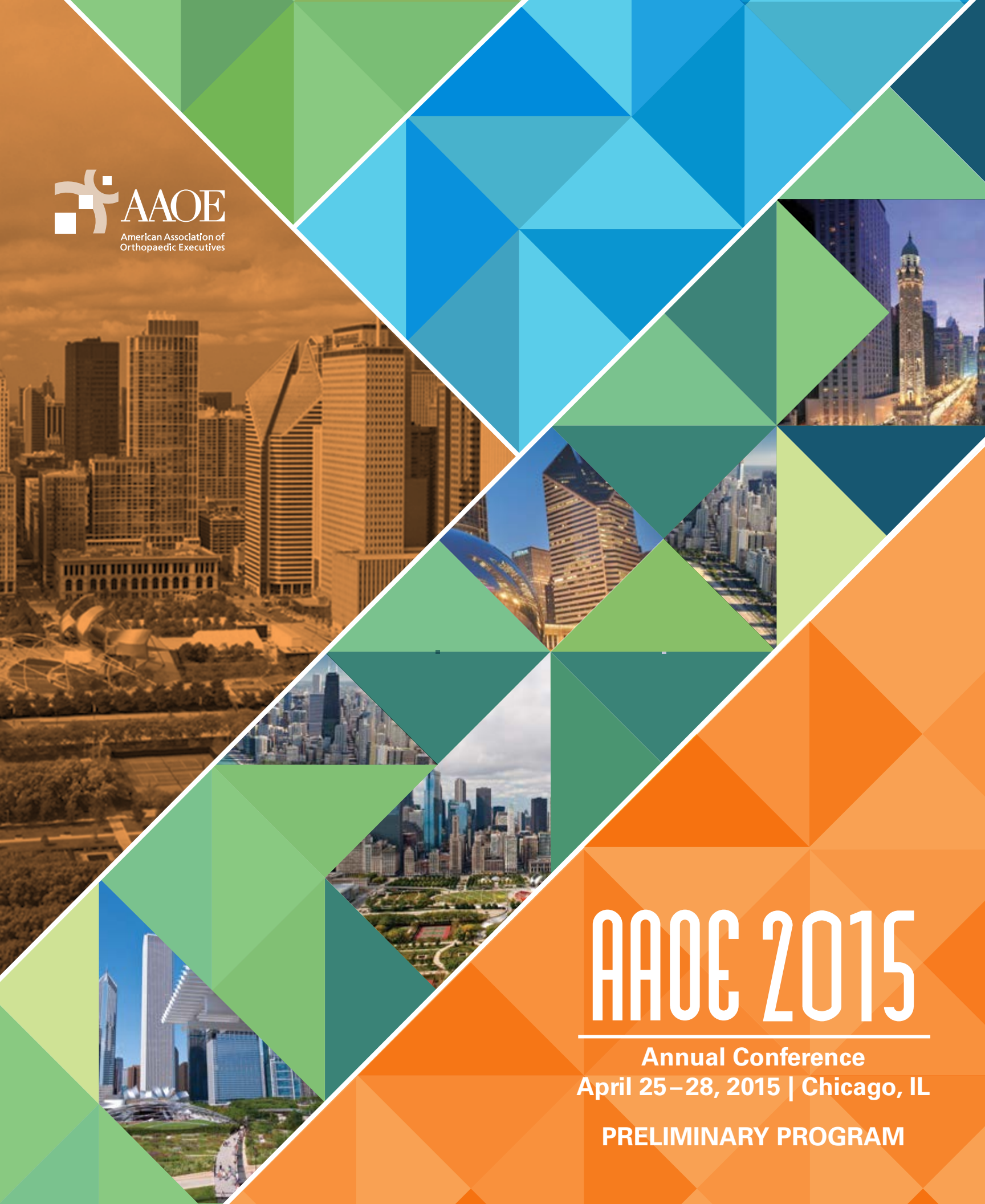




AAOE 2015

Annual Conference
April 25 – 28, 2015 | Chicago, IL

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Meeting Purpose

The AAOE Annual Conference focuses on education and networking. With healthcare changing quickly and often, practice executives need to keep up-to-date with their education, new products and services, and technologies. The conference serves as a platform for orthopaedic executives and their staff to gather and exchange ideas, enhance product knowledge, and discuss the latest issues in orthopaedic practice management.

The AAOE Annual Conference supports the AAOE's vision, mission, goals, and objectives which are as follows:

AAOE Vision

- ▶ To set the standard for knowledge and insight as it relates to orthopaedic practice management.
- ▶ Foster credibility that is universally recognized.

AAOE Mission

- ▶ To be the premier management association serving orthopaedic practice executives.
- ▶ To identify and provide unmatched peer-to-peer networking and to be recognized for educational excellence for orthopaedic executives.

AAOE Goal

- ▶ To set the standard for knowledge and insight as it relates to orthopaedic practice management.

AAOE Objectives

- ▶ Provide content and resources for orthopaedic practice executives.
- ▶ Incorporate competence and reflect excellence and high standards for orthopaedic practice management.
- ▶ Encourage connections to and between members, non-members, physicians and affiliated groups.

AAOE 2015

Annual Conference

April 25–28, 2015 | Chicago, IL

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EXHIBITOR SHOWCASE HOURS

Location: Salon C and D

Please note: All times listed are in CST.

Saturday, April 25

Exhibitor Move-in 7:00 am–5:00 pm

Sunday, April 26

Exhibitor Move-in 8:00 am–3:00 pm
Dedicated Exhibit Hall and Cocktail hours 4:00–6:30 pm

Monday, April 27

Exhibit Hall Open 9:30 am–7:00 pm
Dedicated Exhibit Hall hours 1:15–2:45 pm
Dedicated Exhibit Hall hours/Exhibitor Reception 5:00–7:00 pm
Book Signing with Noah Blumenthal 5:00–7:00 pm

Sponsored by:



Tuesday, April 28

Exhibit Hall Open 9:00 am–1:30 pm
Dedicated Exhibit Hall hours 11:15 am–1:30 pm
Exhibitor Move-out 2:00–5:00 pm

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Friday, April 24

5:00–8:00 pm AAOE Registration Open

Saturday, April 25

7:00 am–6:30pm AAOE Registration Open

10:00 am–4:30 pm Pre-conference workshops
(additional charge)

4:30–5:30 pm State Receptions
(Invitation Only)

4:30–5:30 pm Ambassador Reception
(Invitation Only)
Sponsored by
MCKESSON

5:30–6:30 pm President's Reception
(Invitation Only)

Sunday, April 26

7:00 am–6:30pm AAOE Registration Open

7:30–8:30 am Ambassador Breakfast
(Invitation Only)
Sponsored by



7:45–8:30 am Continental Breakfast

8:30–9:30 am ICLs

9:30–9:45 am Break

9:45–10:45 am ICLs

10:45–11:00 am Break

11:00 am–12:00 pm Networking

12:00–1:30 pm Lunch and Opening Keynote
Brought to you by an educational
grant from:



