

Elevate Your Practice at the 2015 Practice Management Workshop

July 17-19, 2015 Denver, CO

Register online at www.aaaai.org/practicematters

Practice Matters!



American Academy of
Allergy Asthma
& Immunology

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.

101 session — Friday afternoon sessions are designed to present the basics of a topic for attendees with minimal exposure to medical practice management issues.

Plenary — Didactic format with structured Q&A addressing a topic of broad appeal to all attendees. Incorporates case-based scenarios and questions from the audience to further illustrate topic points. Fast paced; a moderate level understanding of the subject matter is assumed.

Breakout — Interactive presentations utilizing 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 — Physician and consultant faculty members 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.



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 13.25 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 15.90 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

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, Clinical Research Consultant, Director of Bernstein Clinical Research Center LLC, Cincinnati, OH

Keith Borglum, CHBC, Medical Practice Management Consultant, Author, Appraiser & Broker, Professional Management and Marketing, Santa Rosa, CA

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

Betty L. Evans, CMPE, Chief Executive Officer, Oak Street Medical, Eugene, OR

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

Rohit Katial, MD, FAAAAI, Professor of Medicine; Program Director, Allergy/Immunology; Director, Weinberg Clinical Research Unit; Director, Allergy & Immunology Clinical Services; National Jewish Health & University of Colorado Denver School of Medicine; Denver, CO

Tao T. Le, MD, MHS, FAAAAI, Associate Clinical Professor and Chief, Section of Allergy and Immunology, Department of Medicine, University of Louisville, Louisville, KY

Gerald B. Lee, MD, Assistant Professor and Chief, Section of Allergy and Immunology, Department of Pediatrics, University of Louisville, Louisville, KY

Vinay Mehta, MD, FAAAAI, Allergy, Asthma and Immunology Associates, PC, Lincoln, NE

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

Andrew W. Murphy, MD, FAAAAI, Asthma, Allergy and Sinus Center, Downingtown, PA

Rosemarie Nelson, MS, Principal, Medical Group Management Association, Syracuse, NY

David L. Patterson, MD, MS, MBA, FAAAAI, Chief Executive Officer, Academy Allergy, Asthma and Sinus, Noblesville, IN

Melinda M. Rathkopf, MD, FAAAAI, Allergy, Asthma & Immunology Center of Alaska, Anchorage, AK

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

Melinda M. Rathkopf, MD, FAAAAI, Chair

Sakina S. Bajowala, MD, FAAAAI

Priya J. Bansal, MD, FAAAAI

Cheryl K. Bernstein, RN, BSN, CCRC

Betty L. Evans, CMPE

Tao T. Le, MD, MHS, FAAAAI

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Vinay Mehta, MD, FAAAAI

John D. Milewski, FACMPE, MSHA

David L. Patterson, MD, MS, MBA, FAAAAI

Weily Soong, MD, FAAAAI

Mohamed S. Yassin, MD, FAAAAI

“Ms Bernstein’s lecture was outstanding and went beyond the typical staff interview lecture. Her experience and stories were great and very helpful.”

Course Schedule

FRIDAY, JULY 17

Registration desk open 1:00 – 6:00 PM

Exhibits open 2:00 – 6:00 PM

Coding and Billing 101 2:00 – 3:30 PM
Teresa Thompson, CPC, CMSCS, CCC

Covers the basic principles of medical coding. Designed for FITs, new allergists and managers/administrators who have had minimal exposure to coding terminology and theory.

Break [exhibit area] 3:30 – 4:00 PM

Concurrent Breakout Sessions 4:00 – 5:30 PM
(Choose one)

Career Development 101
Marshall Gradofsky, MD, FAAAAI; Tao T. Le, MD, MHS, FAAAAI; Gerald B. Lee, MD; Weily Soong, MD, FAAAAI

This interactive panel presentation provides an overview of the different types of practice settings available in allergy/immunology along with interviewing and job hunting tips.

Optimizing Your Practice Finances 101
Keith Borglum, CHBC; Betty L. Evans, CMPE; Vinay Mehta, MD, FAAAAI; John D. Milewski, MSHA

This session provides an introduction to benchmarking financial data in your practice. Presenters will provide tips on optimizing account receivables and collections, customizing patient scheduling and workflow to maximize productivity, and more.

SATURDAY, JULY 18

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

Continental breakfast/presentation 7:00 – 8:00 AM

Personal Finances and Investing for the New Physician:

A Boglehead's Approach

Vinay Mehta, MD, FAAAAI

This optional non-CME presentation will address common financial mistakes and an overview of how to invest in a sensible, low-cost manner with or without the help of a financial advisor.

SATURDAY, JULY 18, CONTINUED

Coding 2015: Changes Ahead 8:00 – 9:30 AM
Teresa Thompson, CPC, CMSCS, CCC

With ICD-10 implementation scheduled for October 1, 2015, your practice needs to have a plan in place. Ms. Thompson will provide a framework your practice can use to move ahead.

