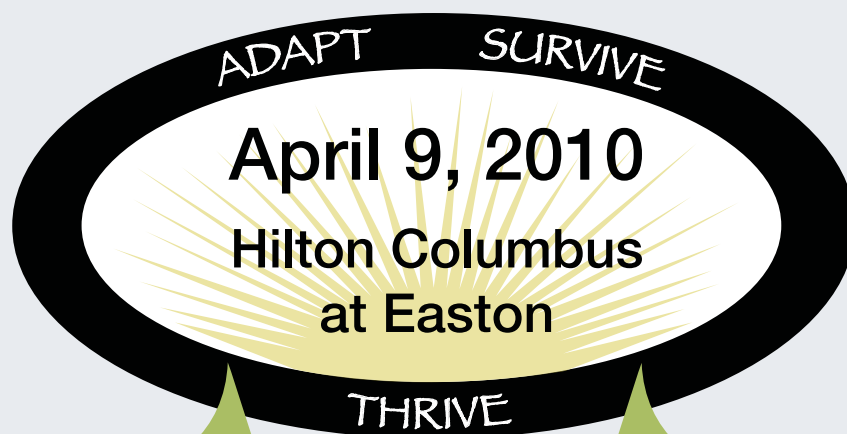


Ohio
State Medical
Association
The power of many. The voice of one.®



2010 Practice Management Symposium

The Business of Medicine: *It Isn't a Game*



OSMA AGENCY®
OSMA Insurance Agency

The OSMA Insurance Agency is proud to support efforts to help you, your practice and your patients.

REGISTRATION INFORMATION

Register by mail, fax or phone:

Ohio State Medical Association
PO Box 71-4753
Columbus, OH 43271-4753
Phone: (614) 527-6762 or (800) 766-6762
Fax: (614) 527-6763

PROGRAM LOCATION

Hilton Columbus at Easton
3900 Chagrin Blvd
Columbus, OH 43219
www.hiltoncolumbus.com

HOTEL RESERVATIONS

A limited number of rooms have been reserved at the Hilton Columbus. Please call (614) 414-5000, ask for in-house reservations and indicate you are with the OSMA Symposium to receive the discounted rate of \$174 plus tax. Check-in is 4 p.m., and checkout is noon. Reservations must be received by March 18 to receive the discounted rate.

SPECIAL NEEDS/DIETARY REQUESTS:

We fully intend to comply with the legal requirements of the Americans with Disabilities Act. If any participant has special needs in order to fully participate, please submit a written request to the OSMA at least two weeks prior to the program. This includes any special dietary requests.

SUBSTITUTION/CANCELLATIONS:

Attendance cancellations made via telephone or e-mail on or before 4 p.m. on March 31 will receive a refund less a \$50 processing fee. No refunds will be given on cancellations made thereafter. Substitutions can be made at no charge.

ATTIRE

Business casual attire is acceptable. Because meeting room temperatures are difficult to regulate and are often on the cool side, we suggest that you bring a sweater.

REGISTRANT ROSTERS

The name, title, organization mailing address and business phone number of each registrant will be provided to the exhibitors and included in the handout packet for networking purposes. Please e-mail education@osma.org if you prefer to have your phone number excluded.

SPONSORS

The Ohio State Medical Association extends its sincere appreciation to the following sponsors at this year's Symposium:

Medical Mutual – Lunch sponsor

CompManagement, Inc. – Break sponsor

OSMA Organized Medical Staff Section – Session 2f

OVERVIEW

As the health care debate continues, doing business as usual may threaten the survival of your practice. Regardless of whether or not you agree with the changes, one thing we can all agree on is that in order to survive and thrive, and to be there for the patients, we must embrace and adapt to these challenges and turn them into opportunities. What you will learn in this one day will make a lasting change to your practice!

In the current economic climate, getting approval to attend conferences may be more challenging. But there are more reasons now than ever to invest in professional development. The best way to prepare for such major transformations is to attend the OSMA's Practice Management Symposium.

