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Jala Attia is the Founder and President of Integrity Advantage, a healthcare fraud waste and abuse services firm that supports payers and technology vendors in the payment integrity space. She has over two decades of expertise in fraud, waste and abuse detection, investigation, and strategic program oversight. Jala has served in a number of investigative and leadership positions at state, health plan and vendor organizations. Her previous roles included creating and directing anti-fraud program operations in Medicaid, Medicare, FEP and Commercial lines of business as well as directing the strategic focus of post and pre-payment FWA applications in partnership with dozens of health payers around the country.

Jala establishes best-in-class fraud, waste and abuse programs and teams, served as a board member for the National Healthcare Anti-Fraud Association (NHCAA) and participated on several committees to promote awareness of anti-fraud education and initiatives. She regularly speaks at industry conferences on a variety of FWA topics. Jala earned her BA from Rutgers University and an MBA from Georgian Court University. She is a Certified Fraud Examiner (CFE), an Accredited Healthcare Fraud Investigator (AHFI), and is Certified in Healthcare Compliance (CHC).