

Attend this premier CME-certified event from Cleveland Clinic:

Health Care Innovation: Shared Medical Appointments – The Intersection of Quality and Value

April 24 – 25, 2014

The Ritz-Carlton, Cleveland
Cleveland, OH

"The Guru of Group Visits"
Physicians Practice Magazine



**Don't miss this
keynote speaker!**

**Edward
Noffsinger, PhD**



Register Today! ccfcme.org/GoSMA



Join us!

Shared medical appointments are increasingly becoming part of the future in health care. They are an innovative, interactive approach to patient care.

Put aside the "Do more, work harder" concept and bring your team together in a way we find patients overwhelmingly find satisfying.

By updating the way we practice, we, as physicians, can avoid complacency. By using inventive techniques, we can forge the advancement of health care.

Cleveland Clinic has offered shared medical appointments for 10 years, and the results show that patients are overwhelmingly satisfied.

We invite you to join us as we share our experience, expertise, and tips on implementing this care model in your own practices.



Best regards,

Marianne Sumego, MD

Director of Shared Medical Appointments

You'll Find Creative Solutions Through a Decade of SMAs at Cleveland Clinic

One can hardly disagree; there is a need for creative solutions in tackling today's health care challenges. Shared medical appointments (or SMAs) have proven to be an innovative way of creating appointment access and – while at the same time – improving the quality of care for our patients.

In this 2-day conference you can quickly gain an understanding of the Cleveland Clinic experience and capture the benefits of SMAs.

In addition, Dr. Edward Noffsinger will share more than 20 years of international experience so that you will gain the essentials for putting SMAs to work for your practice.

Caregivers report that patients have been overwhelmingly satisfied with SMA programs. They enjoy the opportunity to relate to other patients who are dealing with similar health issues. Patients share stories, learn from one another, and create a kindred bond, especially for those dealing with chronic conditions like asthma, diabetes, and hypertension.

Come and learn about this novel approach that has a proven track record of improving patient care and experience.

Come with your questions!

Both **Dr. Marianne Sumego** and **Dr. Edward Noffsinger** will team up in a dedicated breakout session to answer your questions. Take advantage of their expertise.

Whether you are NEW to SMAs or are EXPERIENCED and looking for additional insight, you will find this an ideal session to focus on what you need most.

YOU'LL WANT TO BE AT THIS CONFERENCE

New to SMAs? This program will provide you with the tools you need to implement successful SMAs in your practice. You'll begin to formulate ideas and leave with a clear understanding of how to set up and market this innovative solution.

Already providing SMAs? Faculty will be on hand to answer your questions and get engaged in the discourse of group medical visits. The conference is designed to help you find answers and inspiration!

WHY SMAs MAKE DOLLARS AND SENSE

- Did you know that office visit fees are covered by insurance? And that the fee is the same as a 1:1 appointment?
- Doesn't it make sense to deliver information once to a group as opposed to repeating the same information over and over at individual appointments?
- Have you considered that you can complete a group visit in 90 minutes while treating 15 patients or more at once?
- And remember, it makes sense that SMAs do not replace a regular individual visit but rather enhance care for certain patient populations.

AFTER ATTENDING THE ACTIVITY, YOU WILL BE ABLE TO

- Summarize data supporting the use of SMAs to increase patient access and improve quality outcomes for select chronic conditions;
- Utilize an evidence-based approach to describe patient and provider benefits of the SMA model and be able to engage health care providers and infrastructure administrators in a critical discussion on benefits and costs of implementing an SMA;
- Objectively evaluate specific chronic conditions for their potential treatment efficacy and cost-effectiveness in an SMA model;
- Review the essential elements needed to create a successful SMA or to improve an active SMA;
- Develop a questionnaire process to measure the success of an SMA;
- Implement a successful SMA model in their medical practice;
- Customize and develop their SMA concept through disease and role-based break-out sessions.

WHO SHOULD ATTEND?

Front-line clinical and professional staff, physicians, nurse practitioners, physician assistants, practice administrators, administrators, and senior leaders – whether new or experienced in SMAs.

PATIENT TESTIMONIALS

You feel better as a provider.

The patients feel better and empowered.

It's a recipe for success.

