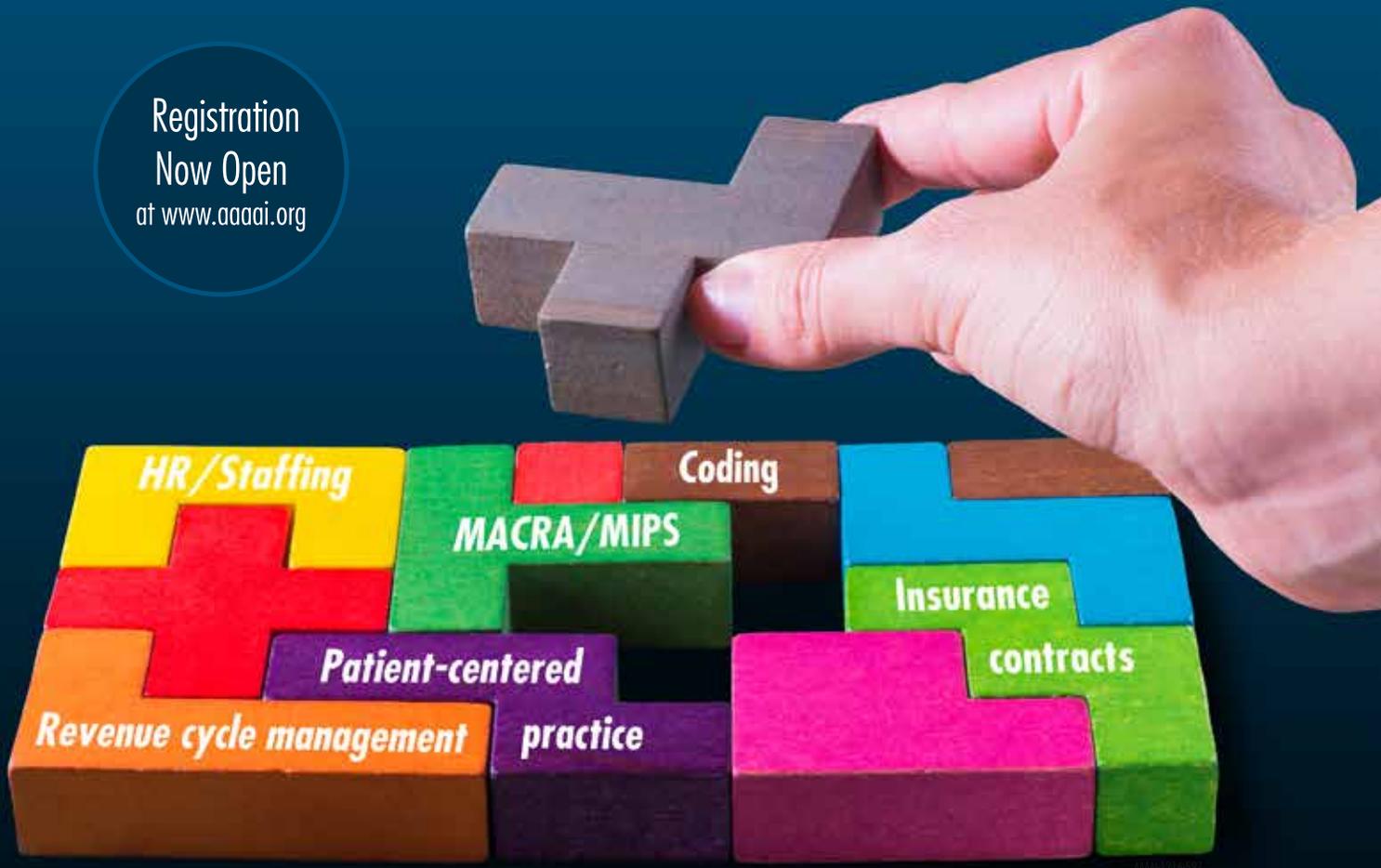


Fitting It All Together: *Winning Strategies for Your Practice*

Practice Management Workshop | July 14-16, 2017 | Rosemont, IL

Registration
Now Open
at www.aaaai.org



Join us July 14-16 at the only event that focuses on the day to day issues that all A/I physicians face – whether you're in private practice, a multispecialty group, or the academic setting. Programmed by allergists for allergists (and their office staff), the 2017 Practice Management Workshop features sessions designed to address the key issues your practice is facing right now.

Unique Learning Opportunities

The Practice Management Workshop is designed for allergists at every stage of their career and for allergy practice managers/administrators and other staff. Sessions are 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 multiple 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.

