

New Member Spotlight: Physicians' Choice



Physicians' Choice is a Los Angeles-based revenue cycle management company offering coding, billing, data and accounts receivables management and payer contract negotiations. Physicians' Choice began in 1999 with services for emergency medicine groups and has grown steadily over the past 19 years. And, at the request of many clients, it has expanded into other specialties including urgent care, hospitalists and hyperbaric medicine. Emergency Medicine, however, remains their core and largest business segment. For more information about Physicians' Choice, please click [here](#).

Excerpts from a conversation with Jonathan Sturm, Chief Operating Officer

Along with an Emergency Medicine physician, Jonathan Sturm is one of the founders of Physicians' Choice. He has worked in emergency medicine since 1983 when he started with a small emergency medicine billing company and later transitioned to a large national firm. When the opportunity arose to start a new company with an emergency physician, he decided to take that leap.

Mr. Sturm began considering EDPMA membership after a discussion with a recently hired co-worker. This individual had previously worked at a company that was an EDPMA member and was aware of the extensive information and support provided by EDPMA on issues such as poor payer behavior, advocacy leadership on reimbursement issues and networking opportunities.

Consequently, Jon decided last year that Physicians' Choice would join EDPMA. Mr. Sturm said he's "been pleased with his decision to invest in membership and exhibiting with EDPMA as these efforts directly support our business." Physicians' Choice exhibited for the first time at the San Diego Solutions Summit in 2017 and exhibited again at the 2018 Solutions Summit in Fort Lauderdale.

Jon went on to say that he's "been impressed with the level of openness and willingness to share that members have exhibited. The artificial walls come down and it's refreshing to brainstorm and share ideas on issues and possible solutions that are important to all members." Jon noted that there is no shortage of challenges facing emergency medicine, such as the ever-changing federal regulations, in particular on MIPS and MACRA, as well as the continuing issues with payer behavior. He regularly fields questions from clients about these and other issues and finds that EDPMA's information is very useful in keeping him, and his team, up-to-date and informed.

During the 2018 Solutions Summit, Jon Sturm participated in Committee Day. And, Jon joined the State Regulatory and Insurance Committee (SRIC) and found that discussion particularly productive. He also found time to catch up with old colleagues and got the opportunity to get to know several new contacts.

Jon is married and enjoys travelling and spending time with family, friends and his two rescue dogs.