

## *A Message from the Enterprise Chief Compliance Officer*



Our team of healthcare and legal professionals has decades of experience in healthcare administration, regulatory compliance, revenue integrity, higher education, information technology, and academic medicine.

We understand that the highly regulated healthcare and higher education industries require innovative, collaborative, and strategic approaches to ensure that our enterprise operations align with Jefferson's mission, vision, and values.

We will deliver the tools, training, and support that Jefferson's patients, students, employees, contractors, board members, and other members of our community need to maintain quality systems, provide superior care, adhere to all regulatory requirements, and "Do The Right Thing." Rely on us to help you navigate compliance challenges that impact your Jefferson-related activities. Please utilize this directory to find a professional to assist with all of your compliance-related needs.

We are here to help you "Do The Right Thing."

***Sonya Fair Lawrence, BSN, JD, CHC***  
SVP and Enterprise Chief Compliance Officer  
Email: [Sonya.Lawrence@Jefferson.edu](mailto:Sonya.Lawrence@Jefferson.edu)  
Office Direct Dial: (215) 503-7521

# Contact Compliance

Jefferson's compliance team will provide up-to-date information on the full spectrum of Jefferson's policies, procedures, and regulatory requirements.

## **Compliance Team Leaders**

### **Hospital and Professional Fee Billing**

Lavel Gwynn, MBA, RHIA, CCS, CPC  
[Lavel.Gwynn@Jefferson.edu](mailto:Lavel.Gwynn@Jefferson.edu)  
(215) 955-2919

### **Regulatory Compliance**

Brigette Cuffia, PT, JD, CHC  
[Brigette.Cuffia@Jefferson.edu](mailto:Brigette.Cuffia@Jefferson.edu)  
(215) 955-9086

### **Provider Education**

Kevin Durmala, CPC, CPMA, CRC  
[Kevin.Durmala@Jefferson.edu](mailto:Kevin.Durmala@Jefferson.edu)  
(215) 503-9268

### **Investigations**

Velena Flores  
[Velena.Flores@Jefferson.edu](mailto:Velena.Flores@Jefferson.edu)  
(267) 857-7349

### **Conflicts of Interest**

Jennifer Schneller, JD  
[Jennifer.Schneller@Jefferson.edu](mailto:Jennifer.Schneller@Jefferson.edu)  
(267) 857-0926

### **Education and Training**

Sarah Rosenberg, JD  
[Sarah.Rosenberg2@Jefferson.edu](mailto:Sarah.Rosenberg2@Jefferson.edu)  
(267) 734-4269

### **General Inquiries**

[ComplianceQuestions@Jefferson.edu](mailto:ComplianceQuestions@Jefferson.edu)  
844-MY-1-CODE (844-691-2633)

For resources and additional compliance information, join the Compliance Community at:  
[myJeffHub.Jefferson.edu](http://myJeffHub.Jefferson.edu)



## Office of Enterprise Corporate Compliance

Thomas Jefferson University  
Jefferson Health



# Office of Enterprise Corporate Compliance

## Leaders and Team Members



**Linda Bell, CHC**  
Compliance Specialist

Email: Linda.Bell@Jefferson.edu  
Phone: (215) 481-3491

Linda utilizes decades of accounting and business services experience in her compliance role. Linda is certified in Healthcare Compliance and provides compliance coordination for Jefferson Health's Northern Division.



**Katelyn Conners, MSOD, PMP**  
Director, Compliance Transformation & Engagement

Email: Katelyn.Conners@Jefferson.edu  
Phone: (215) 955-9091

Katelyn brings her background of metrics, learning and development, and change management to Jefferson's growing enterprise. She manages communication and outreach activities, and designs programs to maintain consistent and effective community engagement.



**Brigette Cuffia, PT, JD, CHC**  
Sr. Director, Regulatory Affairs

Email: Brigette.Cuffia@Jefferson.edu  
Phone: (215) 955-9086

Brigette draws from more than a decade of experience in health policy and clinical decision making to develop, analyze, and implement guidelines governing ongoing regulatory requirements impacting Jefferson's activities.



**Kevin Durmala, CPC, CPMA, CRC**  
Sr. Clinical Documentation Auditor/Educator

Email: Kevin.Durmala@Jefferson.edu  
Phone: (215) 503-9268

Kevin's diverse background in the healthcare industry allows for a unique perspective of the revenue cycle process from start to finish. His experience with clinical documentation auditing and innovative approaches to educating providers supports Jefferson with revenue integrity initiatives.



