

Looking for monumental ideas?



POWER YOUR PRACTICE

AT THE 

2016 Practice Management Workshop

July 22-24 | Washington, DC

Register online at www.aaaai.org/practicematters

Unique Learning Opportunities

The Practice Management Workshop is designed for established allergists, new allergists, fellows-in-training (FITs) and allergy practice managers/administrators and presented by a unique mix of consultants, physicians and practice managers who fight the same battles you do every day. In addition to the formal program, you'll have many additional opportunities to learn informally from faculty, other attendees, and vendors.

Plenary sessions address a topic of broad appeal to all attendees. Primarily didactic, time is allotted for questions at the end.

Breakout sessions comprise the bulk of the programming during the workshop. These interactive presentations use faculty teams that include a mix of physicians, professional management consultants and practice managers/administrators to ensure that varying viewpoints of a single issue will be addressed. Significant time is set aside for questions and audience participation.

Informal interaction between attendees and faculty members is common over the course of the weekend. Faculty are readily available during breaks, meals and receptions to answer specific questions in an informal environment. This access is one of the main reasons attendees come back year after year.

Access to all session handouts, even those you don't get to attend. The handouts are available electronically or in printed format (for an additional fee) and make a great reference tool for the entire office.

"This was a great program and I plan to return in the future. The topics were extremely relevant and I learned more about the practice in one weekend than in the past three years."

"This was my first year attending the practice management meeting and it was outstanding. I learned a lot of information that is applicable to my practice."

"As a practice manager, I found the meeting extremely helpful. Nice job!"

Target Audience

New and established allergist/immunologists in private practice, employed allergists, practice administrators/managers, FITs, nurse managers and other clinical staff responsible for practice management activities.

Accreditation Statement

The American Academy of Allergy, Asthma and Immunology (AAAAI) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Designation Statement

The American Academy of Allergy, Asthma & Immunology designates this live activity for a maximum number of 14.25 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CE Designation Statement

The American Academy of Allergy, Asthma, & Immunology (AAAAI) is a Provider, approved by the California Board of Registered Nursing, Provider #10704, for up to 14.25 Contact Hours.

Credit Hours by Other Organizations

All participants who do not require a CME or CE certificate will receive an official Certificate of Attendance that may be used with his or her preferred professional organization to apply for applicable CEUs.

Faculty

Brian August, MBA, Allergy Partners, PA, Leesburg, VA

Priya J. Bansal, MD, FAAAAI, Asthma and Allergy Center, Bloomington, IL

Cheryl K. Bernstein, RN, BSN, CCRC, Director, Bernstein Clinical Research Center LLC, Cincinnati, OH

Jason L. Biddy, Administrator, Alabama Allergy & Asthma Center, Birmingham, AL

Helen Combs, Practice Development Manager, Alabama Allergy & Asthma Center; Partner, Clinical Research Center of Alabama, Birmingham, AL

John J. Costa, MD, FAAAAI, Medical Director, Allergy and Clinical Immunology Practices, Brigham and Women's Hospital, Boston, MA; Assistant Professor of Medicine (part time), Harvard Medical School, Boston, MA; Allergy & Asthma Associates-South, Duxbury and Buzzards Bay, MA

Linda Cox, MD, FAAAAI, Asthma & Allergy Center, Ft. Lauderdale, FL

Owen J. Dahl, MBA, FACHE, CHBC, LSSMBB, Owen Dahl Consulting, The Woodlands, TX

Denise A. DiPrimio-Kalman, DO, FAAAAI, Asthma and Allergy Associates, Upland, PA

Emily L. Graham, RHIA, CCS-P, Vice President, Regulatory Affairs, Hart Health Strategies, Washington, DC

Marshall P. Grodofsky, MD, FAAAAI, Connecticut Asthma & Allergy Center LLC, West Hartford, CT; Clinical Assistant Professor of Pediatrics, University of Connecticut School of Medicine

Vivian Hernandez-Trujillo, MD, FAAAAI, Director, Division of Allergy/Immunology, Nicklaus Children's Hospital, Miami Children's Health System; Associate Clinical Professor of Pediatrics, Herbert Wertheim School of Medicine, Florida International University, Miami, FL

Honor Hightshue, NP-C, AE-C, Chattanooga Allergy Clinic, Chattanooga, TN

Sharon B. Markovics, MD, FAAAAI, Manhasset Allergy and Asthma Associates, Manhasset, NY