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 15.25 *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 15.25 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

Tessie Adams, Practice Administrator, Coastal Allergy & Asthma, PC, Savannah, GA

Sakina S. Bajowala, MD, FAAAAI, Kaneland Allergy & Asthma Center, North Aurora, IL

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

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

Cozette Blandford, Administrator, Allergy, Asthma & Immunology Associates of South Texas, San Antonio, TX

Becky J. Buelow, MD, Assistant Professor of Pediatrics & Medicine, Medical College of Wisconsin, Neenah, WI

Christina E. Ciaccio, MD, MSc, FAAAAI, Assistant Professor, Section of Allergy/Immunology, University of Chicago, Chicago, IL

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

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

Sheila Heitzig, JD, MNM, CAE, Director, Division of Practice & Policy, American Academy of Allergy, Asthma & Immunology, Milwaukee, WI

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

Ronald J. Howrigan, President and CEO, Fulcrum Strategies, Raleigh, NC

Kevin J. Kelly, MD, FAAAAI, Professor and Interim Chair, Department of Pediatrics and Interim Physician-in-Chief, North Carolina Children's Hospital, Chapel Hill, NC

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

Suja Mathew, MD, FACP, Chair, Department of Medicine, Cook County Health and Hospital System; Practice Transformation Consultant, American Medical Association, Chicago, IL

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

Penelope (Penny) Phillips, Attorney, Felhaber Larson, Minneapolis, MN

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

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

Mohamed S. Yassin, MD, FAAAAI, Allergy, Asthma & Pulmonary Associates, PA, Saint Cloud, MN

Planning Committee

Weily Soong, MD, FAAAAI, Chair
Tessie Adams

Priya J. Bansal, MD, FAAAAI
Becky Buelow, MD

Cheryl K. Bernstein, RN, BSN, CCRC
Christina E. Ciaccio, MD, FAAAAI

Helen Combs
Vivian P. Hernandez-Trujillo, MD, FAAAAI

Sharon B. Markovics, MD, FAAAAI
John D. Milewski, FACMPE, MSHA
Mohamed S. Yassin, MD, FAAAAI

FRIDAY, JULY 14

Registration desk open 1:00 – 6:00 PM

Exhibits open 2:00 – 6:00 PM

Major Moving Targets: MACRA, Quality Reporting,

Compounding and More 2:00 – 3:30 pm

Emily Graham, RHIA, CCS-P and Sheila Heitzig, JD, MNM, CAE

Get the latest information on quality measures, MACRA/MIPS, alternative payment models (APMs), and USP and FDA regulations related to compounding from our panel of experts.

Break – enjoy some refreshments and

visit the exhibits 3:30 – 4:00 PM

Concurrent Break Out Sessions (Choose One) 4:00 – 5:30 PM

Coding 101

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.

Revenue Cycle Management: From Appointment to Payment and Beyond (repeats Saturday, 10:00 – 11:30 am)

Tessie Adams and John Milewski, FACMPE, MSHA

Maximize revenue collection for your practice every step of the way. Presenters will provide tips and tricks for streamlining your benefit eligibility process, ensuring accurate insurance information and utilizing technology for payment collections.

SATURDAY, JULY 15

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

Continental breakfast: Effective and

Engaging Practice Websites 7:00 – 8:00 AM

Priya Bansal, MD, FAAAI and William H. Todd, APR

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.

Coding 2017: Strategies for Success 8:00 – 9:30 AM

Teresa Thompson, CPC, CMSCS, CCC

Get ready for an insightful overview of the current hot topics in coding. Time will be allotted for questions from the audience.

Break/exhibits 9:30 – 10:00 AM

The social aspects of these meetings are very important – I made many new connections/friendships and learned a lot from other's experiences. The camaraderie within the specialty is a strength.



SATURDAY, JULY 15, CONTINUED

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

Advanced Coding Workshop

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.

Revenue Cycle Management: From Appointment to Payment and Beyond (repeat)

Tessie Adams and John Milewski, FACMPE, MSHA

Maximize revenue collection for your practice every step of the way. Presenters will provide tips and tricks for streamlining your benefit eligibility process, ensuring accurate insurance information and utilizing technology for payment collections.

It's All About ME: Managing Conflicts in Your Practice

Christina Ciaccio, MD, FAAAAI; Sharon Markovics, MD, FAAAAI; Weily Soong, MD, FAAAAI

Conflict is a given in practice, whether with patients, staff or partners. During this session you'll learn how to manage conflict effectively so that everyone wins. The panel will look at patient complaint strategies along with tips to improve the culture of your practice. They'll also provide tips on handling conflicts among colleagues, both within the practice and the health system/larger physician community.

Practice Marketing Solutions – What's New? What Works?

