



# ASRS

American Society of  
**Retina Specialists**

## **Kirk Mack**

Kirk Mack is a Director at VMG Health within the Revenue Optimization Consulting Practice. He provides ongoing coding and reimbursement support to ensure regulatory compliance within ophthalmology. His responsibilities include performing chart audits, conducting utilization reviews, managing billing and coding, ensuring regulatory compliance including MACRA/MIPS, overseeing documentation, handling reimbursement issues, and offering customized training and guidance for both physicians and non-physicians.

Before his tenure with VMG Health, Kirk spent 16 years as a senior consultant for a firm specializing in coding and reimbursement issues for ophthalmology and optometry practices. With over 30 years of experience in the ophthalmic industry, he brings a wealth of expertise to his role.

Kirk is a frequent contributor, speaker, and panelist for the American Society of Ophthalmic Administrators (ASOA) and a recurring contributor to Retina Specialist. He also frequently speaks at state and local meetings for ophthalmologists and optometrists.

Kirk holds certifications as a Certified Ophthalmic Executive (COE), Certified Ophthalmic Medical Technologist (COMT), Certified Professional Coder (CPC), and Certified Professional Medical Auditor (CPMA). He is a graduate of The School of Ophthalmic Medical Technology at the University of Minnesota.