John D. Milewski, FACMPE, MSHA, Chief Operating Officer, Colorado Allergy & Asthma Centers PC, Denver, CO

Amber Murphy, Practice Administrator, National Allergy & Asthma, Charleston, SC

Michael Pistiner, MD, MMSC, Harvard Vanguard Medical Associates, Newton, MA

John T. Ramey, MD, FAAAAI, National Allergy & Asthma, Charleston, SC

William Rogers, MD, Director, Physician Regulatory Issues Team and ICD-10 Ombudsman, Centers for Medicare & Medicaid Services (CMS), Washington, DC

Weily Soong, MD, FAAAAI, Alabama Allergy & Asthma Center, Birmingham, AL

James H. Sussman, DO, FAAAAI, Allergy Partners of New Mexico; Clinical Assistant Professor, University of New Mexico School of Medicine, Santa Fe, NM

Teresa Thompson, CPC, CMSCS, CCC, TM Consulting, Inc, Carlsborg, WA

Jody R. Tversky, MD, Assistant Professor, Johns Hopkins University School of Medicine, Baltimore, MD

Tonya Winders, MBA, President and CEO, Allergy & Asthma Network, Vienna, VA

Planning Committee

Weily Soong, MD, FAAAAI, Chair

Brian August, MBA

Priya J. Bansal, MD, FAAAAI

Becky Buelow, MD

Cheryl K. Bernstein, RN, BSN, CCRC

Denise DiPrimio-Kalman, DO, FAAAAI

Vivian Hernandez-Trujillo, MD, FAAAAI

Sharon B. Markovics, MD, FAAAAI

John D. Milewski, FACMPE, MSHA

Michael Pistiner, MD, MMSc

John T. Ramey, MD, FAAAAI

Melinda M. Rathkopf, MD, FAAAAI

Course Schedule

FRIDAY, JULY 22

Registration desk open 1:00 – 6:00 PM

Exhibits open 2:00 – 6:00 PM

Governmental Policy and Allergy Practice:

What You Need to Know 2:00 – 3:30 PM
William Rogers, MD and Emily L. Graham, RHIA, CCS-P

Dr. Rogers is a CMS staffer, practices emergency medicine part time and knows the current regulatory climate and its impact on physician practice. You won't want to miss this update on the most current regulatory issues affecting allergy practice from Washington insiders.

Break [exhibit area] 3:30 – 4:00 PM

Coding and Billing 101 4:00 – 5:30 PM
Teresa Thompson, CPC, CMSCS, CCC

This session covers the basic principles of medical coding and is designed specifically for FITs, new allergists and managers/administrators who have had minimal exposure to coding terminology and theory.

SATURDAY, JULY 23

Registration desk open 7:00 AM – 6:00 PM

Continental breakfast: 7:00 – 8:00 AM

Effective Patient Education via Shared Decision-Making
Tonya Winders, MBA, President and CEO, Allergy & Asthma Network

This non-CME presentation looks at the partnership between physicians and their patients and how to leverage that to achieve health goals.

Coding 2016: What's New? 8:00 – 9:30 AM
What's on the Horizon?
Teresa Thompson, CPC, CMSCS, CCC

Get ready for an insightful overview of the current hot topics in coding, including ICD-10 implementation issues and solutions. Time will be allotted for questions from the audience.

Break [exhibit area] 9:30 – 10:00 AM

SATURDAY, JULY 23, CONTINUED

Concurrent Break Out Sessions 10:00 – 11:30 AM
(Choose One)

Owner, Partner, Employee: Navigating and Negotiating the Medical Maze (repeats Saturday, 1:30 – 3:00 PM)

Brian August, MBA; Sharon Markovics, MD, FAAAAI; John Milewski, FACMPE, MSHA; James Sussman, DO, FAAAAI

Our panel explores how to accurately assess the value of your allergy practice, including the impact of assets, liabilities and "good will." They will cover a variety of practice settings – single specialty, multispecialty, academic – and describe the key physician contract variables for each. The session will also address the steps physicians nearing retirement should take prior to closing or selling the practice.

