

For Immediate Release

## BSM Consulting Purchases Respected Reimbursement and Compliance Firm Rose & Associates

INCLINE VILLAGE, Nev. — May 15, 2017 — BSM Consulting, an internationally recognized consulting firm serving the health care industry for more than 35 years, announced today the purchase of Rose & Associates, a Texas-based consulting firm that assists eye care providers with billing, coding, and compliance issues.

The announcement was made jointly by Bruce Maller, BSM Consulting president and CEO, and Ann Rose, president of Rose & Associates.

"For years, our clients have asked us to provide billing, coding, and compliance services," Maller said following the announcement from BSM's Incline Village, Nev., headquarters. "Uniting with Rose & Associates will enable us to better meet the needs of our customers, all under the BSM Consulting umbrella."



Rose & Associates provides services to ophthalmology, optometry, and other ophthalmic-related specialties. The company's wide-array of services include chart audits, provider and staff training programs, and consulting support.

"Bruce and I are thrilled at the prospect of what our new team can bring to the table to meet the ever-changing needs of our clients," Rose said. "Regulatory compliance is a time-consuming challenge for busy eye care providers and administrative leaders. Our goal is to help them manage this complex area so they can focus their complete attention on providing the best care possible to patients."

BSM will retain the Rose & Associates brand, as well as all members of the Rose team. The combined company will employ close to 50 people. Together, the two firms have served the health care industry — primarily ophthalmology — for nearly 80 years.

"This is an exciting day for both companies," Maller said. "We've known and admired each other for years, and the idea that we are now able to join forces to better meet the common needs of our eye care customers is energizing and inspirational. We are delighted to welcome Rose & Associates into the BSM family."

**About Rose & Associates:** Founded in 1980, Rose & Associates is a firm of health care consultants specializing in Medicare coding, billing, documentation, and training for physician practices. With more than 1,500 clients nationwide, Rose & Associates' mission is to help balance the medical side of the practice with sound reimbursement and documentation principles and provide on-going assistance to help keep those principles in check. The company prides itself on having a personal, client-first approach to Medicare reimbursement and compliance.

**About BSM Consulting:** With more than 35 years of consulting experience in health care, BSM Consulting helps its clients find solutions to the financial, operational, and strategic challenges in an ever-changing market. BSM's knowledgeable and experienced team of consultants is dedicated to serving its diverse client base in a thoughtful, sensitive, and comprehensive manner. Founded in 1978, BSM Consulting still adheres to its original goal — providing clients with business management tools and resources that enhance their ability to make better business decisions. Visit [www.bsmconsulting.com](http://www.bsmconsulting.com) to learn more about the company.

**For more information, contact:** Allan Walker, [awalker@bsmconsulting.com](mailto:awalker@bsmconsulting.com), (775) 832-0600.