

## **Curriculum Vitae**

**HOLLY A. HERSON, BA|COA| CPC-A|MPA (Candidate)**

Phone: 1(970) 342-7585 | Email: holly.herson@gmail.com | Location: [Fort Collins, Colorado, USA] LinkedIn: <https://www.linkedin.com/in/hollyherson/>

### Education

Northeastern University- Master of Public Administration, concentration American Healthcare Policy (candidate)

Expected Graduation May 2026

American Healthcare Policy, Public Policy & Urban Development, International Comparative Public Policy, Food Politics GPA as of 10/2025 3.754

University of Northern Colorado- Bachelor of Arts in Political Science

Graduation May 2020

Comparative Politics and Globalization, American Politics, Political Philosophy, Constitutional Law GPA 3.49

Front Range Community College- Associate of Arts in Political Science

Graduation May 2017

National Honor Society of Leadership and Success, Magna Cum Laude GPA 3.88

### Professional Experience

**VMG Health (formerly BSM Consulting) Remote**

**September 2024 - present**

**Associate Consultant- Billing Coding & Compliance**

- Provided subject matter expert support to healthcare providers and organizations to ensure accurate medical coding and regulatory compliance. Continuously researched and analyzed healthcare policy to remain up to date on all changes and historical context on state and federal legislation and policy.
- Performed billing and coding audits, drafted reports with findings, and conducted in person and online sessions to deliver and educate on the results of audit findings.
- Conducted research individually and collaboratively to draft articles for internal and external publication on key healthcare policy initiatives.
- Created and delivered educational webinars for diverse stakeholders but in person and digitally on a number of regulatory and policy topics in the United States.

**Herson Technical Management Consulting, LLC Fort Collins, Colorado**

**January 2019-Present**

**Owner**

- Founded and led a technology and compliance consulting firm specializing in regulatory strategy, EHR optimization, and medical technology integration.
- Developed tailored solutions that improve operational performance, documentation accuracy, and regulatory adherence while empowering clients to leverage technology for long-term sustainability and growth for small businesses and individuals.
- Hosted and designed webpages, social media and print media campaign strategies.

**Sightview Software (formerly Eyecare Leaders) Remote**

**October 2022-October 2024**

**Senior Consultant- MIPS and Policy Compliance**

- Partnered with electronic health record companies and healthcare clinics to ensure compliance with federal compliance standards while preserving user-friendly and efficient environments for end-users within the software.
- Conducted research into current policy and regulatory standards for training and protocol development for clients.

**Panorama Eye Care/The Eye Center of Northern Colorado Fort Collins, Colorado**

**October 2020-October 2022**

**Clinic Operations Manager (Technician Supervisor)/MIPS Clinical Quality Manager**

- Led integration projects for newly acquired practices, ensuring smooth clinical and technology transitions.
- Managed and developed a team of medical technicians, growing a single-physician practice into a four-physician satellite clinic.
- Created and implemented training protocols to improve team performance and operational efficiency

**The Eye and Laser Center of Fort Collins Fort Collins, Colorado**

**March 2009-October 2020**

**Compliance Manager, Office Manager, Lead Technician, Study Coordinator**

**Served as policy analyst, interpreting state and federal healthcare legislation.**

- Developed compliance policies to maximize efficiency and compliance with State and Federal regulations.
- Acted in a leadership capacity for front and back office teams.
- Managed clinic website, SEO, and social media to enhance patient engagement.

## **Roth Medical Fort Collins, Colorado**

**January 2008- March 2009**

### **Customer Service Representative**

- Recruited to identify root causes of denied billing for services and materials, designing and implementing strategies that eliminated aging accounts and prevented future claim denials.
- Developed and executed an auditing process for Medicare, Medicaid, VA, and commercial insurance claims for Durable Medical Equipment (DME) and oxygen, eliminating financial losses within six months.
- Improved dispatch communication protocols and optimized route creation for delivery drivers, improving efficiency and timeliness of oxygen and DME deliveries to patients.