"I think that it's very beneficial as far as sharing your information because you are helping other people."

"You find out you're not the only one that has these types of problems."

"The more that you listen to him talk the more you do get out of it. Even more so than you would on a one on one."

"It's almost like a family-type relationship."

"My blood sugars were high today. So were somebody else's. And if they've done something [to improve it] then they can share it with you. So you say, okay I'll try that."

"I actually got quite a bit of helpful tid-bits today."



FEATURED SPEAKER

Edward Noffsinger, PhD

"The Guru of Group Visits"

Physician Practice Magazine

Dr. Noffsinger, the original pioneer of SMAs, will take us through the fascinating history and development of group visits as only he can tell it.

Dr. Noffsinger is a nationally and internationally recognized expert in the area of group visits. His work in this area has been featured in numerous medical journals. He is widely published in the field and has been featured in *Time Magazine*, *U.S. News & World Report*, the *Wall Street Journal*, *Boston Globe*, *CNN*, and more.

ACTIVITY DIRECTOR

Marianne Sumego, MD

Director, Shared Medical Appointments
Regional Operations Institute
Cleveland Clinic

GUEST FACULTY

Edward B. Noffsinger, PhD

Healthcare Consultant
San Francisco, CA

CLEVELAND CLINIC FACULTY

Feyrouz Al-Ashkar, MD, FACP

Staff
Rheumatologic and Immunologic Disease
Lorain Family Health Center

Patricio Aycinena, MD

Staff
Endocrinology, Diabetes and Metabolism
Endocrinology and Metabolism Institute

Karen Cooper, DO

Staff
Director, Healthy Expectations
Women's Health Institute

Lilian Gonsalves, MD

Staff Psychiatrist
Center for Behavioral Health
Neurological Institute

Shannon Knapp, RN

Registered Nurse
Endocrinology, Diabetes and Metabolism
Endocrinology and Metabolism Institute

Richard Kratche, MD

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Family Medicine Department
Medicine Institute

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Associate Staff
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Endocrinology and Metabolism Institute

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Coordinator
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Registered Dietician
Endocrinology, Diabetes and Metabolism
Endocrinology and Metabolism Institute

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Coding Compliance Department

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Center for Pediatric Endocrinology
Pediatric Institute

Jean Simmons, PhD

Staff Psychiatrist
Center for Behavioral Health
Neurological Institute

Lori Weinstein

Director, Service Line Marketing
Division of Marketing and Communications

Annette Zeldin, MSN, CNP

Registered Nurse
Willoughby Hills Internal Medicine
& Pediatrics
Medicine Institute

AGENDA

Thursday, April 24, 2014

7:00 am	Registration, Continental Breakfast, and Exhibits	11:00 am	“Adding Value” to Wellness <i>Richard Kratche, MD</i> <i>Annette Zeldin, MSN</i>
7:45 am	Introduction and Welcome <i>Marianne Sumego, MD</i>	12:00 pm	Lunch on Your Own and Exhibits
8:00 am	Shared Medical Appointments: The First Part of the Journey, What You Need to Know <i>Marianne Sumego, MD</i>	1:30 pm	Metabolic Syndrome: A Primary Care Take on “Adding Value” <i>Aphrodite Papadakis, MD</i>
8:45 am	SMA in Action: Video Experience	2:00 pm	Value in Pediatric: Diabetes <i>Bahareh Schweiger, DO</i>
9:00 am	Osteoporosis SMA: A View Into Workflow <i>Feyrouz Al-Ashkar, MD</i>	2:30 pm	“Value” Your Marketing!!! <i>Lori Weinstein</i>
9:25 am	Diabetes SMA: Where Quality and Value Intersect <i>Patricio Aycinena, MD</i>	2:50 pm	Refreshment Break and Exhibits
9:50 am	Women’s Mood Disorders: What We Have Seen <i>Lilian Gonsalves, MD</i>	3:10 pm	The “Needs to Know” of Scheduling <i>Jennifer Muehle</i>
10:15 am	Question and Answer Panel <i>Feyrouz Al-Ashkar, MD</i> <i>Patricio Aycinena, MD</i> <i>Lilian Gonsalves, MD</i>	3:30 pm	Value: Institutional and Administrative <i>Anne Maggiore</i>
10:45 am	Refreshment Break and Exhibits	3:50 pm	Answers to Your Financial Questions <i>Gail Pfeiffer, RHIA</i>
		4:30 pm	Adjourn

