



Regional Assembly 2019 - The Business of Medicine Simplified

A CME conference designed to empower Clinicians & Practice Managers with skills needed to better manage the business of health care.

Rates	
Physician/Healthcare Professional – Member	\$395
Physician/Healthcare Professional – Non-Member	\$595
Friday Only	\$295
Student, Resident, Fellow	\$75
Spouse of Student, Resident, Fellow	No Charge
Alliance Member	\$95
Guest	\$145

Cancellation Policy: All conferences are subject to cancellation. SMA will not refund travel costs if the meeting is cancelled. Refunds are not given for inclement weather. Registration fee refund requests must be submitted in writing to the SMA. A refund of your registration fee, minus a \$50 administration processing fee, will be granted if notice is received by **October 21, 2019**. After this time, SMA will have incurred all related costs regarding your planned registration, therefore, no refunds will be granted. We urge you to register and book early because rooms often sell out prior to the cutoff date.

October 31 - November 2

Birmingham, AL

[More Info](#)

[REGISTER NOW](#)

800-423-4992

Southern Medical Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. Southern Medical Association designates this live activity for a maximum of **13 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in this activity.

SMA's Annual Business Meeting - Thursday Oct. 31, 2019

- 4:15 - 5:30 PM Meeting Registration Open
- 5:30 - 7:00 First General Session
- 6:00 - 7:00 Keynote Address: Ethics, Leadership, and Motivating Change - Stan Harris, PhD, *Torchmark Professor of Management Associate Dean for Graduate and International Programs College of Business, Auburn University*
- 7:00 - 8:30 Welcome Reception

Business of Medicine -SIMPLIFIED CME Conference - Friday Nov. 1, 2019

- 6:30 - 7:30 AM Continental Breakfast
- 7:30 - 8:30 Medical Practice Management - Opportunities in Value Based Reimbursement
- 8:30 - 9:30 Career Development
- 9:30 - 9:45 Break
- 9:45 - 10:45 State of Rural Health in the South
- 10:45 - 11:45 MedMal 101: Contract, Claims, and Risk Management
- 11:45- 1:00 PM Luncheon Sponsored by Financial Services
- 1:00 - 2:00 Payment and Revenue - Contracting with Payers, Hospitals and Groups
- 2:00 - 3:00 EHRs and Technology
- 3:00 - 4:00 Marketing and Promoting Your Medical Practice
- 4:30 - 6:00 SMA Connect Networking Reception

Regional Abstract Competition Saturday - Nov. 2, 2019

- 6:45 AM Meeting Registration Open
- 7:00 - 9:00 Continental Breakfast
- 8:00 - 10:00 Clinical Poster Presentations
- 10:00 - 10:15 Break
- 10:15 - 11:15 Publishing a Manuscript
- 11:15 - 11:45 SMA 2019-20 Presidential Installation
- 11:45 - 1:00 PM Poster Awards & Networking Luncheon
- 1:00 - 3:00 Oral Abstract Presentations
- 3:00 - 3:15 Break
- 3:15 - 5:15 Oral Abstract Presentations
- 5:15 - 5:30 Oral Abstract Awards Ceremony

Hyatt Regency Birmingham The Wynfrey Hotel

The Hyatt Regency Birmingham – The Wynfrey Hotel is the only hotel associated with the Southern Medical Association Business of Medicine – Simplified meeting.

SMA Group Rate*
\$155 Single/Double per room, per night plus applicable taxes (currently 14% and \$2.00 city of Hoover bed fee, both subject to change). All reservations must be accompanied by a first night room deposit with a major credit card.

Reservation Deadline
October 11, 2019

To Book Your Reservation
Call the Hyatt Regency Birmingham – The Wynfrey Hotel at 1-402-593-5098 reference the group as "Southern Medical Association."

[Book Online](#)

*If the group rate is no longer available, prevailing rates may be offered for some or all of your dates.