1:30–2:35 pm Fast Tracks

2:35–3:00 pm Networking

3:00–4:00 pm ICLs

4:00–6:30 pm Exhibitor Showcase Open

4:00–6:30 pm Exhibitor Showcase Party Before the
Party

6:30–7:30 pm Buses depart for Opening Reception

7:00–10:00 pm Opening Reception:
Party at the House of Blues
Brought to you, in part, by:



10:00 pm–12:00 am Party After the Party at Kitty O'Shea's
in the Chicago Hilton

Monday, April 27

7:00 am–6:30 pm AAOE Registration Open

7:45–8:30 am Continental Breakfast

8:30–9:30 am ICLs

9:30–9:45 am Break

9:30 am–7:00 pm Exhibitor Showcase Open

9:45–10:50 am Fast Tracks

10:50–11:00 am Break

11:00 am–12:00 pm ICLs

12:00–1:15 pm Lunch and Keynote Speaker
Brought to you by



1:15–2:45 pm Networking and Dessert
in Exhibit Hall

2:45–3:45 pm ICLs

3:45–4:00 pm Break

4:00–5:00 pm ICLs

5:00–7:00 pm Exhibitor Showcase Reception

5:00–7:00 pm Book signing with Noah Blumenthal
Sponsored by



Tuesday, April 28

7:00 am–4:00 pm AAOE Registration Open

7:30–9:00 am Networking by State Plated Breakfast

9:00 am–1:30 pm Exhibitor Showcase Open

9:00–10:00 am ICLs

10:00–10:15 am Break

10:15–11:15 am ICLs

11:15 am–1:30 pm Round the World Lunch in Exhibit Hall

1:30–2:30 pm ICLs

2:30–2:45 pm Break

2:45–4:45 pm Member Business Meeting and
Closing Keynote Party
Sponsored by



Letter from the President



Dear Members and Supporters of the American Association of Orthopaedic Executives:

Welcome to the 46th Annual AAOE Conference! AAOE is the oldest and largest gathering of Orthopaedic Executives, representing over 1350 members from 50 states. Each year, our conference offers orthopaedic executives

and management teams, of all experience levels, the highest quality content and networking opportunities available.

I am pleased to announce that this year's conference, in the welcoming City of Chicago, will continue that high standard. The 2014–2015 volunteer Board of Directors, Councils, and Committees, and Staff have assembled a program specifically designed to provide you with the educational content from your peers and leading industry consultants that will exceed your expectations.

Today, healthcare executives are witnessing a change in healthcare that is unprecedented. The expansion of payer payment methodologies, provider alignments, and federal and state regulations create immense challenges. Whether your career spans from 1 to over 40 years of healthcare experience, you'll find practical benefit from this year's program to help you successfully navigate this environment of change.

The opportunity to gather as professionals in an executive-focused, orthopaedic-based learning and sharing format is invaluable. We owe a debt of gratitude to the support of our fine exhibitors and sponsors who make this possible. Their presence enriches our conference experience and presents a convenient opportunity to learn about a multitude of new technologies and products in one location. Without this participation, the Annual Conference would not be possible. I encourage you to spend time with these supporters throughout the conference and let them know how much their participation is appreciated.

In closing, I would like to recognize and sincerely thank the volunteer members of our AAOE councils, and committees, as well as my fellow Board members and the AAOE staff for their selfless commitment, planning, and coordination. I invite you to join me in Chicago April 25–28 to benefit from their hard work and gain new insights and practical strategies from this 46th Annual AAOE Conference.

Sincerely,

Donald A. Schreiner, MBA

AAOE President

The Benchmarking Committee created NINE tools for you to work with your practice data and the survey data, including:

- ▶ Expenses, Collections & Compensation Snapshot
- ▶ FTE per 1,000 Encounter Report
- ▶ Office Encounters
- ▶ Net Collections
- ▶ WRVU's
- ▶ Provider Compensation
- ▶ Provider Compensation by Specialty
- ▶ Budget by Provider FTE
- ▶ Productivity Trend

▶ Saturday, April 25

Join us for an interactive session on putting the AAOE benchmarking survey to use for your practice. Mike McCaslin, CPA, and Bill Pupkis will show you how to put the benchmarking survey data to use. Understand basic theory, internal versus external benchmarking, and how to make informed decisions. Learn how to identify specific areas that need an action plan through a case study. Receive an action grid, and an outline for the elements you need to include in your dashboards.

More information on page 19.

The AAOE Benchmarking Survey Reached Record Numbers!

2013 Data Year

- ▶ 2012 160 practices
- ▶ 2013 211 practices (32% increase)
- ▶ 2012 1,620 orthopaedic surgeons
- ▶ 2013 3,605 orthopaedic surgeons (122% increase)
- ▶ 2012 8,955 FTEs
- ▶ 2013 19,234 FTEs (114% increase)

AAOE Membership offers exclusive resources, information sharing, professional development, and networking opportunities designed to enhance your career success.



RESOURCES

Latest tools at your fingertips

- ✓ **AAOE Live Learning Center.** Access previous webinars and conference content anytime, 24/7.
- ✓ **AAOE Library.** Online resource of useful and customizable documents, forms, and templates.
- ✓ **Legislative Action Center.** Timely information and tools to help you get involved with legislation affecting the orthopaedic profession.

INFORMATION SHARING

Up-to-date publications, education, and services

- ✓ **FREE Webinars** on highly relevant subjects. Access from anywhere, with as many participants as you like.
- ✓ **AAOE e-Newsletter.** Weekly e-news brief that delivers up-to-date information to your inbox.
- ✓ **The OrthoActivist - A Legislative and Regulatory Update.** A monthly newsletter dedicated to the legislative and regulatory measures at the state and federal levels that affect orthopaedics.
- ✓ **Coffee Talk from the Hill.** A weekly Washington, D.C. update meant to keep the reader informed on the environment on Capitol Hill. Provides some health care policy news, but is focused on what is happening in the District regardless of the policy topic.
- ✓ **AAOE Annual Reports.** Information on the association's financial health and councils and committees involved in AAOE's success.
- ✓ **AAOS Headline News.** Stay up-to-date on the latest orthopaedic-related news.

PROFESSIONAL DEVELOPMENT

Current professional career assistance

- ✓ **ORTHOEd.** Peer-reviewed certificate program.
- ✓ **Education Toolkits.** Toolkits vetted by your peers provide links to articles, podcasts, websites, videos and webinars that support best orthopaedic management practices.
- ✓ **Career Center.** Look for a position in orthopaedic practice management, or find the perfect practice executive.

