

Practice Management Solutions Conference and Expo 2011

Managing Risk, Optimizing Investments

**25%
Registration
Discount**
thru
January 10

ALL Specialists Are Invited

Practice Managers

Attend FREE



Spend two days learning the latest business solutions to advance your practice and improve its prognosis.

Program Chair

Ola Akinboboye, MD, MPH, MBA, FACC, FASNC
Associate Professor of Clinical Medicine
Cornell University, New York

January 14-16, 2011
Innisbrook, FL

CME Available:

The ABC designates this educational activity for
6.75 AMA PRA Category 1 Credits™.

For conference information, contact ABC
by phone 404-559-6191 or by e-mail: programs@abc cardio.org

Hotel information:

Innisbrook Golf Resort
36750 U.S. Highway 19 North | Innisbrook, FL 34684
(727) 942-2000 | Toll Free Reservations 800-492-6899

Seeking Answers to Make Your Practice Competitive?

The ABC invites you to its Practice Management Solutions Conference and Expo 2011: Managing Risk, Optimizing Investments. This conference is designed for health professionals engaged in the management of a medical practice or health care system. Spend two days learning skills and strategies you can take home and immediately implement to improve your practice.

Team participation is highly recommended and helps to foster better collaborative effort and improve practice performance in meeting today's challenges faced by healthcare organizations. Physicians, practice administrators, nurses, and other professionals involved in the business of managing a medical practice or healthcare system are encouraged to attend.

You should attend if you are.....

- responsible for the management of your medical practice
- responsible for the profitability of a medical practice
- ready to promote your medical practice in today's environment
- supervising and/or training medical office personnel
- interested in sharing best practices and networking with other professionals
- new to practice management or an experienced manager

Education Session Content

Combined formats of lectures, workshops, case studies and interactive discussions will be led by a variety of professionals and experts. Topics include....

- Health Care Reform and Implications for Practice
- When to Consider Integration and How
- Compensation Models
- Ancillary Services
- Technology: Compliance, Solutions and Trends
- Marketing Services – Practical Tips
- Expanding a Clinical Referral Base
- Optimizing Coding and Billing Practices – Top 5 Things You Need to Know
- Risk Management and Liability
- And More...

Interactive Exhibits

Visit the exhibit hall to meet companies that offer products and services to meet your needs.

- EHR and EMR
- Suppliers and Distributors
- Practice Management and Billing
- Equipment and Office Management
- Investment and Finance
- Insurance
- Staffing

Special Needs

It is important that you enjoy Practice Management Solutions Conference and Expo 2011: Managing Risk, Optimizing Investments. If, due to a disability, you have special needs, accommodations or requirements, please detail your requirements on the conference registration form or contact programs@abcario.org.

Opportunities for Sponsorship:

Contact the Exhibits Manager to find out how you can increase your company's visibility at the event.

Email: sponsorships@abcario.org
Phone: 540-809-3244



Practice Management Solutions Conference and Expo 2011

Managing Risk, Optimizing Investments

January 14-16, 2011 | Innisbrook, FL



A G E N D A

Friday, January 14, 2011

3:00 – 8:00 pm Registration Opens
6:00 -8:00 pm Welcome Reception and Expo

Saturday, January 15, 2011

7:00 am Registration and Breakfast
8:00 am Expo Open

8:00 – 8:15 am
Practice Management Solutions Conference Opening Remarks

Speaker: Ola Akinboboye, MD, MPH, MBA, FACC, FASNC, Program Chair

8:15 – 9:45 am
Medical Practice Models Today and the Impact of Health Care Reform

Speakers: Stephanie Kong, MD, Southside Medical Center and Cathie Biga, RN, MSN, CEO/President, Cardiovascular Management of Illinois

The landscape of the medical practice today is evolving at a rapid pace. What are the models that are working? How has Health Care Reform impacted the physician practice? Where does your practice model fit into the current landscape and what do you need to know today that will prepare you for tomorrow? Speakers will discuss current legislative and regulatory activity, the newly released Physician Fee Schedule, and current best practices in managing a successful practice.

9:45- 10:00 am Break at the Expo

10:00- 11:30 am
Medical Practice Models Tomorrow: Integration Wave and Payment Reform

Speaker: Celina Burns, Managing Director of Business Development, MedSynergies

Health care reform will continue to change. What will you need to do to proactively prepare your practice? Are there trends towards future models that you should be considering to evolve your practice now? Speakers will discuss the medical home model, managed care contracting, ACO's, bundling of services and strategies to maximize your practice.