CONTINUING PROFESSIONAL DEVELOPMENT



This activity has been planned and implemented in accordance with the Accreditation Council for Continuing Medical Education (ACCME) Essential Areas, Elements and Policies of continuing medical education by the Focused Task Force on Education of the Ohio State Medical Association. The OSMA is accredited by the ACCME to provide continuing medical education for physicians. The OSMA designates this educational activity for a maximum of 5.0 AMA PRA Category 1 Credits™. Physicians should claim credit commensurate with the extent of their participation in the activity.



American College of Medical Practice Executives (ACMPE) accepts AMA PRA Category 1 credits from organizations accredited by ACCME. The OSMA is accredited by the ACCME. Administrators should only claim credit commensurate with the extent of their participation in the activity.



This activity has been reviewed and is acceptable for up to 5.0 Prescribed credits by the American Academy of Family Physicians.



This program meets the criteria of the Professional Association of Health Care Office Management and is approved for 5.0 CEUs.



This program has prior approval of the American Academy of Professional Coders for 5.0 Continuing Education Units. Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.



Content of the Practice Management Symposium is appropriate for CMOM and CMC recertification credit.

ABOUT THE SPEAKERS

As a sponsor accredited by the ACCME, it is the policy of the Ohio State Medical Association to require disclosure of the existence of any financial interest a faculty or planning committee member has with a commercial interest organization. None of the faculty or planning committee has any financial relationships to disclose or financial conflicts to resolve.

Brian Bachelder, MD
Akron General Hospital

Jeffery Daigrepoint
Coker Group

Maryellen Reash, Esq.
Reash Law Offices

Ken Bertka, MD, FAAFP, CPHIMS
Mercy Health Partners
American Academy of Family
Physicians

Nancy Gillette, Esq.
Ohio State Medical Association

Terri Lynne Smiles, Esq.
Collis, Smiles & Collis, LLC

Jennifer Hayhurst
Ohio State Medical Association

Jeff Smith, Esq.
Ohio State Medical Association

Barbara Cobuzzi, MBA, CPC,
CENTC, CPC-H, CPC-P, CPC-I,
CHCC
CRN Healthcare Solutions

Ron Howrigan
Fulcrum Strategies

F. Michael Walsh, MD, MBA, CPE,
FCAP, FACPE (Distinguished)
Toledo Hospital Medical Staff
Consultants in Laboratory
Medicine

Almeta Cooper, Esq.
Ohio State University Medical
Center

Tim Maglione, Esq.
Ohio State Medical Association

Kameron McQuay, CPA, ABV, CVA
Blue & Co., LLC

Pamelyn Yard, LPN, CCS-P, CPC-I
Ohio State Medical Association

AGENDA

7:30 a.m.

Registration / Visit Exhibits
Continental Breakfast

8:30 a.m. – 10 a.m.

Welcome
Membership Update

David Owens

Health System Reform – Now What?

Tim Maglione, Esq. and Jeff Smith, Esq.

Health System Reform aims to solve two important problems: providing coverage for all Americans and controlling future costs before our system collapses. The movement to radically reform the current health system may be stalled for now, but the issues of cost and sustainability must be addressed soon. This session will examine the current reform legislation and its potential impact on Ohio physicians and their practices, and how we can work together to support legislation designed to fix the fundamental flaws in the current system. A guest panel with individuals representing managed care, hospital, PHO and group practice will take part in a discussion on what the likely response will be from their industry, concerns, implications and potential impact on physicians and their practices.

10 a.m. – 10:30 a.m. Break/Visit Exhibits

Break sponsored by CompManagement, Inc.

BREAKOUT SESSIONS 1



10:30 a.m. – 11:30 a.m.

1a. Rx for Your Top HR Headaches

Maryellen Reash, Esq. and Nancy Gillette, Esq.

It is rare to find a practice that hasn't had to deal with its fair share of human resource headaches. This session will examine employment-related laws that impact medical practices, emphasize the need for written employee policies, discuss ways to handle common employee performance and discipline issues and review proper procedures for effecting terminations and layoffs. An "Employer Survival Kit" with forms, checklists and sample policies is provided.

