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FOR IMMEDIATE RELEASE

Relias Healthcare Welcomes Juli Forde Smith as Chief Revenue Officer.

Tupelo, MS – February 18, 2025 – Relias Healthcare, a leading provider of emergency and hospital medicine practice management services, is pleased to announce the appointment of Juli Forde Smith as Chief Revenue Officer. With over two decades of experience in emergency and hospitalist medicine reimbursement, coding compliance, and healthcare revenue cycle management, Smith brings a wealth of expertise and leadership to Relias Healthcare.



Juli Forde Smith

"Juli is a true expert in our industry, with a deep understanding of the complex challenges emergency medicine and hospital medicine providers face every day. Her leadership in revenue cycle management and unwavering commitment to advocating for clinicians make her an incredible asset to our team," said Luke West, CEO of Relias Healthcare. "She brings the experience, insight, and innovative mindset needed to push our organization forward. We're excited to have her on board and confident in the impact she'll make—ensuring our providers are supported and properly reimbursed for the critical work they do."

Smith has dedicated her career to supporting emergency medicine providers in navigating key issues including complex payer landscapes, increased regulations, and evolving reimbursement models. Her extensive background includes serving as Senior Vice President of Operations for Nicka and Associates, Director of Strategic Partnerships for ZOLL Data Systems, and Chief Marketing Officer for Gryphon Healthcare. Most recently, she led Rev4ward, LLC, where she specialized in developing innovative revenue cycle strategies and post-discharge care models.

Throughout her career, Smith has been an influential voice in the industry, actively participating in key healthcare organizations, including the American College of Emergency Physicians (ACEP), the Emergency Department Practice Management Association (EDPMA), and the Urgent Care Association (UCA). Currently, she serves as Vice Chair of EDPMA and is also one of the few non-physician members of the ACEP Coding and Nomenclature Committee.

"Relias Healthcare has a refreshing culture, driven by an engaged leadership team that truly prioritizes both patients and providers," said Smith. "I am excited to join a company that is deeply committed to ensuring high-quality, lifesaving care while supporting the clinicians at the forefront of emergency and hospital medicine."

As Chief Revenue Officer, Smith will play a key role in optimizing revenue processes, enhancing compliance strategies, and ensuring that emergency and hospital medicine providers receive the full reimbursement they deserve for their services.

Smith holds a degree from the University of Texas at Dallas and resides in Woodland Park, Colorado, where she enjoys horseback riding, kayaking, and exploring the great outdoors with her family.

Relias Healthcare looks forward to Smith's leadership in advancing its mission to support providers and deliver high-quality care to the communities it serves.

About Relias Healthcare:

Relias Healthcare is a multi-state healthcare solutions company with over 520 providers and over 500,000 annual visits. Relias Healthcare provides hospitals with a wide portfolio of management solutions within the acute care setting of hospital systems, tertiary referral centers and rural community hospitals. Providers are our priority, hospitals are our partners, and patients are our



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