11:30 – 12:00 pm
ACO's and 2012: Challenges and Opportunities
What are the real requirements for ACO's and Medicare? Is your patient base broad enough? What are best practices in a partially capitated model? How can you optimize bundled pricing and minimize risk? How do you maximize the hospital- physician relationship and leverage your practice? This session will provide you with the top 7 things you need to know to thrive in 2012.

12:00 – 3:00 pm Expo and Lunch

5:30 – 7:00 pm
Town Hall Meeting: CMS Incentive Program for Meaningful Use of HIT and Reporting of Quality of Care Measures

Speaker: Richard Wild, MD, Chief Medical Director, CMS - Atlanta

The presentation will include an overview of the challenges facing our current health care system from the point of view of the Medicare/Medicaid Programs and CMS. Strategic Vision of Leveraging Meaningful Use of HIT in healthcare delivery transformation. Additionally, the presenter will share specifics about the CMS financial incentive program for achieving Meaningful Use of Electronic Health Records including: how to get started, how to succeed in successfully achieving meaningful use in order to receive financial incentive payments and avoid future payment reductions.

7:15 – 8:30 pm
Why Every Cardiologist Needs to Own Their Own Sleep Lab and Dinner

OSA is still 80% under diagnosed in this country and most of those patients are in Cardiologists waiting rooms. We will present both scientific and financial reasons why cardiologists should own their own sleep labs. Sponsored by Heart Healthy Sleep Programs, Inc.

Sunday, January 16, 2011

7:00 – 8:30 am
2011 Economic Forecast and Key Principals for Investing In 2011 and Estate Planning Breakfast

Speakers: Anika Khan, Wells Fargo Economics Group, Kent Caldwell-Meeks, and Nerre Shuriah, Wells Fargo Wealth Management Group
Sponsored by Wells Fargo

8:30 – 9:30 am
Evolving Practice Models: The Art of Integration
Speakers: James Palazzo, MBA, President, Paragon Health & Martin O'Neill, MHS, Executive Vice President, Paragon Health

When should you consider integration for your practice? Vertical Integration vs. Horizontal Integration what are the realities? Discover the optimal way to position your practice for successful integration.

9:30 – 10:30 am
Solving the Malpractice Insurance Dilemma: How to Earn A Performance-Based Refund
Speakers: Tom Ryan, MHA, Managing Director, PC³; Stephen J. Leary, Managing Partner, Professional Healthcare Management Consultants; Ralph Tribendis, VP of Program Management, AvizentRisk; Panelist: A. Jefferson Ellington, PC³

Does your malpractice carrier refund a portion of your premium? Would you be interested in keeping a significant share of profits now controlled by your traditional retail insurance carriers? How do you adjust the practice risk management structure to drive maximum practice income, minimize Professional Liability expense, and protect salaries from the real threat of RAC audits and other compliance violations, ie Coding, Fraud, and Abuse, etc.? What ideas are working to make more and spend less??

10:30 – 10:45 am Break

10:45 – 12:00 pm
Technology Compliance, Solutions and Trends for the Practice

Speaker: Mike Mytych, President, Health Information Consulting
EHR's, EMR's – what should your practice be using to maximize patient care and improve billing and coding processes? How can you integrate systems successfully with current software? What technologies are available on the market to advance your practice? Stay in front of the technology wave and learn about novel technology solutions.

12:00 – 2:00 pm Expo and Lunch

2:00 – 4:00 pm
Strategies to Maximize Your Practice Revenues: Interactive Workshops

Looking to increase your revenues by at least 20% in the next year? This series of interactive workshops will provide you with practical strategies to integrate ancillary services and other revenue streams into your practice. Topics include:

2:00 – 3:00 pm
Billing and Coding – Michelle Reese, Paragon Health
PET – Jerome Robinson, MD, FACC, Southern California Medical Clinic

Research – Joe Hargrove, MD, FACC, Arkansas Heart Center

3:00 – 4:00 pm
Practice and Clinical Innovations of Vascular Disease – Gholam Ali, MD, FACC, FSV, RPVI, Washington Hospital Center

EMRs and Technology– Laurence Watkins, MD, FACC, Heart Healthy Center

Access to Capital for Your Practice- Shaun Cord and Roderick Harte, Wells Fargo Business Banking

4:00 – 4:15 pm
Closing Remarks and Takeaways
Ola Akinboboye, MD, MPH, MBA, FACC, FASNC

Overview

ABC's mission is to assist physicians and other healthcare professionals at all stages of their training and development to provide high quality, cost-effective, patient care. This conference is designed to empower attendees with practical solutions and strategies to adapt to the changing healthcare environment. Attendees will receive practical advice on today's most pressing practice management topics to enhance the skills of even the most experienced practice administrators through a wide variety of timely sessions led by professionals and experts in the field from around the country.