1b. PQRI Made Easy: Don't Miss Out on Revenue Opportunities

Barbara Cobuzzi, MBA, CPC, CENTC, CPC-H, CPC-P, CPC-I, CHCC

Can it be true? CMS recently announced that 31 clinical registries qualified for the 2010 PQRI, thus making reporting simple and easy. This session will examine claims and registry options. Discussion will cover individual and group measures, how to report using a registry (with and without an electronic health record), examples of a registry wizard and the best way to capture quality information in your day-to-day workflow and more.

1c. ObamaCare: How Managed Care Companies are Likely to Respond to Government Competition – and What Steps Your Practice Can Take

Ron Howrigan

How managed care responds to health system reform will have a HUGE impact on physician practices. This presentation by a former insurance executive (and current physician advocate) with extensive managed care experience gives you great insight into the changing Medicare and Medicaid systems and the likely responses from the private payers. It will also identify steps your practice can take to deal with the current and future payer environment.

1d. American Recovery and Reinvestment Act: How to Leverage Stimulus Payouts

Jeffery Daigrepoint

This session will guide you through performing a customized stimulus analysis on how much money your practice could earn in federal incentives, discuss information from practices that have successfully adopted health care technology and identify a plan to transition to an EHR environment. Current EHR users will discover how to access funds and accelerate adoption, considering future trends in health care information technology.

1e. Medical Practice Sales and Transitions – Show Me the Money

Kameron McQuay, CPA, ABV, CVA

Like any other successful business undertaking, transitions need planning and preparation. This three-step presentation will examine the process of preparing a physician practice for transition, whether it be for adding or buying out an existing partner, an outright sale to a hospital or other third party or for the retirement and phase-out of an existing partner. We will then explore all aspects of valuing a medical practice, the importance of valuation principles and the determination of what your practice is worth. We will arrive at our final destination after looking at the key elements of negotiating a successful sale and review some of the common mistakes that reduce the overall price.

11:30 a.m. – 1 p.m.

Lunch / Visit Exhibits

Lunch sponsored by Medical Mutual

BREAKOUT SESSIONS 2



A 1 p.m. – 2 p.m.

2a. To Appeal or Not Appeal: That is the Question (and we have the answer)

Barbara Cobuzzi, MBA, CPC, CENTC, CPC-H, CPC-P, CPC-I, CHCC

It is accurate to say that not all denials are correct, and that many denials are inaccurate and often never challenged. This session will help you identify incorrect denials, ensure that you have the documentation and correct coding to support what was billed and see what needs to be done to challenge and appeal these inappropriate denials so that your practice received the money it has compliantly earned.

2b. Managing Multiple Governmental Payer Programs . . . Final Answers!

Pamelyn Yard, LPN, CCS-P, CPC-I

Practices that want to stay in compliance and be reimbursed appropriately must keep up-to-date with the ever-changing programs and guidelines. This session will examine active governmental programs relevant to medical practices. You will be given tools to prepare, manage and work through burdensome processes with desirable outcomes. We will also examine and discuss sources of untapped revenue in a difficult economy and identify immediate steps you can take.

2c. Privacy Matters

Nancy Gillette, Esq. and Jennifer Hayhurst

Are you prepared to comply with the new HITECH Act rules that expand the HIPAA privacy and security rules? This session will help you navigate the labyrinth of data security law compliance. We will examine recent law changes and demonstrate how you can best implement new requirements into your existing HIPAA privacy and security practices.

2d. Electronic Health Records Implementation: Minimizing the Baby's Colic

Brian Bachelder, MD

Implementing an EHR can be an overwhelming process and is influenced by your overall goals, the specialty and size of your practice, the complexity of your software and the type of equipment you use. This session will examine and discuss concerns that apply to all practices, including workflow and change management, incorporating transition teamwork, working in a paperless environment and developing an implementation timeline.

B 1 p.m. – 3:10 p.m.

2e. Intensive Workshop Negotiating Physician Employment Contracts

Almeta Cooper, Esq. and Terri Lynne Smiles, Esq.

