



**brinsonanderson**  
CONSULTING

## Cheyenne Brinson




Affectionately referred to as the “Practice Ninja” or “Coach” by her clients, Cheyenne Brinson is excited to bring her many years of experience as a practice management consultant to her very own venture. BrinsonAnderson Consulting is the culmination of a lifelong dream to develop and create her own business. It all started with a proclamation at age four that she was going to grow up, become a professional and own her own Kool-Aid stand. With BrinsonAnderson, she finally has.

Recognizing that while clients today still care about their bottom line, they also want efficient practices and streamlined workflows. Cheyenne and her partner, Amy Anderson, have created a business model to do exactly that. Taking on fewer clients, BrinsonAnderson partners with their clients, working hand and hand, to help them create a practice that is both more effective, and profitable.

As part of the team, Cheyenne and Amy are able to fill in some of the experience gaps that can exist in any practice. As one client put it, hiring Cheyenne is like getting “a manager, but better”. She often hears: “You really do understand our needs” and likes to say: “I know a thing or two because I’ve seen a thing or two”. Clients praise her uncanny ability to cut through the noise and see the real issue. She’s been described as having a northeastern mentality wrapped up in southern charm (a total compliment in her book).

Raised in a small town in Central Florida, population 2,000, Cheyenne attended Troy State University in Troy, Alabama on a full tuition, leadership scholarship where she earned her M.B.A. and B.S. in accounting. Though she started her career at a CPA firm in Birmingham, Alabama specializing in healthcare and does have 7 years of public accounting experience under her belt, Cheyenne likes to refer to herself as a “recovering accountant”. Instead of relying solely on data, she uses metrics more like an MRI. They point her towards a practice’s problem areas. Then, it is up to her to take her fifteen years of experience as a practice manager and practice management consultant with Karen Zupko & Associates, along with her natural propensity for analytical thinking, and come up with a creative solution for a client’s unique needs.

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Helping physicians and managers solve their problems is a huge source of joy for Cheyenne. An inductee into the Accounting Hall of Honor in recognition of her achievements, Cheyenne is also president of the Fat Disorders Resource Society and past president of the Illinois MGMA. After spending the last decade and a half in Chicago, she recently traded high rise living for a house in the suburbs, relocating to the Houston, Texas area. She may miss the food and culture, but she does not miss the snow! When not traveling for work or enjoying time with her husband, Cheyenne loves Alabama football games, eating out, concerts, and any good “fruity” martini, which are, basically, Kool-Aid for adults. Some things never change.

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