Break [exhibit area] 9:30 – 10:00 AM

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

Starting in Practice, Part 1
Keith Borglum, CHBC; Tao T. Le, MD, MHS, FAAAAI; Weily Soong, MD, FAAAAI
The first of two interactive sessions designed for FITs and recent graduates looking for that first position or to start-up a practice. Part 1 focuses on finding and hiring staff, marketing and building a referral base, and a practice start-up timeline.

Advanced Coding Workshop: Chart Auditing and ICD-10 (repeats Sunday, 9:30 – 11:00 AM)
Teresa Thompson, CPC, CMSCS, CCC

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 and practice ICD-10 conversions.

Building a Successful, Patient-Centered Medical Practice (repeats Sunday, 9:30 – 11:00 AM)

David L. Patterson, MD, MS, MBA, FAAAAI and Mohamed Yassin, MD, FAAAAI
You've heard about patient-centered medical care, but what does it really mean? Two allergists who have built patient-centered medical practices will show you how they got there, and the benefits for both the practice and their patients.

Meeting Government Mandates: AAAAI QCDR and More! (repeats Sunday, 9:30 – 11:00 AM)

Linda Cox, MD, FAAAAI; Rosemarie Nelson, MS; Melinda Rathkopf, MD, FAAAAI
Is your practice participating in PQRS reporting? Meaningful Use? Should you be? Our panel will take you through the alphabet soup of government regulations and show you how your practice can not only comply with, but thrive, while meeting these mandates.

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

“Dr Rathkopf talked from her heart to give us best advice about EMR. She told all her experiences – good, bad and ugly. Thanks.”

“There was great conversation during the careers 101 session that will really help me during my job search.”

Course Schedule

SATURDAY, JULY 18, CONTINUED

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

Monitoring Your Practice's Core Financial Vital Signs (repeats Sunday, 9:30 – 11:00 am)

Keith Borglum, CHBC; Betty Evans, CMPE; Vinay Mehta, MD, FAAAAI; John Milewski, FACMPE, MSHA

Is your practice in good financial health? After attending this practical session, you'll return home with a customized spreadsheet you can use to track your practice's financial benchmarks. You'll identify key benchmarks to analyze and track in your practice and learn where to find industry benchmark data for comparison.

Starting in Practice, Part 2

Marshall P. Grodofsky, MD, FAAAAI; Tao T. Le, MD, MHS, FAAAAI; David Patterson, MD, MBA, FAAAAI

The second of two interactive sessions designed for FITs and recent graduates looking for that first position or to start-up a practice. Part 2 focuses on basic practice financial management, habits of the efficient allergist and partnership negotiation strategies.

Finding, Training and Keeping the Right Staff for Your Practice (repeats Sunday, 11:30 am – 1:00 pm)

Cheryl K. Bernstein, RN, BSN, CCRC; Weily Soong, MD, FAAAAI; Mohamed Yassin, MD, FAAAAI

This nuts and bolts session on practice staffing will show you how to identify excellent candidates to staff your office, conduct a successful job interview, and increase staff productivity by effective training and mentoring. Employee handbooks will also be discussed.

Using Social Media to Make Your Practice Shine

Sakina S. Bajowala, MD, FAAAAI and Priya J. Bansal, MD, FAAAAI

Facebook, Twitter, YouTube – does your practice use these tools? Should you? This session will address the importance of a social media strategy for your practice, and how social media can lead to better patient education and improved patient satisfaction.

Break/exhibits 3:00 – 3:30 PM

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

Advanced Coding Workshop: Best Practices for Maximizing Practice Revenue (repeats Sunday, 11:30 am – 1:00 pm)

Teresa Thompson, CPC, CMSCS, CCC

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 work on scenarios related to payment issues.

Physician Governance in Group Practice: the Keys to a Successful and Happy Practice

Marshall P. Grodofsky, MD, FAAAAI; Rosemarie Nelson, MS; and Weily Soong, MD, 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.

Keys to Success in Academic Medicine (or what they didn't teach you in Fellowship)

Rohit Katial, MD, FAAAAI; Tao Le, MD, MHS, FAAAAI; Gerald B. Lee, MD

Thinking about a career in academic medicine or already practicing in an academic clinical practice? This session will provide tips and tricks for success, including how to build your CV for promotion and tenure and how to maximize sources of revenue and minimize costs in the academic setting.

Risk Management, Embezzlement and Fraud Protection

Cheryl K. Bernstein, RN, BSN, CCRC and Mohamed Yassin, MD, FAAAAI

Experts estimate that 75% of physicians will experience at least one instance of fraud in their career. This session will help you identify potential signs of fraud and embezzlement in your practice and give you practical steps you can take to minimize your exposure.

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.

"The practice management workshop was great – it made me realize how many business issues I had fallen behind on, and better understand how to increase my revenue. I figure that I should recoup the cost of attendance many times over. If I could have attended 15 years ago when I started my solo practice, I would have avoided several very costly mistakes."