Advanced Coding Workshop (repeats Saturday, 1:30 – 3:00 PM and Sunday, 9:30 – 11:00 AM)

Teresa Thompson, CPC, CMSCS, CCC and Marshall Grodofsky, MD, FAAAAI

Roll up your sleeves and get ready to tackle real-world coding scenarios in this hands-on session. Participants will work in small groups to identify solutions to coding problems. Registered attendees are encouraged to submit examples from their practice for the case studies.

Analyzing and Improving Work Flow in Your Practice (repeats Sunday, 9:30 – 11:00 AM)

John Costa, MD, FAAAAI; Owen Dahl, MBA, FACHE, CHBC, LSSMBB; John Ramey, MD, FAAAAI

Does your practice run as efficiently as it could? This session will help you take an objective look at your practice and identify where you can improve. Presenters will show you how to utilize technology and lean management principles to engage staff and improve patient (and physician) satisfaction.

Is it Time to Hire an Advanced Practitioner for Your Practice?

Jason Biddy; Honor Hightshue, NP-C, AE-C; Weily Soong, MD, FAAAAI

Can you improve practice efficiency and patient satisfaction by hiring a nurse practitioner or physician assistant? This session will provide an overview of the roles and responsibilities of an advanced practitioner in an allergy practice and provide tips for recruiting, hiring and training the best one for your practice.

Lunch – have dessert with the exhibitors 11:30 AM – 1:30 PM

"As a fellow, I really appreciated getting an overall view. Still very overwhelmed about how to run a practice and code/bill, but it was good to get my feet wet. This is definitely NOT taught in fellowship."

Course Schedule

SATURDAY, JULY 23, CONTINUED

Concurrent Break Out Sessions 1:30 – 3:00 PM
(Choose One)

Implementing a Revamped and Up-to-Date Digital Marketing Strategy for Your Practice (repeats Sunday, 11:30 AM – 1:00 PM)

Priya Bansal, MD, FAAAAI; Helen Combs; John Ramey, MD, FAAAAI

This session will focus on innovative marketing techniques for digital marketing presented by industry experts, including how to focus your internal and external marketing efforts to reach patients and referring providers with your website. This will include monitoring your website analytics, blogging and overall content required for web search optimization. Learn about creating and placing Google and Facebook ads and where and how your practice needs to have a presence in the social media arena.

The First Five Years in Practice

Vivian Hernandez-Trujillo, MD, FAAAAI; Weily Soong, MD, FAAAAI

The first few years in practice can be incredibly hectic and challenging. During this session, you'll get tips on everything from growing and promoting a new practice to establishing quality and financial benchmarks to negotiating your contract/partnership agreement. Bring your questions!

Owner, Partner, Employee: Navigating and Negotiating the Medical Maze (REPEAT)

Brian August, MBA; Sharon Markovics, MD, FAAAAI; John Milewski, FACMPE, MSHA; James Sussman, DO, FAAAAI

Our panel explores how to accurately assess the value of your allergy practice, including the impact of assets, liabilities and "good will." They will cover a variety of practice settings – single specialty, multispecialty, academic – and describe the key physician contract variables for each. The session will also address the steps physicians nearing retirement should take prior to closing or selling the practice.

Advanced Coding Workshop (repeats Sunday, 9:30 – 11:00 AM)

Teresa Thompson, CPC, CMSCS, CCC and Marshall Grodofsky, MD, FAAAAI

Roll up your sleeves and get ready to tackle real-world coding scenarios in this hands-on session. Participants will work in small groups to identify solutions to coding problems. Registered attendees are encouraged to submit examples from their practice for the case studies.

Break/exhibits 3:00 – 3:30 PM

Concurrent Break Out Sessions 3:30 – 5:00 PM
(Choose One)

Employment in the Ever-Changing Environment of Academia and Multispecialty Practice: How to Survive and Thrive

John Costa, MD, FAAAAI; Vivian Hernandez-Trujillo, MD, FAAAAI; Jody Tversky, MD

The academic clinical practice has its own unique challenges – this session will explore a variety of topics to help position you for success. The panel will cover RVUs and financial benchmarks, negotiation strategies for employment agreements/contracts, and the various revenue streams within academic practice and how they can work to enhance or hinder your efforts.

Don't Leave Money on the Table! Managing Cash Flow in a High Deductible Health Plan (HDHP) World (repeats Sunday, 11:30 AM – 1:00 PM)

Brian August, MBA and John Milewski, FACMPE, MSHA

More and more of your patients are carrying high deductible health plans. What does this mean for your collections process? How can you utilize technology to ensure you're not leaving money on the table? This session explores the changing collection paradigm and provides valuable strategies you can implement in your practice.