Friday, April 25, 2014

7:00 am	Registration, Continental Breakfast, and Exhibits	11:00 am	Breakout Session 2
7:45 am	Welcome <i>Marianne Sumego, MD</i>	E.) Wellness <i>Karen Cooper, DO</i> <i>Richard Kratche, MD</i>	
8:00 am	Motivating Your Patients <i>Julie Merrell, PhD</i> <i>Jean Simmons, PhD</i>	F.) Chronic Disease <i>Patricio Aycinena, MD</i> <i>Bahareh Schweiger, DO</i>	
8:30 am	Quality and Value: A Word from Our Patients	G.) Adding Value: Facilitator <i>Julie Merrell, PhD</i> <i>Jean Simmons, PhD</i> <i>Annette Zeldin, MSN</i>	
9:30 am	Breakout Session 1	H.) Advanced: Targeting Your Challenges, Answering Your Questions <i>Edward Noffsinger, PhD</i> <i>Marianne Sumego, MD</i>	
	A.) Wellness <i>Karen Cooper, DO</i> <i>Richard Kratche, MD</i>	12:15 pm	Lunch with Faculty and Patients
	B.) Chronic Disease <i>Patricio Aycinena, MD</i> <i>Bahareh Schweiger, DO</i>	1:30 pm	Adding Value: Advice from the Facilitator <i>Shannon Knapp, RN</i> <i>Dawn Noe, RD</i>
	C.) Adding Value: Facilitator <i>Julie Merrell, PhD</i> <i>Jean Simmons, PhD</i> <i>Annette Zeldin, MSN</i>	2:00 pm	Measuring Value and Quality <i>Marianne Sumego, MD</i>
	D.) Advanced: Targeting Your Challenges, Answering Your Questions <i>Edward Noffsinger, PhD</i> <i>Marianne Sumego, MD</i>	2:30 pm	Refreshment Break and Exhibits
10:45 am	Refreshment Break and Exhibits	2:50 pm	Tying It All Together <i>Edward Noffsinger, PhD</i>
		4:00 pm	Wrap Up and Adjournment

GENERAL INFORMATION

Location

The Ritz-Carlton, Cleveland
1515 West Third Street
Cleveland, OH 44113
216.623.1300

This world-class luxury hotel is located on Public Square in downtown Cleveland. The hotel is connected to Tower City Center's shopping mall, restaurants, and cinema.

Nearby Attractions

Visit the wide selection of restaurants and nightlife in the many districts that are within walking distance from The Ritz-Carlton Hotel.

- **Historic Warehouse District** is home to restaurants and nightlife, unique coffee shops and specialty boutiques: warehousedistrict.org
- **East Fourth Street District** is home to the House of Blues, Pickwick & Frolic, Wonder Bar, and Lola (home of Iron Chef Michael Symon): east4thstreet.com
- **Playhouse Square Theater District** is the second largest performing arts center in the country: playhousesquare.org
- **North Coast Harbor District** is home to the Rock and Roll Hall of Fame & Museum, Great Lakes Science Center, and Greater Cleveland Aquarium: rockhall.com; greatscience.com and greaterclevelandaquarium.com
- **Horseshoe Casino Cleveland** is a full-service casino located in the Historic Higbee Building in downtown Cleveland and includes over 2,100 slot machines, 65 table games, and a Poker room: horseshoecleveland.com

Visit www.positivelycleveland.com for additional information on attractions and entertainment.

Hotel Accommodations

A block of rooms has been reserved at The Ritz-Carlton, Cleveland for a special rate of \$199 single/double (plus 16.25 tax), which includes free internet access. To obtain this special rate, make your reservation by April 2, 2014. To make your reservation, contact the Hotel at 216.623.1300. Identify yourself as being with the **Health Care Innovation: Shared Medical Appointments – The Intersection of Quality and Value** to obtain the conference rate or make your reservation online at www.ccfcmereg.org/GoSMA.