Your employment contract is most likely the largest financial and professional decision of your life; likewise if you are mid-career and making a change. This hands-on workshop will help you understand physician employment contracts improve your negotiating strategy and learn tools for effective negotiation.

2f. The Physician's Evolving Role in Regional Medical Center Structure

F. Michael Walsh, MD, MBA, CPE, FCAP, FACPE (Distinguished)

Sponsored by the OSMA Organized Medical Staff Section

The physician's traditional role of treating patients is transitioning rapidly as the physician can be a vendor, partner, board member/trustee, contractor and/or an employee of the hospital. This session will discuss the changing physician-hospital relationship, suggest tactical and structural changes to enhance the relationship and examine the practice experience of implementing a new structure in a regional health system.

The OSMA-Organized Medical Staff Section Business Meeting will be held following this session from 3:30 p.m. – 4 p.m.

BREAKOUT SESSION 3



Breakout Session 3 is only for those not choosing Breakout Session 2e or 2f.

2:10 p.m. - 3:10 p.m.

3a. The Patient-Centered Medical Home – a New Revolution

Ken Bertka, MD, FAAFP, CPHIMS

For patients, physicians, payers, legislators, practices and health systems, the patient-centered medical home (PCMH) has become a key component of meaningful health care reform in the United States. This session will explain the concept of the PCMH as a partnership between a patient and a personal physician, describe demonstrated patient benefits, review the principles of the PCMH and discuss the role of the PCMH.

3b. E-Prescribing: A Closer Look at this Bonus Producing, Patient Safety and Efficiency Boosting System

Barbara Cobuzzi, MBA, CPC, CENTC, CPC-H, CPC-P, CPC-I, CHCC

Only about 12 percent of practices take advantage of the e-prescribing bonus offered by the government. E-prescribing is not only low cost and easy to implement, but also provides a great deal of benefits to patients. This session will explain e-prescribing as part of an EHR system or standalone system, and describe the simple implementation steps, what makes a qualified e-prescribing system and how you can get started right away and earn your additional bonus for 2010.

3c. ICD-10 Implementation: Surviving the Challenges of Diagnostic Reporting Evolution

Pamelyn Yard, LPN, CCS-P, CPC-I

The International Classification of Disease-9 (ICD-9) is being replaced with ICD-10 in October 2013, and there will be no grace period for the transition. While there certainly is no need to panic (yet!), it is time to start preparing your practice for this monumental change. This session will define the three phases and timeline of ICD-10 integration, discuss key steps in getting your practice ready for successful transition and examine staff strategies for training and implementation.

3d. The DOs and DON'Ts of EHR Implementation

Jeffery Daigrepoint

Most practices have a list of reasons why they're not ready to make the leap to go electronic. Facilitated by Jeffery Daigrepoint, this interactive session will first examine some of the key DOs and DON'Ts when implementing an EHR. Then physicians and their staff "who have been there, done that" will share invaluable lessons learned on committing resources, staffing, operations and other key issues.

3:15 p.m. – 3:45 p.m. **Lightning Round
Rapid Fire Practice Management Q&A**

3:45 p.m. **Door Prizes** (*must be present to win*)

4 p.m. **Adjourn**

REGISTRATION

Registration deadline is March 31 or when the maximum attendance capacity is reached.

(please use a separate sheet for each participant to indicate the sessions you wish to attend)

Participant name _____ Title _____

Physician member full name (must be included for member rate) _____

Practice name or affiliation _____

Street address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ E-mail _____

Required to receive handouts in advance.

Place an (X) in the box by the sessions you wish to attend; this will help ensure you can attend the sessions of your choice, so please register early! If you do not choose any sessions, you cannot be guaranteed a seat in the session of your choice.

7:30 a.m.

Continental Breakfast

8:30 a.m. – 10 a.m.

Keynote: Health System Reform - Now What?

10:30 a.m. – 11:30 a.m.

Choose one:

- Rx for Your Top HR Headaches
- PQRI Made Easy
- ObamaCare
- ARRA and Stimulus Payouts
- Medical Practice Sales and Transitions

11:30 a.m. – 1 p.m.

