is critical that the clients have the best solution for the lowest possible cost.



Holly N. Martinez
Communications/Social
Media Consultant

Ms. Martinez has assisted numerous companies and organizations with their social networking needs. She has assisted them with many outlets including; Facebook, Twitter, Instagram and

launching Blogs. She is considered an expert in this field. As companies and organizations continue to reach out to existing and new clients and attempt to communicate important information it is critical that they utilize all modes of communication at their disposal. Ms. Martinez will assist the client in making the best decisions as to which communication vehicles that best serves their short range and long term goals. Ms. Martinez graduated from the University of Tennessee with a Bachelor of Arts Degree in Communications. (Ms. Martinez is pictured with her son.)

RSW Health

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