Course Schedule

SUNDAY, JULY 19

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

Continental breakfast 7:00 – 8:00 AM

Surviving and Thriving in Challenging Times 8:00 – 9:15 AM
Andrew W. Murphy, MD, FAAAAI (additional speaker TBD)

This session will focus on key healthcare policy changes that impact day to day allergy practice and the resources available from AAAAI to help you manage these changes. Federal and local advocacy efforts will also be addressed.

Break 9:15 – 9:30 AM

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

Advanced Coding Workshop: Chart Auditing and ICD-10 (repeat)
Teresa Thompson, CPC, CMSCS, CCC

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Monitoring Your Practice's Core Financial Vital Signs (repeat)

Keith Borglum, CHBC; Betty Evans, CMPE; Vinay Mehta, MD, FAAAAI; John Milewski, MSHA

Is your practice in good financial health? After attending this practical session you'll return home with a customized spreadsheet you can use to track your practice's financial benchmarks. You'll identify key benchmarks to analyze and track in your practice and learn where to find industry benchmark data for comparison.

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Finding, Training and Keeping the Right Staff for Your Practice (repeat)

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This nuts and bolts session on practice staffing will show you how to identify excellent candidates to staff your office, conduct a successful job interview, and increase staff productivity by effective training and mentoring. Employee handbooks will also be discussed.

There's an App for That: Tech Tools to Simplify Your Day

Tao Le, MD, MHS, FAAAAI and Melinda M. Rathkopf, MD, FAAAAI

Your patients are connected – are you? Learn about the tech tools (iPhones, iPads, Droid) and other resources (automated lab reminders, patient portals, ePrescribing systems, social media platforms) that can help streamline your practice and boost patient satisfaction and your bottom line.

The Future is Here: the Changing Face of Patient Interactions and the Tools We Use

Sakina S. Bajowala, MD, FAAAAI; Priya J. Bansal, MD, FAAAAI; Rosemarie Nelson, MS

Mobile spirometry. Google Glass. NIOX. Virtual patient consultations. Come and learn about new techniques and tools allergists across the country are using and how you can incorporate them into your practice.

Course adjourns 1:00 PM

“I picked up several useful ideas and pieces of knowledge from every session I attended. Overall, the most helpful aspect was being with people from other allergy practices.”

Exhibit hours

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.

Workshop Registration

You may register for the Practice Management Workshop and book your hotel room online at www.aaaai.org in the Continuing Education Center. The workshop registration deadline is Sunday, July 12, 2015. Because attendance is limited to ensure an interactive learning experience, workshop capacity may be reached before July 12.

Registration Fees

AAAAI Fellows and members and managers/administrative staff from a member practice:	\$425
Fellows-in-Training (must be AAAAI members):	\$80*
Non-member physicians and their office managers/administrators:	\$525

**limited to 30 participants, on a first-come, first-served basis*

Registration cancellation deadline: July 10, 2015

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, less a \$50 administrative fee, will be offered for all cancellations received on or before July 10, 2015. After this date, no refunds will be offered.

If you have questions about the 2015 Practice Management Workshop, contact Lauri Sweetman at the AAAAI executive office at (414) 272-6071.

Handouts

All workshop presentation handouts will be made available to registered attendees on the AAAAI website prior to the meeting. Please download the handouts you wish to have with you at the workshop before you leave for Denver. A printed copy of all handouts can be purchased for \$25 and will be available at the registration desk in Denver, but must be pre-ordered. Please select this option when registering for the workshop.

Hotel Accommodations

Embassy Suites Denver - Downtown
1420 Stout Street, Denver, CO 80202
Discounted room rate: \$169 single/double
Reservations phone: (800) HILTONS or
(303) 592-1000

Hotel reservation deadline: June 25, 2015

Online hotel registration:
http://embassysuites.hilton.com/en/es/groups/personalized/D/DENESES-AIP-20150716/index.jhtml?WT.mc_id=POG

Reservations should be made directly with the Embassy Suites Hotel at the above listed number, or reserve your room online. To take advantage of our preferred rates, you must mention that you are attending the AAAAI Practice Management Workshop when making your reservations. To guarantee availability, please book before June 25, 2014. A first night's deposit is required for all reservations.

Airport Transportation

The Embassy Suites Denver-Downtown is 27 miles from Denver International Airport; average taxi fare from the airport to downtown is \$50. Super Shuttle service is available for \$22 each way at <http://www.supershuttle.com/Locations/DENAirportShuttleDenver.aspx>.

Denver, Colorado

Welcome to Denver – the Mile High City – where 300 days of sunshine, a thriving art and cultural scene, diverse neighborhoods, and the Rocky Mountain backdrop combine for the world's most spectacular playground. Denver offers stunning architecture, award-winning dining and unparalleled views, all within walking distance from its famed 16th Street pedestrian mall. Experience what the locals know. <http://www.denver.org/pmw15/>