NETWORKING

Access to Who's Who in today's orthopaedic practice management

- ✓ **AAOE Listserv.** Real-time text interaction with peers for questions, thoughts, opinions, resources, tools, forms, and more.
- ✓ **AAOE Leaders in Practice Success (ALPS) Program.** Mentors help Mentees truly get a grasp on the skills necessary to successfully conduct the day-to-day management of an orthopaedic practice.
- ✓ **AAOE Annual Conference.** Members have access to the ONLY conference dedicated to orthopaedic practice management professionals. With over 70 educational sessions and multiple networking opportunities, the conference is a must-attend event where you will walk away with new strategies, professional connections, and the knowledge base to move your organization forward.

For a complete list of benefits, visit www.AAOE.net

NETWORKING & EVENTS

The Best Way to Network is In-Person!

Networking? You've Got It!

We have eight networking opportunities allowing you to:

- ▶ Reconnect with old friends
- ▶ Meet new acquaintances
- ▶ Get inspired by others
- ▶ Dance the night away
- ▶ Converse with members within your state

See pages 11–17 for the complete details on all conference networking events this year's Annual Conference has to offer!

AAOE 2015

Annual Conference
April 25–28, 2015 | Chicago, IL



You asked, and We're Delivering!

The AAOE Annual Conference Committee and staff pored through the results of all the 2014 conference surveys while building the 2015 conference. Every aspect of the conference was revisited and at the least tweaked and at the most revamped! The result is BETTER networking and MORE education!

You asked for MORE education and MORE courses!

This year, we're offering 83 educational sessions! Plus, we've added three additional courses on the Saturday before the conference (at an additional charge) for those who want even more education! We've done all of this and tightened up the conference schedule to offer you more in less time!

You asked for BETTER Networking!

This year's opening reception was designed specifically to meet the needs of all of our attendees—those who want a reception where they can party, dance, drink, and have fun and those who want a reception where they can network and get reacquainted with old friends over drinks. We're excited to be in the historical House of Blues in Chicago! Sunday and Monday's networking receptions with exhibitors will give you the chance to meet with new vendors and say hello to the vendors you already work with. On Tuesday you will have the chance to convene with practices in your state to discuss best practices and issues that impact your practice.

General Sessions

We are very excited to announce that Jeffrey Tambor (from *Arrested Development*) will be our opening keynote on Sunday, April 26! On Monday, April 27, one of your favorite speakers, Jonathan Bush, whose knowledge and passion for the healthcare industry is only exceeded by our members, will present! We will close the conference with Noah Blumenthal, who will teach us all about being the hero in our lives and workplaces. More information on pages 11–12.

Fast Tracks

Fast Tracks have been the hottest exhibitor event at the conference for three years. Fast Tracks give you an opportunity to test drive six different products or services in just over two hours. To see who is participating in the Fast Tracks for 2015 see pages 15–17.



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Opening Keynote Speaker

Sunday, April 26



Jeffrey Tambor

A veteran of film, television, and the Broadway stage, Jeffrey Tambor is one of the most iconic and respected character actors of his generation. As a man of many talents, Tambor is highly creative, using his overwhelming love for life and the lessons learned along the way as sparks of inspiration for

his keynotes. He speaks from the heart, sharing his personal truths as a way to inspire audiences young and old to embrace human connectivity.

Most people know of Tambor's versatile and accomplished acting accolades in film and television. These include his unforgettable roles in the popular programs *The Larry Sanders Show* and *Arrested Development*, as well as in the films *And Justice for All* and *Meet Joe Black*. These roles and many others display his innate, unique acting gifts. Tambor has also received numerous honors for his professional work, including six Emmy nominations and two Screen Actors Guild Awards, as well as a Television Critics Association Award nomination for Outstanding Individual Achievement in a Comedy Series. However, his greatest honors have since come in his own personal life, which he willingly shares with his audiences.

Presentation: Performing your Life

Jeffrey Tambor's hilarious and inspiring presentation, *Performing Your Life*, motivates viewers to discover the artists within themselves. Part one-man show, part seminar, part question-and-answer session and endlessly entertaining, Tambor's empowering lessons are catalysts for change, promoting introspection amongst audience members. His career as a Master Teacher of actors has given him insight into human behavior that translates into helping all people:

"Jeffrey's workshop has been a magical experience for so many SXSW guests. His frank approach is as enlightening as it is entertaining. The feedback we've received includes numerous accounts of changed lives and rekindled dreams."

Tambor attended San Francisco State University, where he received a BA degree in drama in 1965. He then went to Wayne State University earning an MA in 1969. Although he moved on to acting before receiving his PhD, he developed a deep connection with academia and vowed to never forget his roots. What many people do not know is that in addition to co-owning Skylight Books, Tambor taught at his Alma Mater and has been a teacher for over forty years, educating all groups of people from actors to corporations to animators from Dreamworks and others. He passionately empowers his students through lessons they cannot gather from their textbooks. As a down to earth and personable educator, he uses his life experiences, both dark and entertaining, to advise others to face their fears.

Tambor's presentations are models after himself: larger than life. He brings audiences across the country a new kind of lecture, one they have never seen before. They are interactive, humorous, real, and most importantly, relatable. He has the ability unlike any other speaker to share anecdotes from his decades in front of the camera and inspire businesses to find creative solutions.

He draws from his own experiences within his long career to advise his audience. Tambor's captivating and customizable lecture is a performance in itself as he helps audience members realize and dismiss some of their great fears that hold them back from their potential.



Brought to you by an educational grant from DJO Global

Lunch Keynote Speaker

Monday, April 27



Jonathan Bush

Jonathan Bush is CEO and President of athenahealth, Inc. He co-founded the company in 1997 and took it public in 2007 in the most successful initial public offering that year. Today, athenahealth remains one of the healthcare information technology

industry's fastest growing companies. In his first book, *Where Does it Hurt?: An Entrepreneur's Guide to Fixing Health Care*, Bush describes his early experiences on healthcare's frontlines and exposes the industry's sprawling waste, as well as the underbelly of opportunity primed for disruptive innovation. Previously, Bush served as an EMT for the City of New Orleans, was trained as a medic in the U.S. Army, and worked as a management consultant in the healthcare practice of Booz Allen & Hamilton. He obtained a Bachelor of Arts in the College of Social Studies from Wesleyan University and an MBA from Harvard Business School.

Presentation: Doing the Right Thing—A Playbook

Jonathan Bush, cofounder and CEO of athenahealth, calls for a revolution in healthcare—one which gives patients more choice, power, and information, at far lower prices. From birthing centers in Florida to urgent care centers in West Virginia, upstarts are disrupting healthcare by focusing on cost, quality, and the technologies that make them possible. Orthopaedic practices especially are at the vanguard of healthcare delivery innovation.

In this presentation, Bush will define a playbook for orthopaedic executives to help them and their practices continue to do well by doing the right thing in an ever-changing landscape. Bush will offer a vision and plan for change, as well as a fresh take on what the experience of orthopaedic care can be.



Closing Keynote Speaker

Tuesday, April 28



Noah Blumenthal

Noah Blumenthal is author of the nationally bestselling book, *Be the Hero*. He was named one of the world's Top 100 Minds in Personal Development, along with Stephen Covey, Oprah Winfrey, Deepak Chopra, and Tony Robbins, by Leadership Excellence Magazine.