Lunch buffet

Two afternoon sessions:

Choose A or B. If choosing A, pick one from each time slot.

(A)

1 p.m. – 2 p.m.

Choose one:

- To Appeal or Not Appeal
- Managing Multiple Governmental Payers
- Privacy Matters
- EHR Implementation

2:10 p.m. – 3:10 p.m.

Choose one:

- The Patient-Centered Medical Home
- E-Prescribing
- ICD-10 Implementation
- The DOs and DON'Ts of EHR Implementation



(B)

1 p.m. – 3:10 p.m.

Choose one:

- Negotiating Physician Employment Contracts
- OMSS: The Physician's Evolving Role in Regional Medical Center Structure
- OSMA-OMSS Business meeting (immediately follows education session)

OSMA members

On or Before March 12 March 13 - March 31

Any staff of physician member \$179 \$199

Physician member* \$99 \$119

*Special pricing NOT transferable to other attendees; cancellation policy still applies. Physician member rate also applies to all medical students and residents.

Non members

Registration \$379 \$399

OSMA-OMSS (does not include admission to the Symposium)

Education Session and Business Meeting Registration only No charge

**Add \$10 for printed session slides and handouts (optional) \$10

Total \$ _____

Registration fee includes all refreshments, meals and CME/CEU credits. Each participant will receive a CD with all session handouts at the symposium and online access to handouts starting three days prior to the meeting. To minimize our environmental impact, handouts of the speaker presentations **will not be distributed at the Symposium. If you purchase handouts you will receive them at registration.

Annual Meeting Registration

I am an OSMA Delegate/Alternate – please also register me for the Annual Meeting on April 10-11.

Ohio State Medical Association
PO Box 71-4753
Columbus, OH 43271-4753
Phone: (614) 527-6762 or
(800) 766-6762
Fax: (614) 527-6763

METHOD OF PAYMENT

Please register by phone or fax with a credit card if registering after March 12.

Check enclosed payable to: Ohio State Medical Association

Credit card charge (please check one):

VISA MasterCard Amex

Card Number _____ Expiration Date _____ / _____

Name on Card _____

Signature _____

Until you receive a confirmation, there is no guarantee that your registration has been received and/or processed. Call the OSMA if you do not receive a confirmation.

EXHIBITORS

The following organizations will be available during breakfast, lunch and the breaks to discuss their products and services. Their support helps us provide you with quality education at an affordable price. Don't forget to bring plenty of business cards for networking!

Accu Medical Waste Service, Inc.	Healthcare Underwriters Group Mutual of Ohio	Praesentia's Benchmark Database
Advantage Marketing	Insurance Office of Central Ohio	Proassurance Companies
Allscripts	InteGreat, a MED3000 Company	Professional Solutions Insurance
American Physicians Assurance Corp.	McKesson (CHS)	Programming and Micros
AmeriGroup Community Care	MEDENT - Community Computer Service, Inc.	Provista
Aprima Medical Software	Medical Mutual of Ohio	Prudential Financial
athenahealth, Inc.	Medical Protective	PSS World Medical
Blue & Co., LLC	Meritel Group	Quadax
Buckeye Community Health Plan	Molina Healthcare of Ohio	Quest Diagnostics
Cardiac Events	NaviNet	RealMed
Commerce National Bank	NextGen Healthcare Information Systems	RiverPoint Capital Management
CompManagement, Inc.	Nexus Practice Solutions	Sage Software Healthcare
The Cunningham Group	Office Team Healthcare Group	Sequel Systems
EasyIT	Ohio Health Choice	Street Sothebys International Realty
Economy Linen - Medical	OSMA Insurance Agency	The Doctors Company
e-MDs	OSMA Membership	The Premium Group, Inc.
FinCor Solutions	OSMA PAC	Thinsolutions
Fulcrum Strategies	OSMA Practice Consulting	Unison Health Plan
GBQ Physician Practice Group LLC	Palmetto GBA Medicare Part B	WellCare of Ohio
GE Healthcare	Parson Bishop Services, Inc.	Willis of Ohio
Greenway Medical Technologies	Positive Business Solutions	ZirMed



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