FRIDAY, October 16, 2015

6:00 am  Continental Breakfast
7:00 am  Welcome and Introductions
Joseph A. Cappa, MD, FACG
William R. Stern, MD, FACG
7:05 am  Presidential Address: Hospitals, Academics and the Community GI: How Will They Interact in the Future to Create a Win-Win Environment?
Stephen B. Hanauer, MD, FACG
Recognize the current environment for gastroenterologists and the value of predicting how all will interact for the greater good of the patients.

SESSION 1: Value = Quality / Cost

7:35 am  Controlling Costs in Your Practice: Utilizing Your Employees to Maximize Efficiency and Quality Medicine
James A. Turner, Jr., MBA, MHA
Differentiate the cost of items in the practice in comparison to national benchmarks, with a focus on the largest component — your employees.

8:05 am  How to Implement a Quality Improvement Plan for Your Practice that Provides True Value for Your Patients
Michael S. Morelli, MD, CPE, FACG
Identify how to implement a quality improvement program that demonstrates true value for your patients.

8:35 am  Quality in the GI Practice: What Are You Doing Now and What Can You Do to Increase Value — Quality Indicators and Programs
Mark B. Pochapin, MD, FACG
Recognize the work and cost needed to implement a quality improvement program and how the results can be used to benefit your patients and practice.

9:05 am  Quality in Your Clinical Practice: Subspecialty Medical Homes as a New Healthcare Model
Miguel D. Regueiro, MD, FACG
Evaluate opportunities in the clinical practice through population management of chronic conditions in an analytical manner that will maximize cost efficiency and improve patient care. General concepts of chronic GI conditions will be explored with a concentration on IBD.

9:35 am  Q & A
9:50 am  Break

Please note: While evaluations for CME credit can ONLY be completed online (at www.evals.gi.org/am/2015), information corresponding to the online evaluation is provided on page iv to assist you in evaluating this course.
SESSION 2: Negotiations and Leadership

10:05 am The Basic Techniques of Negotiation: How to Get Others to Say “Yes”
Harry E. Sarles, Jr., MD, FACG ................................................................. 83
Identify the general techniques of negotiation and determine which techniques will prove useful for each situation encountered from hospitals to insurance companies to your own partners.

10:35 am Negotiating With Hospitals: Improving Relations While Avoiding Hostile Takeovers -- Thinking About Joint Ventures
Jeffry L. Nestler, MD, FACG ................................................................. 104
Assess the physician/hospital relationship, and identify whether joint ventures are appropriate alternatives.

11:05 am Negotiating With Insurance Companies: Making Your Quality Program Pay Off
Arnold G. Levy, MD ................................................................. 109
Define the priorities of payers and determine which quality programs players would be interested in exploring in order to improve patient care as well as improve payer contracts.

11:35 am Negotiating Within Your Practice: How to Find Solutions When Dealing With Differing Opinions of Strong-willed People
Joseph J. Vicari, MD, MBA ................................................................. 118
Identify the different personalities within the practice and formulate strategies to enable all the partners to work together towards a common goal. Recognize how to run an efficient business meeting and not become derailed by opposing opinions.

12:05 pm Q & A

12:20 pm Lunch

SESSION 3: Marketing

1:00 pm Promoting Your GI Practice Through Innovative Marketing Techniques
Reed B. Hogan, MD, II ................................................................. 136
Recognize the value of direct and specific consumer marketing and how it can translate into a return on investment (ROI) of money spent. Identify practical marketing initiatives that focus on direct marketing to patients and referring physicians that emphasize the quality and the value of the practice.

1:30 pm Using Your Online Brand to Grow Your Practice
Ken J. Brown, MD ................................................................. 158
Analyze the steps required to implement social media into your website and how to use it to grow your practice and manage your professional reputation.

2:00 pm Voice of the Patient: Patient Portal
James S. Leavitt, MD, FACG ................................................................. 169
Create an effective patient portal and establish office procedures for its implementation and use. Understand the practical ways the portal can be used to maximize patient value.

2:30 pm Patient Satisfaction
Louis J. Wilson, MD, FACG ................................................................. 212
Identify techniques and mechanisms to assess patient satisfaction and implement the feedback to improve patient care.

3:00 pm Q & A

3:15 pm Wrap up and Take Home Points
Joseph A. Cappa, MD, FACG
William R. Stern, MD, FACG

3:30 pm Adjourn