His book, *Be the Hero*, is a Wall Street Journal bestseller. It has been ranked #1 on Amazon in the Business, Self-Help, Career, and Success categories and won a Silver Axiom Award for Best Business Fable. As a keynote speaker and executive coach, Noah helps individuals develop heroic leadership and has worked with Fortune 500 clients in financial services, advertising, media, pharmaceuticals, professional services, utilities and consumer products. Organizations that have featured Noah as a speaker include Goldman Sachs, Frito Lay, MTV Networks, Columbia University, Brandeis University, the International Coaching Federation, the American Society of Training and Development, and the Greenleaf Center for Servant Leadership.

Presentation: Overcome any Adversity and Perform at your Best

No one is free of challenges. Work and life events stress us out, people treat us unfairly, and we sometimes feel powerless. Life is uncertain, and change is constant. Sometimes it is easy to play the part of the victim.

Yet some people are at their best even in the toughest times. No matter the stress or challenge, they are positive, energized and taking productive action. Anyone can become that person. When these people face difficult problems, they still perform at their best. They are the everyday heroes.

There is a proven technique to improve your ability to respond to adversity, work more effectively and build stronger, more productive teams.

In this entertaining, inspiring, and interactive keynote, participants receive concrete tools and techniques they can implement immediately to overcome challenges and shape success in work and in life. It's your choice. Wouldn't you like to Be the Hero?

Some key outcomes that participants will experience include:

- Responding positively to change and adversity
- Managing stress effectively
- Developing a solution orientation to everyday problems
- Increasing creativity around problem solving
- Building stronger, more productive teams
- Improving communication and breaking down silos
- Experiencing greater happiness and success in work and life



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Networking & Events

Saturday, April 25

4:30–5:30 pm

State Sponsored Receptions

AAOE offers state societies the opportunity to host receptions to kick-off the conference so you can mingle with those in your same geographical area.

Mark Your Calendars!

Attending this year’s annual conference? Make sure you mark your calendars to attend your state society reception. These invitation-only events are a great way to network with other in-state executives! Keep an eye out for your invitation in your inbox!

Saturday, April 25, 2015 • 4:30–5:30 pm	
State	Room*
Alabama	Astoria Room
Florida	Williford Room (A)
Midwest (AR, KS, MO, and OK)	Williford Room (B)
New York	Williford Room (C)
Pennsylvania	Waldorf Room
South Carolina	Williford Room (A)
Virginia	Marquette Room

If your state is not listed above, keep a look out for other state society reception announcements as we get closer to conference!

*Event rooms are subject to change.

Sunday, April 26

4:00–6:30 pm

Exhibitor Showcase Party Before the Party

Join our exhibitors for drinks and hors d’oeuvres before departing for the Opening Reception.

7:00–10:00 pm

Opening Reception: Party at the House of Blues

(Shuttles depart from the hotel lobby every 45 minutes beginning at 6:30 pm)

Plan to bring the whole family! Members are FREE with your paid conference registration! (Fee for guests is included in the guest fee of \$125, and children are \$25.)

Brought to you, in part, by:



Meet and Greet with Jeffery Tambor

Brought to you by an educational grant from



10:00 pm–Midnight

Party After the Party at Kitty O’Shea’s, Hilton Chicago

Join us at Kitty O’Shea’s to continue the fun and networking.

Monday, April 27

5:00–7:00 pm

Exhibitor Showcase Reception

Relax and network with your colleagues and exhibitors during our reception in the Exhibitor Showcase.

1:15–2:45 pm

Dessert and Networking

Enjoy decadent desserts and get to know our exhibitors and sponsors.

Tuesday, April 28

7:45–8:30 am

Networking by State (breakfast included)

11:15 am–1:30 pm

Round the World Lunch

Enjoy cuisine from the four corners of the world and throughout while spending time with our exhibitors and sponsors.



Opening Reception: Party at the House of Blues

Sunday, April 26

7:00–10:00 pm (buses begin departing at 6:30 pm)

Enjoy good company, soulful food, and the cultural diffusion of the American South without venturing far from the Miracle Mile by joining us for a night of food, drinks, and music at the House of Blues Chicago.

The House of Blues grew out of founder Isaac Tigrett's love for the unique American art form known as "the Blues." Weaned on this music during his early childhood in Tennessee, one of Isaac's goals was to introduce the world to the music of the rural south, including the Blues, Rhythm and Blues, Gospel, Jazz, and Roots-based Rock & Roll.

The very first House of Blues opened its doors in Harvard Square in Cambridge, Massachusetts in 1992 and since then, the House of Blues has been home to spectacular live music, original American folk art, and delta inspired cuisine and is dedicated to the education and celebration of the history of Southern Culture and African-American contributions to music and art.

In keeping with the theme of reverence for southern culture and tradition, under every stage in the House of Blues there is a metal box filled with mud from the Mississippi Delta. This box is welded to the structure on the stage to ensure that every artist has the roots and the spirit of the South planted beneath their feet.

The House of Blues also contains a large collection of art representing artists practicing in the schools of Folk Art, Outsider Art, and Self-Taught Art. The House of Blues refers to these three schools as "Visual Blues" and stocks each House of Blues venue with copious amounts of art to stimulate the sensory palette's of their visitors. Currently, the House of Blues is the largest curator of Outsider Art in the world allowing the House of Blues to showcase the art that, like their music, resides outside of official American culture.

Stimulate your taste buds as well and don't miss the House of Blue's delicious cuisine—a mix of American and international dishes created by one of the hottest chefs in America, Food Network star and celebrity chef Aaron Sanchez.

Brought to you, in part, by:



House of Blues Gift Shop

Access the gift shop to pick up souvenirs for those back at home or for yourself!

Live Bands

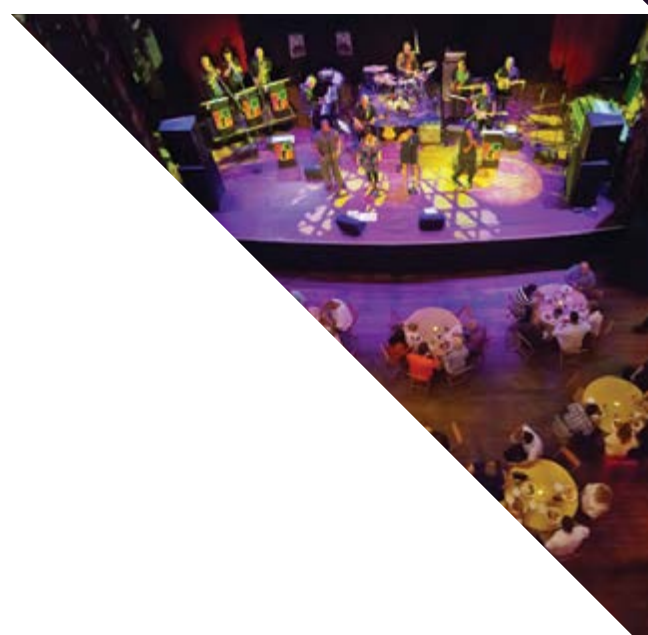
The Matt Stedman Band and Ring of Music are performance-based and entertain in live music venues locally, nationally, and internationally. Join us for two different bands at the House of Blues—a full band playing all your old favorites from classic rock to 70's and 80's music and a jazz quartet for those that just want to relax, chill, and chat.

