

## **Juli Forde**

### **Vice President of Operations Nicka and Associates, Inc.**

Juli Forde is a graduate of the University of Texas and currently serves as Vice President of Operations for Nicka and Associates, Inc. (NAI). Her career in emergency medicine reimbursement began nearly 20 years ago as a Practice Administrator for a large multi-site emergency physician group in North Texas. Juli was a founding member of Nicka and Associates, Inc., an emergency medicine coding, consulting and compliance organization. As Vice President of Operations, she provides direct assistance to emergency physicians, practice leadership, and revenue cycle partners. Nicka and Associates, Inc. was on the forefront of the emergence of freestanding emergency centers and currently provides services for more than three dozen freestanding Emergency Departments. Juli was a faculty member for the inaugural National Association for Freestanding Emergency Center's Conference last year in Dallas. She is uniquely situated to provide insight into the best practices in revenue cycle management for the freestanding industry.

Nicka and Associates, Inc. provides emergency medicine and urgent care coding services for clients from Alaska to Florida. Bolstering over thirty years of experience, expertise, customer loyalty and trust, NAI is positioned to best meet your organization's goals ensuring optimal and compliance-based reimbursement.

Juli lives in McKinney, Texas with her husband, Pete and daughters Bethany and Abigail. Alongside her roles in revenue cycle management, she serves on the board of a therapeutic riding association partnering with disabled children. She is an avid equestrian and loves to kayak when given the opportunity.