### **Research & Publications**

- Herson H.A. (2025, November). *A Tale of Two Conversion Factors. The Messenger*. [Internal publication, members-only], VMG Health.
- Mack, K., & Herson, H. A. (2025, September). *Highlights from the 2026 proposed rules & ICD-10 updates. The Messenger* [Internal publication, members-only], VMG Health.
- Herson, H. A. (2025, March/April). AI's possibilities for ophthalmic practice: Greater efficiency at our fingertips. *Administrative Eyecare*, 34(2).
- Herson, H. A. (2025, August 5). From individuals to impact: Driving collaboration with MIPS Improvement Activities. VMG Health.  
<https://vmghealth.com/insights/blog/from-individuals-to-impact-driving-collaboration-with-mips-improvement-activities/>
- Brown, L. M., & Herson, H. A. (2025, April 3). Coding & Reimbursement: 2025 MIPS changes FAQs — Two coding experts discuss the most questions they receive. *Ophthalmology Management*, 29 (April 2025).
- Herson, H. A., & Brown, L. M. (2025, April). *2025 MIPS challenges. The Messenger* [Internal publication, members-only], VMG Health.
- Mack, K., & Herson, H. A. (2025, January). *Embracing change: Your guide to 2025. The Messenger* [Internal publication, members-only], VMG Health.
- Mack, K., Irwin, B., & Herson, H. A. (2024, November). *MIGS, MACs, and medical necessity: Navigating new coverage challenges. The Messenger* [Internal publication, members-only], VMG Health.
- Herson, H. A. (2023, September–October). EMR and MIPS compliance. *Ophthalmic Professional*, 12(September/October), 22-23.

## Teaching & Mentorship

VMG Health- Associate Consultant

- Developed curriculum for healthcare providers and organizations, and professional organizations (e.g. ASOA) on billing, coding, and compliance topics: MIPS, CMS Final Rule, Modifiers, Medical Necessity

Sightview Software

- Developed curriculum for healthcare providers and organizations on regulatory compliance topics and use of healthcare software.

## Volunteer & Additional Experience

Colorado State Senate 2017 Legislative Session

Legislative Aide & Health Policy Subject Matter Expert

- Analyzed proposed legislation and prepared summary reports.
- Engaged with stakeholders (lobbyists, legislatures, the media & constituents).

Candidate for Colorado Legislature 2020 Election Cycle

- Managed my campaign for the Colorado Legislative House, public speaking, interacting with voters in person as well as working to develop a strategy to reach voters during the COVID-19 pandemic.

The Glasses Guys 2010-2014

Non-Profit Clinic Administrator, Lead Technician

- Managed mobile clinic operations serving vulnerable populations & oversaw enrollment in ACA programs.

Political Campaigns-

- Colorado Senate District 15 Party Secretary
- Colorado Senate District 15 Party Chair
- Colorado House District 48 Party Chair

## Certifications & Licensure

- Certified Ophthalmic Assistant (COA) — JCAHPO
- Certified Professional Coder Apprentice (CPC-A) — AAPC
- Certified Eyecare Professional (CEP) — BSM Connection

## Professional Memberships

2022-2024 Small business board member, Good Business Colorado. Participated at large and in the Health Care sub-committee

## Skills & Competencies

### **Political Research & Policy Analysis**

Advanced qualitative and quantitative political research skills grounded in formal training in political science through both Associate of Arts and Bachelor of Arts degrees as an adult learner.

Experienced in analyzing federal and state legislation, regulatory updates, and policy proposals as they are released, with the ability to synthesize complex political information into concise, actionable insights.

Strong understanding of legislative process, electoral process, and state-level political dynamics through work with state government, campaign and political party operations, and personal candidacy for state office.

Effective in stakeholder engagement, relationship building, and public-facing roles including outreach, public speaking, and representing policy positions.

Highly proficient with specialized and standard technologies used in policy research, data analysis, campaign operations, and legislative tracking.

### **Health Policy, Public Health Systems & Regulatory Expertise**

Advanced knowledge of U.S. healthcare legislation, reform measures, and regulatory operations, with experience analyzing intersections between policy, compliance, and healthcare delivery.

Skilled in evaluating healthcare access, rural health disparities, systems efficiency, and equity outcomes using both qualitative and quantitative methods.

Proficient in policy research design and program evaluation for public health initiatives, healthcare quality improvement, and organizational performance measurement.

Expertise in health informatics and technology integration, including optimization of EHR and practice management systems to support accuracy, reporting, and compliance.

Experienced with CMS quality programs, data governance, validation audits, and registry-based reporting.

Strong background in translating complex regulatory and policy issues into accessible written products, including published work in national healthcare journals.

Developed and delivered training curricula for healthcare providers and administrators on compliance literacy, workflow improvement, and alignment with federal standards.

Effective collaborator across healthcare, policy, and technology sectors, supporting innovative and evidence-informed decision-making.

## References

Dr. Gregory P. Williams- Associate Professor at Simmons University  
williams.gregory.p@gmail.com, gregory.williams@simmons.edu,

Dr. Cristina Stanica- Associate Teaching Professor at Northeastern University  
c.stanica@northeastern.edu

Nathan Gregory Scott- Former Professor at Front Range Community College  
nathangregoryscott@gmail.com, nathans@foothillsgateway.org

Amanda Waggoner, COMT- Clinical Applications Specialist  
mojogirl52@gmail.com

Jody Shadduck-McNally- Larimer County Commissioner  
jlsmcnally@gmail.com, jody@jodyforlarimer.com