Meet and Greet with Jeffrey Tambor

Ask questions and take pictures with our keynote speaker, Jeffrey Tambor.



Brought to you by an educational grant from DJO Global



Exhibitor Showcase: Fast Tracks

Sunday, April 26

1:30–2:35 pm

Dos and Don'ts of Physician-Owned Medical Real Estate—Avoiding Regulatory Infractions

Physicians seeking to diversify their investments and strengthen their financial security by purchasing or investing in healthcare real estate can be caught off guard by the intensive and time-consuming navigation of the healthcare regulatory environment. The federal Anti-Kickback Statute and the federal Physician Self-Referral Law, commonly known as the Stark Law, both pose some of the greatest legal and compliance risks for physician owners and investors in the purchasing and leasing of medical office buildings, hospitals, dialysis centers, ambulatory surgical centers, imaging centers, labs, and other healthcare real estate. This fast track explores how to mitigate potential legal and financial risk associated with physician-owned healthcare real estate in the challenging regulatory environment.

Brought to you by: PCI HealthDev

Presented to you by: Adam K. Feldman, General Counsel



PCI | HealthDev
Medical Real Estate Solutions

Sink or Swim in 2015: The Issues You Can't Afford to Overlook

After a series of delays produced a fairly calm 2014, the water is churning in 2015. ICD-10, Meaningful Use Stage 2 and HIPAA audits are rising to the surface again, promising a turbulent and threatening 12 months for practices that procrastinate or look the other way. This session cuts through the minutiae and delivers the critical updates and assessments you need to organize your practice for a successful 2015.

Brought to you by: AllMeds

*Presented to you by: Sherry Hunt, President and COO;
Bob Blakely, Director of Government Affairs*



Top 10 Ways to Increase Billing Revenue in Your Practice

Many medical practices are leaving money on the table due to poor medical billing systems. In this Fast Track, you will learn the top 10 tips that can make millions of dollars' difference in your revenue over the life of your practice. Bonafide Management Systems' billing expert Elizabeth Deerinwater will discuss the top 10 ways you can get the reimbursements you deserve and increase your practice's billing revenue.

Brought to you by: Bonafide Management Systems

*Presented to you by: Elizabeth Deerinwater, Executive Manager of
Physician Services*



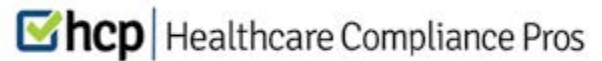
Exhibitor Showcase: Fast Tracks

Managing Compliance Risk in Your Practice

Learn how to manage compliance risk (HIPAA, OSHA, CMS-OIG) in your practice with flexible, scalable solutions from Healthcare Compliance Pros.

Brought to you by: Healthcare Compliance Pros

Presented to you by: Eric Christensen, Director of Client Services



Take Your Physical Therapy Services to a Higher Level: Managed Service Agreements/Exit Strategies for Your Current Physical Therapy Services

Are your ancillary rehab services distracting you from your core physician business? This Fast Track is to discuss two options for managing your physical therapy services, and the different benefits of these options.

Brought to you by: ATI Physical Therapy

Presented to you by: Fletcher Boyle, Director of Mergers and Acquisitions



Improving Efficiency, Outcomes, and Profitability in Your Orthopaedic Practice—Object Lessons From the Cloud

In the coming year, physicians are going to increasingly feel the pressures of the post-reform era, including an influx of patients and a shortage of physicians; an increase in the work required to meet Meaningful Use requirements; and the requirement to get their practice ICD-10 ready. At the same time, the EHR market is undergoing a massive transformation that will impact orthopedists around the country, as legacy software fails to keep pace with requirements. Orthopaedists and other physicians are now asking the fundamental questions of their EHRs that they should have asked long ago: “What can EHRs enable me to do aside from basic clinical documentation and ordering”? Orthopaedists will need to seek out future-proof platforms to help improve efficiency, outcomes, and profitability in an industry with constrained resources. In this Fast Track presentation, athenahealth Product Marketing Manager Matt Hoenigsberg will explain how the cloud’s networked knowledge, receptivity to big data, and open architecture can meet the demands of one of medicine’s most high-volume, high-speed specialties head-on in this new era.

Brought to you by: athenahealth

Presented to you by: Matt Hoenigsberg, Product Marketing Manager



Monday, April 27

9:45–10:50 am

Alignment—Marketing Insights & Advice

This Fast Track course is specifically designed for orthopaedic administrators and executive level doctors interested in growing their practice through effective and efficient marketing communications. Presented by a senior level executive at Venel, you will receive new research and insights to help you improve your results, minimize expenses, and become more effective at promoting your practice. Venel is the only marketing communications firm working exclusively with orthopaedic providers and for the last 25 years maintains the largest data source of research in what influences an orthopaedic patient.

Brought to you by: Venel

Presented to you by: Tony Edwards, Sr. Vice President



Protecting and Maximizing Your Revenue: Solutions to Staying Independent and Keeping Your Practice Profitable

The environment in which practices are operating today is very challenging. The rules of the game continue to change making it tougher for orthopaedic practices to succeed independently. Coupled with the continuing downward pressure on reimbursements, practices are left searching for ways to make things work as an independent practice. With over 30 years of experience working with orthopaedic practices, Dave Wold will offer some advice and steps you can take to position your practice for a stable and successful future as an independent practice.

Brought to you by: Healthcare Information Services

Presented to you by: Dave Wold, CHBC, CEO



InfoDive®: Business Analytics That Works

What do the better performing practices have in common—the ability to view and leverage their data. Only when you fully know the strengths and weaknesses of your practice can you make the best decisions. An investment in business intelligence goes a long way toward ensuring the continued efficiency and profitability of your practice. Join us as we share meaningful orthopaedic metrics, beneficial coding reports and key data points in analyzing adjudicated claims data.

Brought to you by: Healthtronics, Inc.

Presented to you by: Cass Schaedig, Director, Data Solutions



Driving Outcomes and Profitability through Physician Based Physical Therapy

Brought to you by: Integrity Rehab Group

*Presented to you by: Phil Christian, Senior Vice President
and Stephen Huntsman, Vice President, Clinical Service*



AAOE Registration

Practical Excel for the Intermediate User
Additional registration required.

Physician and Administrator Team Alignment: Strategy and Balance for
Successful Practice Leadership
Additional registration required.

