



Alison Ratliff, MBA

It's Alison's 23rd year in the retina community. She has held positions in every aspect of a retina clinic, as well as developing her own company that assisted with the revenue cycle management of both large and small practices. She also participated on the corporate side of the industry for a brief period, focusing on item procurement and pricing from a GPO perspective. As a longstanding RetNet member, a group of elite Retina Administrators, Alison has focused on enhancing information flow, not only at a national level, but also beyond the practice level.

As Chief Executive Officer of a prominent specialty practice, Alison manages the daily activities of over seventy employees, five physicians and six office locations throughout the Los Angeles and Orange counties. In order to achieve our current annual revenues, Alison oversees contract negotiations, billing and revenue cycles, cost control measures and revenue enhancement practices. By managing a company of this size, she has become an expert in both HR and OSHA requirements.