LAURA RAY, CPC

REVENUE CYCLE MANAGEMENT EXECUTIVE | BILLING OPERATIONS LEADER

CONTACT

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Greensboro, North Carolina

EDUCATION & CREDENTIALS

Certified Professional Coder (CPC)
AAPC | Since 2011

Medical Office Administration Certificate
Fayetteville Technical Community College

Additional college coursework
East Carolina University; Tacoma Community College

LEADERSHIP STRENGTHS

Operational Strategy
Scalable workflows, staffing analysis and performance management

Revenue Optimization
Denial prevention, reimbursement and A/R performance

Cross-Functional Leadership
Executive reporting, technology partnerships and client integration

TECH EXPERTISE

TELCOR · Availity · WAYSTAR · nextgen HEALTHCARE · clinisys · Claude · DBeaver · LigoLab

PROFILE

Healthcare revenue cycle leader with 17+ years of experience spanning physician and laboratory billing, including director-level operations, senior RCM management and product strategy. Skilled at leading large teams, improving reimbursement, and turning complex financial and operational data into clear executive recommendations. Brings expertise in automation, payer policy, client implementations and cross-functional technology initiatives.

WORK EXPERIENCE

Senior RCM Manager

Mako Medical Laboratories Jan 2023 – Present

- Lead RCM strategy and process improvement, strengthening claim accuracy, denial prevention and revenue recovery through system rules and standardized workflows.
- Translate reimbursement trends, denial patterns and operational metrics into executive reporting and recommendations.
- Assess staffing, coach team leaders and align resources with service, productivity and financial priorities.
- Partner with executive leadership on new-client profitability and billing solutions; oversee system onboarding and LIS-to-billing reconciliation.
- Use AI-assisted analysis to organize complex reports, highlight anomalies and accelerate strategic evaluation of RCM performance.

RCM Product Manager

Mako Medical Laboratories Oct 2021 – Dec 2022

- Directed RCM system configuration, automation and vendor initiatives to improve efficiency and reimbursement.
- Evaluated Telcor workqueues, payer trends and denial data to identify performance gaps and financial risks.
- Managed fee schedules, coding and medical-necessity rules; advised leadership on reimbursement-policy changes.
- Oversaw credentialing and new-client setup while providing coding and pricing guidance.

Director of Billing

Mako Medical Laboratories Aug 2020 – Sep 2021

- Led daily operations for approximately 100 employees across internal and third-party billing teams.
- Oversaw reimbursement targets, A/R aging, days in A/R, productivity and quality audits.
- Improved rejection, denial, payment-posting and collections workflows through root-cause analysis and performance reviews.
- Managed billing leaders and resolved escalated claims, collections and operational issues.

EARLIER RELEVANT EXPERIENCE

Error Processing Manager | Mako Medical Laboratories | Jul 2019 – Jul 2020

- Led a five-person front-end billing team, implemented claim edits to reduce rejections, and coordinated payer credentialing across 20 states.

Reimbursement Analyst | Mako Medical Laboratories | Jul 2017 – Jun 2019

- Maintained RCM rules and ICD-10 coverage policies; resolved medical-necessity denials and guided teams on payer coding requirements.