American College of Gastroenterology
PRACTICE MANAGEMENT COURSE
Pathways to Success: Understanding the Challenges and Opportunities in Gastroenterology
Friday, October 28, 2011

FRIDAY, OCTOBER 28, 2011
SESSION 1: The Challenges

7:35 am     How Are Payers Responding to Health Care Reform?  1
            Explore payer’s responses to new methods of physician payment and performance assessment tools and how your practice can stay ahead of the curve.
            Thomas James, MD

8:05 am     Response to Hospitals and Health Care Systems to Reform  5
            Determine why hospitals and health care systems are integrating primary caregivers and specialists and how these changes will impact patient referral lines and payment distribution under various payment models.
            Ronald J. Vender, MD, FACG

8:35 am     Keynote Lecture: Healthcare Reform and Its Impact on the Practice of Gastroenterology  8
            Investigate the impact the Patient Protection and Affordable Health Care Act will have on the practice of gastroenterology, from increased access by patients to health care services and reporting of health care outcomes to new models of physician payment.
            Thomas A. Scully, JD

9:15 am     Q&A

9:30 am     Break

9:50 am     Assessing Practice Quality and Developing Performance Metrics  8
            Utilize performance data and a quality management database to improve clinical practice.
            Irving M. Pike, MD, FACG

10:10 am    Tips for Negotiating with Your Payers or Hospital  39
            Discover techniques to use in every negotiation process and come out further ahead than you ever thought possible.
            Reed B. Hogan, MD

10:30 am    Break
10:50 am Breakout Sessions

Electronic Medical Records ................................................................. 42
Select and implement an EMR system into your practice.
James S. Leavitt, MD, FACG

Common Coding and Billing Mistakes .................................................. 47
Maximize revenue by correct coding for E&M services and endoscopic procedures.
R. Bruce Cameron, MD, FACG

Pearls and Pitfalls from a GI Practice Administrator .............................. 49
Improve the management and operation of your practice from an experienced GI administrator.
Frank Chapman, MBA

Succeeding in a Small Practice Setting .................................................. 51
Understand the benefits of small group practice and how to survive in the current health care climate.
Cynthia M. Yoshida, MD

11:45 am Lunch: Q&A with the Experts

12:50 pm Breakout Sessions (all sessions repeat)

SESSION 2: The Opportunities

1:45 pm Preparing for HITECH/meaningful Use .......................... to be distributed on-site
Assess the Health Information Technology for Economics and Clinical Health (HITECH) Act of 2009, its impact on the selection and adoption of an EHR, and how to maximize the chances that your practice will qualify for a reimbursement of $44,000 per physician.
James S. Leavitt, MD, FACG

2:05 pm Financial Benchmarking .............................................................. 55
Recognize the economic factors that impact your practice decisions, e.g., revenue, costs, cash flow, staffing, and how benchmarking can improve your bottom line.
William T. Geary, PhD

2:30 pm Practice Integration: Not If, but How?
Identify factors driving GI practice merger and integration and practical and legal considerations that will enhance the chances of success.
The Physician's Perspective
Michael L. Weinstein, MD

The Legal Perspective
Kathryn Hickner-Cruz, JD

3:10 pm Q&A

3:30 pm Break

3:50 pm Improving Your Bottom Line through Ancillary Services .................. 57
Uncover the opportunities offered by various ancillary services, such as in-house pathology, imaging and anesthesia and how they can add to your bottom line.
Lawrence B. Cohen, MD, FACG

4:15 pm Effective Cost-Cutting Steps in Your Practice .......................... 62
Describe the method of benchmarking practice-related expenses and its use in the development of cost-cutting strategies.
Frank Chapman, MBA

4:40 pm Q&A

5:00 pm Take Home Messages from the Afternoon Session / Closing Comments