Priya Bansal, MD, FAAAAI; Helen Combs; William (Bill) Todd, APR

Whether you're looking to attract new patients, a new associate, or build awareness among current patients for a novel therapy you just started offering, our team has ideas for you. This session will focus on helping you identify marketing strategies that will work best for you. Hear how videos, other technology and social media outlets can help you expand your reach.

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

HR Legal Primer: Best Practices

for Allergy Practices 1:30 – 3:00 PM

Penelope (Penny) Phillips

Your staff is the lifeblood of your practice. A seasoned labor and employment attorney will walk you through key aspects of employment and HR law affecting your practice including hiring and firing, employee handbooks, and more.

Break/exhibits. 3:00 – 3:30 PM

As a 1st timer, I found the presentations on target and timely — I thoroughly enjoyed it!

SATURDAY, JULY 15, CONTINUED

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

Dancing with the Devil: Negotiating Managed Care Contracts

(repeats Sunday, 9:30 – 11:00 am)

Ron Howrigan and John Milewski, FACMPE, MSHA

Negotiating contracts with managed care companies is a necessary evil for allergy practices. This session will show you how to successfully negotiate these contracts using tips from a former managed care negotiator. You'll learn how to evaluate the positions of both sides and develop the best course of action for your practice.

Basics for the Academic and Employed Physician

Christina Ciaccio, MD, FAAAAI; Vivian Hernandez-Trujillo, MD, FAAAAI; Kevin J. Kelly, MD, FAAAAI

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 how to set a career development plan.

Hot Topics in HR

Cheryl Bernstein, RN, BSN, CCRP; Helen Combs; Mohamed Yassin, MD, FAAAAI; Penny Phillips (moderator)

This interactive session will utilize a series of case presentations to engage the audience. Staff retention and development, avoiding liability, and reducing administrative burdens are some of the topics that will be addressed.

3-2-1 Action! Hands on Social Media Training (limited to 25 participants)

Sakina Bajowala, MD, FAAAAI and Priya Bansal, MD, FAAAAI

Have you ever wanted to make a video to place on your practice website/facebook/twitter account? Then this highly engaging and interactive workshop is for you! By the time the session is over, you will have your own video, filmed utilizing your personal handheld device. Participants should bring a short written summary of their background, interests, hobbies and practice to serve as a "script" for their practice introduction video. In addition to a personal handheld device, participants should also bring a laptop, tablet or iPad to access video editing software. Please plan your clothing accordingly for the video.

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

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

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.



SUNDAY, JULY 16

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

Continental breakfast 7:00 – 8:00 AM

Practice Transformation: Reducing Burnout and Rediscovering the Joy in Practice 8:00 – 9:15 AM

Suja Mathew, MD

Burnout is becoming widespread in medicine. This session will define and explore the etiology of physician burnout and present system redesign strategies for prevention and treatment.

Break 9:15 – 9:30 AM

Concurrent Break Out Sessions (Choose One) 9:30 – 11:00 AM

Building a Successful Patient-Centered Medical Practice

(repeats Sunday, 11:30 am – 1:00 pm)

Priya Bansal, MD, FAAAAI and Mohamed Yassin, MD, FAAAAI

You've heard about patient-centered medical care, but what does it really mean? The first step is creating and implementing a practice mission that inspires satisfaction and loyalty among both patients and your staff. Our two panelists will show you how their practices are benefitting and will share tips you can use in your practice.

Dancing with the Devil: Negotiating Managed Care Contracts

(repeat)

Ron Howrigan and John Milewski, FACMPE, MSHA

Negotiating contracts with managed care companies is a necessary evil for allergy practices. This session will show you how to successfully negotiate these contracts using tips from a former managed care negotiator. You'll learn how to evaluate the positions of both sides and develop the best course of action for your practice.

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.

Handling Biologics in Your Practice

Cozette Blandford; Helen Combs; Weily Soong, MD, FAAAAI

The use of biologics in treating allergic and immunologic diseases is increasing – and while they can be beneficial to your patients, they can result in a big headache for your practice. This session will help you navigate the challenges related to biologics including revenue cycle management, the role of specialty pharmacies and how to best structure your office's staffing and procedural operations.

Break 11:00 – 11:30 AM

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

SUNDAY, JULY 16, CONTINUED

Concurrent Break Out Sessions (Choose One) 11:30 AM – 1:00 PM

Practice Manager Roundtable

Tessie Adams and Cheryl Bernstein, RN, BSN, CCRC

Designed by practice managers for practice managers, this session features a series of short case studies followed by audience discussion. Topics to be presented include disaster preparedness, and motivating staff and preventing burnout.