Lunch

Utilizing Dashboards and Benchmarking to Manage and Grow your Practice
Additional registration required.

State Receptions (Invitation Only)

ALPS Reception (Invitation Only)
Sponsored by **MCKESSON**

President's Reception (Invitation Only)

Notes:

[illegible]

Pre-conference Workshops, Saturday, April 25

Physician and Administrator Team Alignment: Strategy and Balance for Successful Practice Leadership

Presenters: Thomas Royer, MD; Rebecca Dean, MA, FACMPE; Shari Harley, MA

Thomas Royer, MD and Rebecca Dean, a 30-year veteran practice administrator will conduct this Physician-Administrator team workshop. Attendees will take away tools, templates, and strategies for executive team leadership to enhance their capacity to prepare, lead, influence and inspire others for positive medical practice performance and balance during industry change.

This workshop will provide you with knowledge and tools to:

- ▶ Gain a clear understanding of the future healthcare landscape which is demanding excellence in the physicians and administrative leadership teams
- ▶ Understand the characteristics of an effective team
- ▶ Identify the barriers, and how to get around them, which make effective teaming so difficult to achieve and sustain
- ▶ Use strategies which must be implemented to facilitate a strong teaming process
- ▶ Get tools to use in your practice to create change and resolve conflicts
- ▶ Understand the three qualities that all leaders must embrace to lead successful transformations into the new healthcare environment

Practical Excel for the Intermediate User

**Presenter: Debby Reigle
Facilitator: Dale Reigle**

This workshop is designed to assist the intermediate user of Excel to become more proficient in the use of spreadsheets for management, analysis and reporting purposes. This hands-on workshop will include instruction and tips for building more efficient formulas, developing custom lists, utilizing look-up tables and functions, and making spreadsheets user friendly.

This workshop will provide attendees with knowledge and tools to:

1. Use several of Excel's built-in functions (text, logical, and financial, to perform more complex calculations in a more efficient manner.
2. Understand how to set up and utilize lookup tables to facilitate data entry and update information quickly and easily.
3. Develop spreadsheets during the course that can be easily adapted for day to day use in many orthopaedic offices.
4. Learn how to do advanced formatting (manually and via conditional formatting rules) to make spreadsheets easier to read and use.

Prerequisites: This is not a beginner's workshop. Participants should be familiar with Excel prior to taking this workshop. At a minimum all participants must have/ know the following:

1. How to start Excel and navigate the Windows file structure to open a specific file.
2. Be familiar with Excel's ribbon commands.
3. Know how to enter mathematical formulas and understand the order in which calculations are performed (and the use of parenthesis to change the order).
4. Know how to cut, copy, and paste individual cells or a range of cells.
5. Know how to insert and delete cells, rows, and columns.
6. Understand the purpose of absolute and relative cell references and be able to use them correctly in Excel formulas. Understand how cell references may or may not change when copied or moved.
7. Know how to edit formulas.
8. Be able to move between worksheets and know how to reference cells from multiple worksheets in a formula.
9. Know how to format cells or a range of cells to include number formats, borders, alignment and fonts.

Utilizing Dashboards and Benchmarking to Manage and Grow your Practice

Presenters: William Pupkis, CMPE; Mike McCaslin, CPA

There is no shortage of data within a medical practice. This workshop is aimed at sharing ways to make better use of that information to analyze practice performance.

William R. Pupkis, CMPE will cover basic theory and discuss examples of internal and external benchmarking using the AAOE survey data to better help develop your practice strategies. Attendees will receive tools to take back that will help you regardless of your practice size or geographic location. Bill will also teach you how to find the information you need to make informed business decisions that go beyond educated guesses.

Following Bill, Mike McCaslin, CPA will show attendees how to use the benchmarking data to identify specific areas needing an action plan through a case study. You will receive and review an action grid to understand an estimate of economic impact. Last, but still very important, Mike will share samples and teach you how to develop a dashboard, along with an explanation of all the various elements that could go into a monthly/quarterly/annual dashboard report.

Join us for additional sessions on Saturday, April 25!

You asked for more in-depth workshops and we're pleased to offer a three-hour workshop on Excel with everyone's favorite Excel teacher, Debby Reigle and a three-hour session on utilizing dashboards and benchmarks with Mike McCaslin, CPA and William R. Pupkis, CMPE.

In addition, we're pleased to offer a six-hour interactive workshop with Thomas Royer, MD; Rebecca Dean, Practice Administrator, and Shari Harley, MA on aligning the practice administrator and physician as a team.

The cost per 3-hour session is \$100 and the cost for the practice administrator and physician session is \$200.

ICL DESCRIPTIONS

Track Key:

Business Development: practice growth opportunities

Financial Management: organizational profitability

Governance/Leadership: best practices and skills for managerial leaders

Human Resources: philosophies and/or techniques to increase business value through the workforce

Information Technology: using and optimizing computer equipment, software systems, and the internet to best assist in organizational management

Operations: process improvements for increased efficiencies

Regulatory Compliance: industry trends associated with regulatory compliance, legislation, healthcare reform, and advocacy

Quality/Risk Management: enhance quality, reduce risk, enhance patient safety, improve outcomes and satisfaction

► **Boot Camp:** particularly beneficial to orthopaedic practice professionals with three or less years of managing an orthopaedic practice

► **Veteran:** particularly beneficial to the more seasoned orthopaedic practice professional

You asked and we listened!

AAOE has added three new tracks designed to meet the specific needs of physicians, academic practice executives and staff, and practices associated with a hospital!!

► **Physician:** governance and quality best practices for orthopaedic physicians

► **Academic:** new trends and governance best practices for orthopaedic practices associated with academic entities

► **Hospital:** governance and financial management best practices for orthopaedic practices associated with a hospital

AAOE 2015

Annual Conference

April 25–28, 2015 | Chicago, IL

New to AAOE and our conferences?

We suggest our Boot Camp Curriculum.

Are you a more seasoned practice executive?

We suggest you attend our Veteran Curriculum.



Daily Planner

Sunday, April 26

7:00 am–12:00 pm	AAOE Registration
7:30–8:30 am	Ambassador Breakfast (Invitation only)
	Brought to you by: 
7:45–8:30 am	Continental Breakfast
8:30–9:30 am	Instructional Course Lectures (ICLs)
9:30–9:45 am	Break
9:45–10:45 am	ICLs
10:45–11:00 am	Break
11:00 am–12:00 pm	Networking Break
12:00–1:30 pm	Lunch and Opening Keynote Speaker–Jeffrey Tambor
	Brought to you by an educational grant from: 
1:30–2:35 pm	Fast Track Sessions
2:35–3:00 pm	Break
3:00–4:00 pm	ICLs
4:00–6:30 pm	Exhibitor Hall Opens
4:00–6:30 pm	Exhibitor Showcase Party Before the Party
6:30–7:30 pm	Departure for Opening Reception (continuous every 45 minutes)
7:00–10:00 pm	Opening Reception: Party at the House of Blues
	Brought to you by: 
10:00 pm–Midnight	Party After the Party at Kitty O’Shea’s Hilton Chicago

Notes:

Sunday, April 26

8:30–9:30 am

Busted by a Car Dealership Employee! What Went Wrong and our Practice's Solution

Quality/Risk Management

Presenters: Joe Granneman, MBA, CISSP; Jason McCormick, MHA; Don Schreiner, MBA

The cost of HIPAA privacy violations continues to escalate as providers fail to recognize risk in long-standing paper-based processes. The age-old practice of transporting paper-based patient records could have severe, yet unintended consequences for your organization. Learn about the penalties that have been assessed by the Office of Civil Rights to organizations that have exposed patient information. Listen to other practices as they discuss their approaches to safeguarding patient privacy and redesigning legacy work-flows based around paper records.

