ROY A. FRANCO
Chief Client Officer, Franco Signor LLC

Roy Franco is a licensed attorney and presently serves as the Chief Client Officer for Franco Signor LLC, a national provider of Medicare Secondary Payer compliance services. Previously, he worked for Safeway Inc., in its Corporate Risk Management Director. As Director for Safeway, he managed claims, insurance and strategies over his 17 year career and was involved with the Company's Medicare Secondary Payer compliance program.

In 2007, he organized a grassroots campaign within California to marshal interest and support change to the decades old Medicare Secondary Payer law. That led Roy to Washington D.C., where he convinced other risk managers to join the Medicare Advocacy Recovery Coalition (MARC) he created to bring about sensible change in the law. Roy served as Co-Chair for MARC through June 30, 2013 and oversaw the development and passage of the Strengthening Medicare & Repaying Taxpayers Act at the close of 2012. SMART became law on January 10, 2013 when it was signed by President Barack Obama.

Roy presently serves as one of Executive Committee members of MARC and as its past Co-Chair. He is a published author on the Medicare Secondary Payer Act and is regularly invited to national conferences to share with the Industry his experiences about the law and its potential consequences.

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