Transitions in Practice: Selling, Merging, Retiring

Marshall Grodofsky, MD, FAAAAI; Sharon Markovics, MD, FAAAAI; TBD

With increasing mandates and complexities of practice, many physicians are either selling or closing a practice or joining larger entities in order to reduce financial and administrative burdens. This session will explore the steps involved in selling or closing a practice, and challenges physicians may encounter when joining a larger health system. Elements involved in practice valuation will also be covered.

Starting in Practice: Choosing the Correct Path

Becky Buelow, MD and Vivian Hernandez-Trujillo, MD, FAAAAI

This session is a primer for getting started in practice – from preparing for interviews to contract negotiation strategies. The presenters will also cover the pros and cons of both private and academic practice. Bring your questions!

Building a Successful Patient-Centered Medical Practice (repeat)

Priya Bansal, MD, FAAAAI and Mohamed Yassin, MD, FAAAAI

You've heard about patient-centered medical care, but what does it really mean? The first step is creating and implementing a practice mission that inspires satisfaction and loyalty among both patients and your staff. Our two panelists will show you how their practices are benefitting and will share tips you can use in your practice.

Course adjourns 1:00 PM

I used information from the Practice Management Workshop to establish my own clinic. Meeting with experienced clinicians and presenters provided a path to a successful professional endeavor. As much as I appreciate my mentors, you just can't learn this stuff in fellowship.



Exhibits

Take some time to view the technology, products and services that can help you run a more efficient, cost-effective allergy practice.

Date	Exhibit hours
Friday, July 14	2:00 – 6:00 pm
Saturday, July 15	9:30 – 10:00 am 11:30 am – 1:30 pm 3:00 – 3:30 pm 5:00 – 6:00 pm

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 Rosemont. 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 Rosemont.

Workshop Registration

Register for the Practice Management Workshop at www.aaaai.org in the Continuing Education Center. The workshop registration deadline is Wednesday, July 5, 2017. 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.

Attendee type	Registration fee
AAAAI Fellow, Member, or staff from a member practice	\$450
Fellow-in-Training	\$100
Nonmember physician, or staff from a nonmember practice	\$550
Printed handouts	\$25

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 5, 2017. After this date, no refunds will be offered.

If you have questions about the 2017 Practice Management Workshop, contact Lauri Sweetman at the AAAAI executive office at (414) 272-6071 or lsweetman@aaaai.org.

Hotel Accommodations

Loews Chicago O'Hare Hotel
5300 N. River Road
Rosemont, IL 60018

Discounted room rate: \$139 single/double

Online reservation site: <https://www.loewshotels.com/chicago-ohare/aaaai-practice-management-workshop>

To ensure the special group rate, please make your reservations online. **The hotel reservation cut-off date is Thursday, June 22, 2017.** To guarantee availability, book your rooms early. A first night's deposit is required for all reservations.

Getting to the Loews Chicago O'Hare

Complimentary shuttle – the Loews offers complimentary shuttle service to and from O'Hare airport. Pick-up is at the bus and shuttle center, between doors 1 and 2. Exit from baggage claim and follow the red shuttle center signs. The shuttle runs every 15-20 minutes between the hours of 4:00 am and 1:00 am. If you arrive between 1:00 am and 4:00 am please call (847) 544-5300 to arrange service.

Taxi – the hotel is less than 5 miles from O'Hare airport; average taxi fare is \$10. Average taxi fare from Chicago-Midway is \$70.

Driving – directions to the hotel can be found at <https://www.loewshotels.com/chicago-ohare/discover/map>. Parking is available to attendees at a discounted rate of \$12 per day for self-parking in a private garage.

Public transportation – the CTA blue line "L" train services both Rosemont and O'Hare. The Rosemont blue line stop is just one-half mile from the Loews hotel. From Midway airport, attendees can take the orange line through downtown Chicago and transfer to the blue line at the Clark/Lake stop. Detailed information on train services can be found at http://www.transitchicago.com/riding_cta/how_to_guides/ridingthetrain.aspx.

Rosemont, IL

Conveniently located just 5 minutes from O'Hare International Airport, Rosemont offers a wide array of entertainment and dining options, most within easy walking distance of the Loews hotel. The MB Financial District Entertainment Complex (<http://www.rosemont.com/mbfinancialpark/entertainment/>) is home to 12 venues offering upscale international cuisine, live music, comedy, state-of-the-art film, bowling and more. Fashion outlets of Chicago features high end outlet shopping with more than 120 stores, including Prada, Gucci and Tory Burch (<http://www.fashionoutletsofchicago.com/>). Rivers casino (<https://www.riverscasino.com/desplaines>) features 1,000 slot machines, 50 game tables, seven bars and restaurants and live music and offers free shuttle service to and from Rosemont hotels. For those that want to experience downtown Chicago, the CTA blue line "L" train will take you to the heart of Chicago in less than 30 minutes.