Evidence Based Practice Management: Understanding Key Metrics and How to Use Data to Best Manage and Optimize Your Practice – Part I

Financial Management

Presenter: Michael Kovach, MBA
Practice management in today's rapidly evolving payer environment presents a host of challenges to practices of all sizes. This class will explore how to use several key metrics to proactively monitor and to help better understand the overall financial health of the enterprise. The course will include a review and definition of these metrics, as well as a discussion on strategies for when and how to best use these data. We will also cover useful tips for avoiding analysis paralysis, setting good goals, and establishing baseline reports.

Going Digital: The New Era of the Patient Experience

Business Development

Hospital

Presenters: Joe Clark, CMPE, MBA; Jamie Verkamp

As healthcare meets the digital age, patient experience is being redefined. No longer are experiences simply within the walls of the physician's office; it now encompasses digital communication: social media, websites, text messaging and automated points of communication. During this session, Joe Clark, CEO at Sierra Pacific Orthopedics, and Jamie Verkamp, national social media speaker and healthcare consultant, will highlight the shift from traditional customer service to include both "offline and online" patient experience. You'll hear best practices for patient service and how healthcare organizations are leveraging digital resources to make significant improvements to overall customer service and patient experience.

Health Information Fundamentals

Information Technology

Boot Camp

Presenter: James Lineberger, PhD, MHA, FACMPE, FACHE, CPHIMS

An effective information technology environment is essential for an accessible, safe and efficient orthopaedic group practice. The components of the environment have grown increasingly complex, however, and managing these systems requires an unprecedented depth of knowledge, talent, and expertise. This course will review the fundamental components of a mature health information technology system, outline how people and processes along with technology all impact success, discuss methods for evaluating the health and readiness of a group's systems, and put it all in a practical context using the perspectives of a panel of expert orthopaedic group practice executives.

Incident-To and Split/ Shared Services: The Good, the Bad, the Risky

Operations

Veteran

Presenter: Sean Weiss, CPMA, CPC, CPC-P, CCP-P, ACS-EM

Orthopaedic groups use the services of Non-Physician Practitioners (NPPs) as a standard part of everything they do in providing patient care. However, what happens when the guidelines are misinterpreted or claims are submitted with the wrong provider information? It leads to potential overpayments and/or violations of the False Claims Act. The Department of Health and Human Services Office of the Inspector General (OIG) has been hot on the case of these services for multiple years and there is no end in sight. This session will take you from A to Z and all points in between to ensure you master the rules and documentation guidelines for services.

Schedule and presenters are subject to change.



Sunday, April 26

Is Your Practice a Government Target? Pre-Audit Compliance Risk Assessment

Regulatory Compliance

Presenter: Frank Cohen, MPA, MBB

Recovery audits of all types have increased to such a degree that they are now more the rule than the exception. When you consider government programs such as Certified EHR Technology (CEHRT), Health Care Fraud Prevention and Enforcement Action Team (HEAT), Recover Audit Contractor (RAC), Zone Program Integrity Contractors (ZPIC), Medicaid Integrity Contractors (MIC), Medicaid Administrative Claiming (MAC), OIG and then factor in private payer audits and recoupments, it begins to feel more like a war zone than a healthcare organization. The practice has two distinct opportunities at their disposal: pre-audit risk assessment and the post-audit risk mitigation. The pre-audit risk assessment involves analyzing the utilization of your codes and modifiers against a variety of internal and external benchmarks. In this session, Frank Cohen, statistician and risk analyst, will teach you how to assess your compliance risk by comparing procedure code, RVU, and modifier use against peer statistics to assess the relative risk of being audited by either CMS or your private payers. Additional risk metrics reviewed will include time and utilization per patient per unit of time.

The Affordable Care Act: How it Impacts your Practice, your Role as Employer, and your Employees

Human Resources

Presenter: Kathleen Barrow, Esq., ERISA

This presentation will establish a foundation for attendees by discussing the political and social objectives of the Affordable Care Act and how the structures of the statutory and regulatory environment of the Act fulfill these objectives. The presentation will educate attendees on the requirements of the ACA that specifically apply to healthcare providers and employers. The presenter will discuss the enforcement mechanisms that will impact physicians in various non-compliance scenarios. Finally, the presentation will provide practical solutions to the economic, legal, and social issues that physicians and other healthcare providers may confront as they treat patients, employ workers, and manage their business practices in the upcoming three years of the ACA's implementation.

The Three Critical Attributes for Physician and Staff Success

Governance/Leadership

► **Physician**

Presenter: Thomas Royer, MD

This presentation will establish the three critical attributes for physician and staff success, along with the rationale for their importance. The three attributes are: competency, commitment, and passion. Dr. Royer will define a competency and elaborate on the competencies required today for successful transformational outcomes. He will cover how to achieve individual and team commitment and conclude with the three ways to generate and maintain passion in the physician leaders and their team.

9:45 – 10:45 am

Five Years Wiser: What Orthopaedic Practices Need to Know about RACs

Quality/Risk Management

Presenter: Dawn Crump, MA, SSBB, CHC

Total hips, knees and shoulders are important revenue generators. Make sure your practice gets every dollar it deserves during this important educational session. Protect your reimbursement from RAC take backs with practical advice for better orthopaedic procedure documentation and integration with hospital-based audit management programs.

Evidence Based Practice Management: Understanding Key Metrics and How to Use Data to Best Manage and Optimize Your Practice – Part II

Financial Management

Presenter: Michael Kovach, MBA

Practice management in today's rapidly evolving payer environment presents a host of challenges to practices of all sizes. This class will explore how to use several key metrics to proactively monitor and to help better understand the overall financial health of the enterprise. The course will include a review and definition of these metrics, as well as a discussion on strategies for when and how to best use these data. We will also cover useful tips for avoiding analysis paralysis, setting good goals, and establishing baseline reports.

Operationalizing a Practice-Owned Dispensing Program

Business Development

Presenters: Janelle Agulo, Pharm D; Mary Rodts, DNP, CNP, ONC, FAAN

Dispensing programs within orthopaedic practices have existed for several years; however, recently, the ability to manage the majority of your patients prescription needs has become available. This course will discuss the optimal way to establish and manage an in-practice dispensing program as a new business initiative.

