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CURRICULUM VITAE



SHERRY A. WOLFFER

Vice President for Practice Management

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QUALIFICATIONS SUMMARY

Ophthalmic medical practice administrator with over 20 years combined experience in the field. Technical background compliments administrative and operational experience. Developed effective reporting routines for owners. Turned around problem operational and staffing situations. Strong strategic thinker and team builder. Confident and concise communicator. Excellent computer skills.

AREAS OF EXPERTISE

- Customer service & relations;
- Operational Efficiency;
- Staff Training and Team Development;
- Physician Relations, and,
- Project Management.

EMPLOYMENT

CYNERGY CONSULTING SERVICES, INC. Vice President for Practice Management

2015-Present

Consulting on strategic planning, project management, operations management, staff development, and physician relations.

- Develop medical practice client relations;
- Provide expertise on practice management for integration efforts;
- Provide expertise as ophthalmic management specialist; and,
- Assess efficiency of client practice management systems and operations.

OCULOFACIAL PLASTIC SURGERY OF WNY Practice Administrator

2014-2015

Initiated many programs and procedures for this new practice.

- Set up Quickbooks accounting with guidance from the accountant and accompanying reporting, files and systems;
- Standardized the surgical scheduling process for this heavily surgical practice to include the consenting and communications processes;
- Main contact for setting up the billing process with the billing company;
- Researched and implemented the transition to AthenaNet as the new EMR/Practice Management system; and,
- Assured compliance and meaningful use.

ROCHESTER EYE & LASER CENTER

2010-2014

Executive Administrator

Analysis of problem areas, developed and implemented new programs to address these needs while maintaining focus on building the primary business.

- Successfully assimilated multiple new technologies & product lines, including Electronic Medical Records (EMR), new laser platform, VOIP phone system;
- Increased revenues 15% in the last two years;
- Increased doctor efficiencies through more productive scheduling;
- Decreased staffing costs;
- Developed and implemented a quantitative method for evaluating staff performance;
- Implemented new reporting protocols assuring performance consistent with practice goals; and,
- Re-vamped the refractive surgery program with a primary goal of increasing customer service and a secondary goal of staff efficiencies

FICHTE, ENDL & ELMER EYECARE

1998-2010

Executive Administrator

Directed all efforts to grow and solidify the general ophthalmology practice while successfully launching the refractive surgery satellite office.

- Guided the growth of the practice from 4 doctors, 1 location, and 32 employees to 8 doctors, 2 locations and 61 employees;
- Successfully assimilated multiple new technologies & product lines, including Electronic Medical Records (EMR), multiple laser platforms, and premium IOLs;
- Increased doctor efficiencies through audits and resultant changes to scheduling templates;
- Developed and directed the addition of general ophthalmology and pediatric services at the refractive surgery satellite location. Increased sales for these lines over 60% in the first year it was launched; currently up to 50% of the revenue generated in that location;
- Built a strong leadership team to oversee day-to-day operations of departments as well as mentor team members and foster communication; and,
- Conducted numerous staff training sessions on a wide variety of technical subjects.

OTHER RELATED EMPLOYMENT

- **LCA Vision** — *Office Manager*
- **Niswander Eye Center** — *Practice Administrator*
- **Centers for Sight (Niswander, Knapp & Pfohl)** — *Refractive Surgery Coordinator*
- **Legarreta Eye Center** — *Technician/Office Manager*

EDUCATION**AMERICAN SOCIETY OF OPHTHALMIC ADMINISTRATORS****Certified Ophthalmic Executive (COE)**

Proficiencies covered by this certification:

- Basic Ophthalmic Knowledge;
- Finance and Accounting;
- Marketing;
- Operations;
- Management Information Systems (IT);
- Human Resources; and,
- Risk Management & Regulatory Compliance.

D'YOUVILLE COLLEGE**Course of Study: Master of Special Education**

Initiated this in order to fulfill the requirement for a permanent New York teaching certificate.

- Completed 12 hours of coursework;
- Maintained a 4.0 GPA; and,
- Worked at the Falk School for Emotionally Disabled Children.

UNIVERSITY OF WISCONSIN-RIVER FALLS

Bachelor of Music Education

Equivalent to Bachelor of Education with Music Minor.

- Graduated with Honors;
- Graduate with 3.87 GPA; and,
- Upon graduation, taught music for 3 years prior to re-locating to New York.

**PROFESSIONAL
MEMBERSHIPS**

AMERICAN SOCIETY OF OPHTHALMIC ADMINISTRATORS (ASOA)

Affiliated with American Society of Cataract and Refractive Surgeons (ASCRS)

AMERICAN SOCIETY OF OPHTHALMIC EXECUTIVES (ASOE)

Affiliated with the American Academy of Ophthalmology (AAO)