**Ashley Edwards, BS**  
Compliance Specialist

Email: Ashley.Edwards2@Jefferson.edu  
Phone: (267) 857-7348

Ashley brings professional services experience from accounting firms as well as a background in compliance and auditing with city government. Her skills enhance the Compliance team's ability to provide accurate and timely support to all members of the Jefferson community.



**Velena Flores**  
Audit and Investigations Manager

Email: Velena.Flores@Jefferson.edu  
Phone: (267) 857-7349

Velena brings more than a decade of experience as a Federal Auditor, conducting various national and compliance audits. She uses her diverse background to strengthen the Enterprise Compliance investigation process and continued preparedness for external investigations.



**Lavel Gwynn, MBA, RHIA, CCS, CPC**  
Director of Revenue Integrity Compliance

Email: Lavel.Gwynn@Jefferson.edu  
Phone: (215) 503-2919

Lavel uses more than 20 years of experience in coding, billing compliance, auditing, and education to oversee and direct clinical documentation improvement efforts at Jefferson. Lavel serves as a leader for external coding and billing audits along with remediation efforts.



**Ernsth Jovin**  
Administrative Assistant

Email: Ernsth.Jovin@Jefferson.edu  
Phone: (215) 955-0868

Ernsth utilizes her healthcare and administrative experience to support operational needs for Jefferson's Compliance Program. With several years in the healthcare industry she able to resolve complex inquires effectively and efficiently.



**Sonya Lawrence, BSN, JD, CHC**  
SVP & Enterprise Chief Compliance Officer

Email: Sonya.Lawrence@Jefferson.edu  
Phone: (215) 503-7521

Sonya combines her extensive legal and healthcare background with her leadership skills to drive Jefferson's Compliance Program. She champions change initiatives that impact Jefferson's infrastructure, ethical decisionmaking, and corporate citizenship.



**Sarah Rosenberg, JD**  
Interim Regional Compliance Officer - Abington

Email: Sarah.Rosenberg2@Jefferson.edu  
Phone: (267) 734-4269

Sarah has extensive experience with healthcare law and regulations, risk management, and business operations. Her work focuses on leading internal investigations, providing regulatory guidance, and successful implementation and communication of compliance program initiatives and policies.



**Gretchen Segado, MS, CPC**  
Regional Compliance Officer - New Jersey

Email: Gretchen.Segado@Jefferson.edu  
Phone: (856) 397-0741

Gretchen brings decades of experience in leading healthcare compliance programs to Jefferson New Jersey. Her breadth of expertise supports the organization's mission and helps the Jefferson community do the right thing.



**Patricia Schley**  
Administrative Assistant

Email: Patricia.Schley@Jefferson.edu  
Phone: (215) 955-8126

Patricia utilizes more than 40 years of healthcare and legal administrative experience to oversee and coordinate compliance services at Jefferson. She supports operational functions throughout the Jefferson Enterprise.



**Jennifer Schneller, JD**  
Conflicts of Interest Administrator

Email: Jennifer.Schneller@Jefferson.edu  
Phone: (267) 857-0926

Jennifer leverages 15 years of legal experience to enhance Jefferson's Conflicts of Interest program. She helps the enterprise comply with state and federal laws while building trust in the care, education, and services we provide.



**Laura Weeks, MBA, CHC**  
Regional Compliance Officer - Northeast

Email: Laura.Weeks@Jefferson.edu  
Phone: (215) 955-9028

With more than 15 years of healthcare experience, Laura utilizes her background in business administration and organization leadership, along with her extensive compliance knowledge to collaborate with operational leadership to obtain their business goals in a compliant fashion.



**Roisin Welsh, MS**  
Compliance Specialist

Email: Roisin.Welsh@Jefferson.edu  
Phone: (267) 807-3326

Roisin has more than 20 years of experience in hospital logistics and business intelligence, supporting quality and patient safety initiatives. She leverages her expertise to disseminate actionable data to ensure that Jefferson's efforts to "do the right thing" receive attention and meaningful feedback.



**Justin Whedbee, CHC**  
Sr. Clinical Documentation Auditor/Educator

Email: Justin.Whedbee@Jefferson.edu  
Phone: (215) 955-9078

Justin has more than a decade of experience in healthcare coding, billing, and documentation analysis. He supports providers and revenue cycle teams with maintaining revenue integrity and delivers education to ensure compliance with state, federal, and payer regulations.



**Shanice Williford, JD**  
Interim Regional Compliance Officer - TJUH

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Shanice brings more than a decade of regulatory and legal experience in the healthcare industry to Jefferson's Compliance Program. Her innovative approaches enhance our analysis of complex regulations that impact the patients and students we serve.