

## New Member Spotlight: Bayside Emergency Physicians



**Bayside Emergency Physicians (BEP)** is a democratic and privately-owned group of Board-Certified Emergency Medicine physicians located in St. Petersburg, FL. Bayside has approximately 55 physicians, physician assistants and nurse practitioners supporting the emergency department of St. Anthony's hospital and the surrounding area. For more information on Bayside Emergency Physicians, please click [here](#).

### ***Excerpts from a conversation with Rebecca (Becca) Cook, M.B.A. in Healthcare Analytics, Practice Manager***

Ms. Cook joined Bayside Emergency Physicians in 2016 as Practice Manager and has worked in healthcare and emergency medicine for over ten years. Ms. Cook manages all back-office functions including payroll, benefits, credentialing, scheduling and some areas of recruitment. Becca received her MBA with a specialty in healthcare analytics as she recognized the increasing importance of data analysis in the healthcare arena. Becca has found that these skills are immensely helpful in performing her day-to-day responsibilities.

Becca and the entire team at Bayside Emergency Physicians (BEP) pride themselves on having created a highly effective, high-quality, and patient-centered practice. BEP has one of the most advanced technological medical facilities in the area and a state-of-the-art Emergency Center at St. Anthony's Hospital. Bayside always looks for qualified, Board Certified emergency medicine physicians to join their practice. Located in the heart of Tampa Bay, St Petersburg offers a multitude of beautiful beaches, a thriving downtown night life, and family friendly activities for all ages.

Bayside Emergency joined EDPMA upon the recommendation of the group's Medical Director, Dr. David Ball. While attending another association's conference, Dr. Ball recognized some of the many benefits offered by EDPMA. Most impressively were EDPMA's state and federal legislative activities, announcements on updated rules and regulations, and a variety of practice management resources available to the association's members. Ms. Cook said, "Like many physician groups, we experience payers continually adjusting reimbursement without prior discussion or consent. Specifically, automatic downcoding, is one of the big challenges currently facing groups in the emergency medicine field and ours is no exception. These tactics impact our business practice and patients collectively." Becca also commented that EDPMA's "Toolbox" resources are a great overall resource, providing model letters and detailed information on specific legislative issues.

Shortly after joining EDPMA, Becca became a member of Quality Coding and Documentation Committee. Based on her experiences thus far, she is encouraging her physician management team to also join committees as this is a key benefit of EDPMA membership. Being part of a committee enables every member to gain expertise in that particular area. Most, if not all, fellow members are willing to take their time to get to know new members and answer any questions about the committee, legislative issues, or regulatory actions.