Patient and Community Advocacy and Education: Making a Difference in Your Community (repeats Sunday, 11:30 AM – 1:00 PM)

Denise DiPrimio-Kalman, DO, FAAAAI; Michael Pistiner, MD, MMSc; Tonya Winders, MBA

You provide the tools to help your patients manage their allergic disease every day, but can you make a bigger difference? This session will explore how you can enhance your practice's impact and reputation through patient and community education as well as local and regional health advocacy activities. You'll learn about resources available from community and patient advocacy organizations and how you can partner with them to effect change that matters for you and your patients.

Analyzing Your Practice's Culture: Improve the Structure and Performance

Priya Bansal, MD, FAAAAI; Cheryl Bernstein, RN, BSN, CCRC; Weily Soong, MD, FAAAAI

Your practice's culture has a big impact on both staff and patient satisfaction. During this session, the panel will show you how to assess your organizational culture, identifying both potential problems and current strengths. You'll return to the office armed with practical strategies for improving or changing your practice culture.

Wine and Cheese Reception 5:00 – 6:30 PM

Take time to visit the exhibits, relax and mingle with your colleagues and workshop faculty before heading out to dinner on your own.

"Very useful conference. Sometimes it was hard to decide what lecture to attend because there were many great options."

Course Schedule

SUNDAY, JULY 24

Registration desk open 7:00 AM – 12:00 PM

Continental breakfast: 7:00 – 8:00 AM

Effective and engaging practice websites

Priya Bansal, MD, FAAAAI; John Ramey, MD, FAAAAI

This lively non-CME presentation will review the characteristics of an effective practice website and Facebook page. Panelists will share their own sites and you'll have a chance to get feedback on YOUR practice website.

What's Next for Allergy Practice? 8:00 – 9:15 AM

Owen Dahl, MBA, FACHE, CHBC, LSSMBB

The healthcare landscape is changing quickly, including the way physicians are going to be paid. This session will give an overview of plans for alternative payment models, accountable care organizations and payments tied to quality measures and how this will affect your practice.

Break 9:15 – 9:30 AM

Concurrent Break Out Sessions 9:30 – 11:00 AM

(Choose One)

Advanced Coding Workshop (REPEAT)

Teresa Thompson, CPC, CMSCS, CCC and Marshall Grodofsky, MD, FAAAAI

Roll up your sleeves and get ready to tackle real-world coding scenarios in this hands-on session. Participants will work in small groups to identify solutions to coding problems. Registered attendees are encouraged to submit examples from their practice for the case studies.

Analyzing and Improving Work Flow in Your Practice (REPEAT)

John Costa, MD, FAAAAI; Owen Dahl, MBA, FACHE, CHBC, LSSMBB; John Ramey, MD, FAAAAI

Does your practice run as efficiently as it could? This session will help you take an objective look at your practice and identify where you can improve. Presenters will show you how to utilize technology and lean management principles to engage staff and improve patient (and physician) satisfaction.

Making Sense of Reporting Requirements and Keeping Your Practice in Compliance

Priya Bansal, MD, FAAAAI; Linda Cox, MD, FAAAAI; Amber Murphy

Is your practice participating in PQRS reporting? Meaningful Use? Should you be? Each of our panelists participates in one or more of these programs and will walk you through how their practice is meeting these mandates – and thriving in the process.

How to Hire the Best Administrator for Your Practice

Cheryl Bernstein, RN, BSN, CCRC; John Milewski, FACMPE, MSHA; Weily Soong, MD, FAAAAI

Your practice administrator is a vital part of your team. This session will take you through the entire hiring process – from identifying your practice's needs to assessing the key qualities you need in an administrator to where to find the best candidates. The panel will also go through interviewing techniques, personality testing, background checks and other important hiring tools.

Break 11:00 – 11:30 AM

Concurrent Break Out Sessions 11:30 AM – 1:00 PM

(Choose One)

Happy Together: Physician Governance in Group Practice

Jason Biddy; Marshall Grodofsky, MD, FAAAAI; James Sussman, DO, FAAAAI

Allergy groups come in all shapes and sizes – which governance model is right for you? You'll also learn about leadership roles within a group, and successful strategies for conflict resolution and physician discipline.

