

FOR IMMEDIATE RELEASE

## **COASTAL NAMES BELINDA HOLMES CHIEF ADMINISTRATIVE OFFICER**

**Bradenton, FL (June 16, 2011)** – Coastal Orthopedics & Sports Medicine | Pain Management announced today that they have named Belinda Holmes as Chief Administrative Officer for the company.

Holmes' role chiefly leverages her extensive experience in revenue cycle management and healthcare administration, which among other responsibilities includes: contracting, coding, compliance with the full scope of diverse healthcare reform regulations, acquiring and communicating accurate patient information, and advocating for the patient and the practice so that insurance payments are made correctly and timely.

"I look forward to my part in leading a cutting edge practice through the transformation and challenges of Healthcare Reform," said Holmes. "Coastal is already ahead of the curve as a leader in medicine with world class doctors, state-of-the-art technology, outstanding customer service, dynamic management, and an amazing staff of which I'm very excited to have joined."

A Certified Professional Coder (CPC) and Certified Compliance Professional (CCP-P), Holmes is no stranger to the Bradenton-Sarasota area. Before joining Coastal Orthopedics she worked at Kerkering, Barberio & Co., a premier public accounting firm in the area, where she served as a senior medical business consultant for the company's Healthcare Advisory Team. Her healthcare experience spans over 20 years, including roles as a Department of Health and Hospitals auditor and as vice president of a medical consulting firm.

"We're thrilled that Belinda has joined the Coastal family," said Paul M. Duck, Chief Executive Officer for Coastal Orthopedics, "I'm confident that her contributions as an expert in revenue cycle management medical compliance and operations will make a significant and positive impact on the Coastal business model."

### **About Coastal Orthopedics & Sports Medicine/Pain Management**

Coastal Orthopedics has been serving the Sarasota-Bradenton area for over thirty years. In addition to three offices and two surgery centers each servicing Florida's West Coast, Coastal Orthopedics' staff of 16 board-certified and fellowship trained physicians and surgeons provide patients with the very latest in pain and orthopedic treatment technology. The company strives to repair and heal injuries relating to the entire musculoskeletal system. With a world-renowned staff of physicians and surgeons ranging in specialty care in sports medicine, joint replacement, pain management and rehabilitation, patients can be treated for athletic injuries as well as restoration of function and activity through non-surgical, physician-guided strengthening, therapy, medications, injections, and stretching. For more information visit [www.coastalorthopedics.com](http://www.coastalorthopedics.com).

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