Information

For further information about this symposium, contact Cleveland Clinic Continuing Education:

Local: 216.448.0770
Toll Free: 800.238.6750

Web Address: ccfcmereg.org/GoSMA

For questions about registering online, call 216.448.0777 or email cmeregistration@ccf.org

Ground Transportation

Taxi service is available from Cleveland Hopkins International Airport. The Greater Cleveland Regional Transit Authority offers a rapid transit direct from the airport to Tower City, the hotel site.

Parking

Valet Parking Fee: \$12 per day
Overnight Parking Fee: \$28 per day

Registration and Cancellation

Preregistrations are accepted online until 2:00 pm ET on April 23, 2014. Please register on site after this date. In case of cancellation, a full refund will be given if canceled by April 14, 2014. After April 14, 2014, a \$150 cancellation fee will be deducted from your refund. Written notification of your cancellation is required to process your refund.

NO REFUNDS WILL BE ISSUED AFTER May 25, 2014.

Accreditation

The Cleveland Clinic Foundation Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Cleveland Clinic Foundation Center for Continuing Education designates this live activity for a maximum of 13.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Participants claiming CME credit from this activity may submit the credit hours to the American Osteopathic Association for Category 2 credit.

The Ohio Board of Nursing will accept at face value the number of contact hours awarded for an educational activity that has been approved for 13.25 CE by a nationally accredited system of CE approval. Therefore, the AMA PRA Category 1 Credits™ will be accepted for nursing credits.

Faculty Disclosure

The Cleveland Clinic Foundation Center for Continuing Education has implemented a policy to comply with the current Accreditation Council for Continuing Medical Education Standards for Commercial Support requiring resolution of all faculty conflicts of interest. Faculty declaring a relevant commercial interest will be identified in the activity syllabus.

Americans with Disabilities Act

The Cleveland Clinic Foundation Center for Continuing Education fully intends to comply with the legal requirements of the Americans with Disabilities Act. If you need assistance, please notify us at least two weeks prior to the activity.

Registration Form

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Course #: 01110069

Two Ways to Register



ONLINE
ccfcme.org/GoSMA
Cleveland Clinic employee fees and registration are available online only.



BY MAIL
The Cleveland Clinic Educational Foundation
PO Box 931653, Cleveland, OH 44193-1082
Make check payable:
The Cleveland Clinic Educational Foundation
Total check amount enclosed: \$ _____

Please Print Complete the information below if registering by mail.

First Name: _____ MI: _____ Last Name: _____ Degree: _____

Institution Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____ Specialty: _____

Practice Type: ☐ Office-Based ☐ Hospital Staff ☐ Resident/Fellow ☐ Other

☐ I require a vegetarian lunch

Fees

Fee Includes: registration material, continental breakfast, and refreshment breaks and lunch.

	Early Bird Rate On or before Feb. 28, 2014	After Feb. 28, 2014	Per Day On or before Feb. 28, 2014	Per Day After Feb. 28, 2014
☐ Physician	\$449	\$499	\$305	\$355
☐ Non Physician	\$339	\$375	\$235	\$285
*Letter from program director is required to receive the discounted fee. If letter is not received two weeks prior to the activity, the full physician fee will be charged.				

Breakout Session 1 (Please Choose One)			
☐ A.) Wellness	☐ B.) Chronic Disease	☐ C.) Adding Value: Facilitator	☐ D.) Advanced: Targeting Your Challenges, Answering Your Questions

Breakout Session 2 (Please Choose One)			
☐ E.) Wellness	☐ F.) Chronic Disease	☐ G.) Adding Value: Facilitator	☐ H.) Advanced: Targeting Your Challenges, Answering Your Questions

For registration questions, please email cmeregistration@ccf.org or call 216.448.0777

Cleveland Clinic recognizes the importance of protecting the privacy and security of information provided to us. Therefore, we are no longer requesting credit card data in writing, including on registration forms or faxes. If you would like to register using a credit card, please log in to www.ccfme.org/GoSMA or call 216.448.0777 where it will be handled directly by a certified processor.

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The Cleveland Clinic Foundation
9500 Euclid Avenue
Cleveland, OH 44195

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