

## J. William (Bill) Appling President

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Bill joined Watkins Uiberall Healthcare Consulting Group in 2008. In his role as president, he is responsible for managing, facilitating and coordinating all physician and hospital organization consulting engagements. Bill works closely with members of Watkins Uiberall's healthcare consulting team to solve key management and organizational issues for clients so they may achieve increased operational efficiencies.

His ability to holistically assess all areas of practice management for optimal solutions makes Bill a valuable resource for his clients. He is a highly-respected resource by healthcare professionals for his wealth of experience and genuine desire to provide successful consulting services and solutions.

Prior to joining Watkins Uiberall Healthcare Consulting Group, Bill founded and served as CEO of J. William Appling and Associates, a physician and hospital management company. There his work included: development of Independent Physician Organizations (IPAs) and Physician Hospital Organizations; managed care negotiations; strategic development and planning; consolidations; facilitation of joint ventures and collaborative efforts between organizations; new physician and physician group development; evaluation and selection of electronic medical records and electronic prescribing; and development of Managed Service Organizations.

Throughout his career, Bill has served in several executive level healthcare consulting roles at organizations including: MediSphere, Five Star Health Network, Physician Practice Management, First Care Physicians, Health Tech Affiliates and American Medical Data Systems.

Bill is an active member of the healthcare community through memberships in numerous associations such as the National Medical Group Management Association, MidSouth Medical Group Management Association and the American College of Medical Group Practice Executives. He is a faculty member at the University of Memphis Fogelman College of Business and Economics and the School of Urban Affairs and Public Policy. Bill is also a published author and national speaker.

Bill currently resides in Memphis, Tennessee.



### Memberships

- National Medical Group Management Association
- MidSouth Medical Group Management Association
- American College of Medical Group Practice Executives
- Medical Group Management Association/University Advisory Committee
- Hope Lodge Board of Directors
- March of Dimes
- Shelby County Infant Mortality Committee
- University of Memphis, School of Urban Affairs and Public Policy, Health Care Advisory Board
- Memphis City School System, Adopt a School
- University of Memphis Alumni Association

### Honors and Achievements

- Faculty, University of Memphis
  - Fogelman College of Business and Economics
  - School of Urban Affairs and Public Policy
- American College of Practice Executives
  - Former Expert Panelist in development of "Body of Knowledge" fellowship certification
- National Speaker
- Author of "Integrated Health Care Lessons Learned"

### Education

- Union University
  - Masters of Business Administration (MBA)
- Leadership Kellogg Graduate School of Management
  - Graduate Studies
- Memphis State University
  - Bachelor of Science, Business Administration
  - Graduate Studies



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