Patient and Community Advocacy and Education: Making a Difference in Your Community (REPEAT)

Denise DiPrimio-Kalman, DO, FAAAAI; Michael Pistiner, MD, MMSc; Tonya Winders, MBA

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Implementing a Revamped and Up-to-Date Digital Marketing Strategy for Your Practice (REPEAT)

Priya Bansal, MD, FAAAAI; Helen Combs; John Ramey, MD, FAAAAI

This session will focus on innovative marketing techniques for digital marketing presented by industry experts, including how to focus your internal and external marketing efforts to reach patients and referring providers with your website. This will include monitoring your website analytics, blogging and overall content required for web search optimization. Learn about creating and placing Google and Facebook ads and where and how your practice needs to have a presence in the social media arena.

Don't Leave Money on the Table! Managing Cash Flow in a High Deductible Health Plan (HDHP) World (REPEAT)

Brian August, MBA and John Milewski, FACMPE, MSHA

More and more of your patients are carrying high deductible health plans. What does this mean for your collections process? How can you utilize technology to ensure you're not leaving money on the table? This session explores the changing collection paradigm and provides valuable strategies you can implement in your practice.

Course adjourns 1:00 PM

Exhibits

Take some time to view the technology, products and services that can help you run a more efficient, cost-effective allergy practice. Exhibits are open from 2:00 – 6:00 pm on Friday and during all meals, coffee breaks, and the wine and cheese reception on Saturday.

Antitrust Policy

The American Academy of Allergy, Asthma & Immunology (AAAAI), a 501(c)3 not-for-profit organization, has adopted an anti-trust policy. A copy of this policy will be provided to all attendees of the Practice Management Workshop. All attendees of the workshop will be expected to uphold this policy.

Handouts

Handouts will be made available to registered attendees free of charge on the AAAAI website prior to the meeting. Please download the handouts before you leave for Washington, DC. Printed copies of all handouts can be pre-ordered for \$25 during the registration process. You can pick up your copy at the registration desk in Washington, DC.

Workshop Registration

Register for the Practice Management Workshop at www.aaaai.org in the Continuing Education Center. The workshop registration deadline is Monday July 11, 2016. Because attendance is limited to ensure an interactive learning experience, some sessions may be sold out before this date. You are encouraged to register early to ensure you are able to attend your preferred sessions.

Registration Fees

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| AAAAI Fellows and members and managers/ administrative staff from a member practice: | \$450 |
| Fellows-in-Training (must be AAAAI members): | \$100 |
| Non-member physicians and their office managers/administrators: | \$550 |
| Printed handouts – \$25 (must be pre-ordered during the registration process) | |

All cancellations must be received in writing at the AAAAI executive office: 555 East Wells Street, Suite 1100, Milwaukee, WI 53202. Fax: (414) 272-6070. A refund of registration fees will be offered for all cancellations received on or before July 11, 2016. After this date, no refunds will be offered.

Hotel Accommodations

Hyatt Regency Capitol Hill
400 New Jersey Ave., NW,
Washington, DC 20001

Discounted room rate: \$159 single/double

Online reservations site:

<https://aws.passkey.com/g/52949342>

To ensure the special group rate, please make your reservations online. **The hotel reservation cut-off date is Friday June 30, 2016.** To guarantee availability, book your rooms early. A first night's deposit is required for all reservations.

If you have questions about the 2016 Practice Management Workshop, contact Lauri Sweetman at the AAAAI executive office at (414) 272-6071 or lsweetman@aaaai.org.

Airport Transportation

Taxi – fares from Ronald Reagan National Airport to the hotel are approximately \$14-\$18.

Metro – take the Yellow line from the airport to the Gallery Place/Chinatown stop. Transfer to the Red line to Union Station (2nd stop). The Union Station Metro stop is three blocks from the hotel. Fare is approximately \$2.70.

Super Shuttle – Shuttle vans are located at the airport, outside the baggage claim area at Ground Transportation. The shuttles make multiple stops and drop off directly at the hotel. Advance reservations may be made by calling 800-BlueVan (800-258-3826) or on Super Shuttle's website. Approximate fare is \$14 one way.

Washington, DC

From majestic monuments to art museums to historic theaters, this city is a captivating destination to experience. The hotel is within walking distance of the U.S. Capitol, Smithsonian museums and the National Mall.