Target Audience

The target audience for this conference includes the physicians, practice managers/administrators, contracting officers, clinical managers. Some topics may be appropriate for additional members of the practice team.

Conference includes

January 14: Reception/Dinner Program

January 15: Educational Sessions and Luncheon/Dinner Program

January 16: Educational Sessions and Exhibits Luncheon

CME Credits

The Association of Black Cardiologists (ABC) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The ABC designates this educational activity for **6.75 AMA PRA Category 1 Credits**™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty Disclosure Policy

In accordance with the ACCME's Standards for Commercial Support of Continuing Medical Education, all faculty and planning partners must disclose any financial relationship(s) or other relationship(s) held within the past 12 months. The ABC implements a mechanism to identify and resolve all conflicts of interest prior to delivering the educational activity to learners.

Learning Objectives

Upon completion of this conference, learners should be able to:

- Implement business practices that are compliant with government regulations impacting the practice of medicine, including health reform
- Improve practice efficiency and financial performance by adding ancillary services
- Appreciate the importance of EMR and other health information technologies suitable for the needs of individual practices
- Assess practice risk management structure to minimize professional liability
- Evaluate various practice models, including academic, private practice, hospital and other health systems
- Review new Medicare initiatives and their impact on application to individual practices



ABC is pleased to provide complimentary registration to practice managers, office managers, billing and coding personnel, front office personnel and other non-physician members of the care team.

REGISTRATION FORM Please Print Clearly:

Name: _____
 Business: _____ Phone: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____



REGISTRATION OPTIONS AND PRICES

	Before Jan 10	After Jan 10	Less \$25 each for 2 or more *	Total
FULL Registration (Member)	\$ 112 x _____ <small>(includes discount)</small>	\$ 150 x _____	- _____ =	_____
FULL Registration (Non-Member)	\$ 370 x _____	\$ 495 x _____	- _____ =	_____

*** You can take off \$25 for each registrant when there are 2 or more in your group. Grand Total: _____**

**Attending the
conference but not
a member?
Join the ABC at
www.abc cardio.org**

PAYMENT METHOD

Check Money Order Credit Card

Circle type: Visa MasterCard American Express Discover

Credit Card Number: _____ Expiration Date: _____

Name as it appears on card (please print) _____

Cardholder Signature: _____

Please check here if you have special needs (e.g. accessibility services, dietary restrictions, etc.)

Specify need: _____



How to Register?

There are 3 easy ways to register for Practice Management Solutions Conference and Expo 2011: Managing Risk, Optimizing Investments. Payment must accompany form. Checks should be payable to: The 1Joshua Group, LLC

Register Online

Complete your registration at www.regonline.com/921835. This is a secure server, so your registration information and credit card information is protected.

Register by Fax

Simply complete the registration form and fax to 1-404-559-6198. Fax registrations must include payment by credit card.

Register by Mail

Simply print registration form and mail completed form to:

The 1Joshua Group, LLC
FBO Practice Management
Conference & Expo 2011
1513 East Cleveland Ave.
Bldg. 100-B, Suite 110
Atlanta, GA 30344-6947

Phone: 404-559-6191

Hotel Information

ABC has reserved a block of rooms at Innisbrook at a special group rate. To make your reservation, visit **www.innisbrookgolfresort.com** and use the group **code ABC**. You may also phone the hotel at 1-800-492-6899 and use the same group code. This special rate is available through January 10, 2011; however rooms at this rate are available on a first-come, first-served basis, so early reservations are recommended.

Important Note about Cancellation Policy at Innisbrook: All reservations will require a credit card guarantee. A non-refundable deposit equal to the first and last night's stay will be billed to the individual's credit card when the reservation is booked. No refunds will be granted for cancellations received after January 10, 2011.

Innisbrook Golf Resort
36750 U.S. Highway 19 North
Innisbrook, FL 34684

Join the ABC at Innisbrook



Association of Black Cardiologists, Inc.
Saving the Hearts of a Diverse America

an opportune warm escape coupled with unparalleled education, exhibits, and networking to help you....

- Earn continuing education credits
- Implement strategies to increase revenue
- Contain costs while optimizing performance
- Align or integrate with a health system
- Stay abreast of changes in the marketplace and comply with new regulations

To register visit www.regonline.com/921835