

JUDY PERSHERN

OF COUNSEL

ABOUT

Judy is an experienced legal executive with over 25 years of experience in the health insurance industry. Her in-depth knowledge and business acumen facilitates strong partnerships with clients that lead to achieving business growth objectives while effectively mitigating legal and compliance risks. Judy has a commitment to always acting with integrity which has served her well in her over 30 years of practice.

PROFESSIONAL BACKGROUND

- Individual, Small Group, and Large Group Health Insurance contracting, including insured, self-insured, MEWA and hybrid arrangements, and jointly administered arrangements
- Provider, Vendor, Ancillary contracting, including financing, administration, and negotiation
- Health Insurance product design and development
- Contract (all types) automation and efficiency
- Health Insurance oversight and regulation
- Tele-Health design and implementation
- Claims and Customer Service Operations (including on-/off-shoring)
- Regulatory Audits, Targeted Audits, and Regulatory Investigations
- Prompt Payment of Claims Compliance
- Member/Provider Grievances and Appeals
- Claims Systems Migrations – planning and implementation
- Claims Management and Reimbursement

COMMUNITY SERVICE

- Board of Trustees, University of Cincinnati Foundation
 - Chair of Committee on Trustees and Board Governance
- Advisory Board Member, University of Cincinnati College of Law
- Board Member, Go Red For Women
- Member of Tocqueville Society, Cincinnati United Way



PRACTICE AREAS

Health Care Law
Contract Development &
Negotiation
Regulatory Compliance
Public Relations &
Communications

EDUCATION

University of Cincinnati
College of Law, Juris Doctor

Bowling Green State University
BS, Business Administration

LICENSURE

Ohio

CONTACT

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TO LEARN MORE

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