



Nancy Beckley
Senior Consultant

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Executive consultant, has extensive experience specializing in rehabilitation. Most recently, she has worked with a number of clients in the area of outpatient rehabilitation.

Within the area of ambulatory rehabilitation, her work includes:

- Strategic market based planning and analysis in order to assist providers in determining the best market position for achieving desired results
- Operational analysis, including benchmarking, coding and staffing
- CORF development and implementation
- Managed care analysis, including impact on demand, pricing strategies to strengthen market share, and facilitation of credentialing
- Reorganization of marketing and promotional materials to be managed care responsive

Previously, Nancy held a number of management positions including Director of Managed Care & Business Development for Tampa General Hospital, a 1000 bed public tertiary teaching hospital system with a 60-bed freestanding rehabilitation center. A therapist by background and training, Nancy has served as a manager, program director, and facility executive director in rehabilitation facilities. She was a founding member of the National Rehabilitation Caucus, is a frequent speaker at the local and national level in rehabilitation, healthcare marketing and managed care, premiered the Managed Care Seminar Series for American Rehabilitation Association (1993), and conducts seminars and training in rehabilitation. Her articles have appeared in a number of national publications and she serves on a number of editorial boards. Nancy currently serves on AMRPA's Managed Care Steering Committee and has served on the Executive Marketing Committee of the Medical Rehabilitation Education Foundation since its inception in 1988.

Education:

- BS degree from the University of Wisconsin
- MS degree from the University of Illinois
- MBA from the University of South Florida
- Completed the Harvard University Course for Managed Care Executives
- She is a member of a number of state and national associations