

## **Juli Forde**

**Juli Forde** is a graduate of the University of Texas and currently serves as Senior Vice President of Operations for Nicka and Associates, Inc. (NAI). Her career in emergency medicine reimbursement began more than 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.. As Senior Vice President of Operations, she provides direct assistance to physicians, practice leadership, and revenue cycle partners. Juli was a faculty member for the inaugural National Association for Freestanding Emergency Centers Conference and has been asked to return each year since. She has also spoken at EDPMA's Solution Summit. Past service includes committees for the American College of Emergency Physician's and the Emergency Department Practice Management Association. She is uniquely situated to provide insight into the best practices in coding and compliance for emergency medicine, urgent care and hospitalist sectors.

Juli lives in McKinney, Texas with daughter's Bethany and Abigail. Alongside her roles in revenue cycle management, she has served on the board of a therapeutic riding association partnering with disabled children and as a volunteer judge and business coach for students participating in DECA.