The Urge to Merge: When Two or More EHRs Collide

Information Technology

Hospital

Presenter: Jeffery Daigrepoint, EFPM

This session will look at two different situations where EHRs may merge and the best practices for handling both. First, Jeffery will cover best practices for determining which EHR should become the system of choice and how to migrate everyone into the same system when two or more practices with different EHRs merge. Second, he will look at what happens when your EHR vendor merges with another EHR vendor and best practices for managing this merger and the impact to your practice.

Utilization of Physician Assistants in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities—Part I: Regulations

Operations

Academic

Presenter: Rebecca Dean, MA, FACMPE; Tricia Marriott, PA-C, MPAS

Physician assistants (PAs) have been shown to provide quality, cost effective care and have become integral members of the orthopaedic provider workforce. Yet, PAs are often underutilized and misunderstood. This session will dispel the myths and urban legends by providing detailed information on PA scope of practice, billing and reimbursement rules, and strategies for maximum utilization in a variety of settings.

Compliance Plan Updates for 2015

Regulatory Compliance

Presenter: Sean Weiss, CPMA, CPC, CPC-P, ACS-EM

This session will build upon the 2014 session in which attendees were provided a full compliance plan, policies/procedures, and tools to build an effective compliance plan for their practice. You didn't attend this session in 2014? Don't fret, DoctorsManagement is on

it, and will be providing an updated version of their Simply OIG plan to all attendees again this year. This session will focus specifically on the policies your practice needs to survive an OIG or DOJ investigation. No fluff, no stories—just the cold hard facts. Be prepared to learn how to write effective policies from start to finish from one of the industry's most respected and sought after compliance professionals.

Top Seven HR Mistakes Small Companies Make

Human Resources

Boot Camp

Presenter: Char Hollaway, SPHR

If not handled properly every time, HR issues can lead to tax consequences, regulatory punishment, and/or legal problems. In today's litigious business environment, companies simply can't afford (time and money) to make a serious mistake or oversight. This presentation will provide you with the knowledge and resources to mitigate these risks, in order to stay safe and compliant and keep operating costs down.

You Said What? Managing Conflict in Your Office and On Your Physician Board

Governance/Leadership

Presenter: Shari Harley, MA

Your front desk staff don't like and won't talk to each other; one of your doctors refuses to use the EMR system; and your physicians won't listen to board members' guidance. What to do? What to say? Having hard conversations doesn't have to be hard. You just need to start. During the program you'll get an eight-step Feedback Formula to say anything to anyone in two minutes or fewer.

Conversations will be direct, focused, and drama free. People will be less defensive and more receptive than you expect. Conversations will result in unprecedented behavior change.

3:00–4:00 pm

Meaningful Use: Where Are We Now? Topics, Trends, and a Meaningful Discussion

Quality/Risk Management

Presenter: Jason McCormick, MHA

This presentation is geared towards addressing some of the newest and hottest topics regarding the CMS Meaningful Use program. The presentation will address practices participating at all stages of the Meaningful Use program, define and apply current proposals or requirements to the current state of the MU program, and cover all the reporting and attestation questions for avoidance of penalties through participation in the program in 2015 and 2016. Content is liable to change based on the ever-changing requirements of Meaningful Use and the requirements for participating.

Changing Culture: Improving Patient Payments and Revenue Cycle

Financial Management

Presenter: Joe Clark, CMPE, MBA

When was the last time you checked into a hotel without providing a credit card and driver's license? It's time to change medical practice culture and act more like the rest of the business world. Through portals and credit card collection repositories, practices should be able to verify good credit at time of scheduling.

Sunday, April 26

Effective Medical Marketing and Public Relations Efforts for Generating New Patients in Orthopaedic Practices

Business Development

Presenter: Daniel Goldberg

The course will provide effective marketing strategies based on practice locations, patient demographics, and psychographics. It will also discuss the proper allocation of a marketing budget coupled with benchmarking and ROI tracking. The latter part of the course will discuss how to create relationships with media outlets in an effort to create public exposure for physicians and practices. Lastly, a section will be dedicated to how physicians can adapt their marketing and PR efforts in the face of a changing healthcare system and declining reimbursements.

Healthcare Technology Solutions for Ensuring EHR Productivity Success

Information Technology

Presenter: Stewart Stowers, MD

Health IT isn't just about protecting physician productivity; it's about increasing an organization's bottom line by cutting down on unnecessary personnel and administrative expenses. Thomson Reuters Report estimated that around \$700 billion dollars are wasted each year in the US healthcare system, roughly one-third of the nation's total healthcare costs. The efficiencies achieved by mobile devices and other new technologies can help reduce these costs. With the consistent communication and instant access fostered by mobile devices, the healthcare system can effectively reduce the number of unnecessary treatments, frauds, errors, and other sinkholes that are ultimately not improving the nation's health.

Utilization of Physician Assistants in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities—Part II: Productivity

Operations

► **Academic**

Presenters: Rebecca Dean, MA, FACMPE; Tricia Marriott, PA-C, MPAS

Physician assistants (PAs) have been shown to provide quality, cost-effective care and have become integral members of the orthopaedic provider workforce. Yet, PAs are often underutilized and misunderstood. This session will dispel the myths and urban legends by providing detailed information on PA scope of practice, billing and reimbursement rules, and strategies for maximum utilization in a variety of settings.

False Claims Act and the Whistleblower

Regulatory Compliance

► **Hospital**

Presenter: Shannon DeConda, CPC, CPC-I, CPMA, CEMC, CMSCS

The old saying goes, "Keep your friends close and your enemies closer." Whistleblowers may be a threatening enemy of any medical practice as they might bring undue scrutiny to your practice for unwarranted claims. During this session we will start off by reviewing the False Claims Act and associated penalties, and how to create open-door communications to prevent whistleblower incidents. We will then go through hands-on examples of potential whistleblower incidents and appropriate actions that should be taken by the practice to include investigative review, reporting of the incident, corrective actions, and education. Attendees will leave with a well-defined resource guide of how to process associated incidents in the future.

Hiring the Right Employees

Human Resources

► **Veteran**

Presenter: Dale Reigle

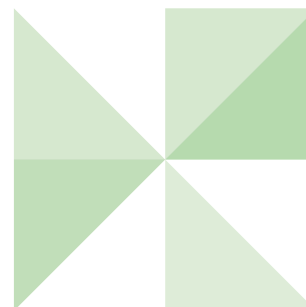
Hiring the right employees, including physicians, is critical to the success of your practice. Attendees will learn how to identify the traits and attributes common to great employees (and the converse) for the unique practice and position. Using this practice-specific knowledge, you can tailor your recruiting efforts and interview techniques to significantly improve both the quality of your hiring decisions and the retention of top notch employees. Tips on developing and revising revealing interview questions will be included.

Getting the Best from your Employees

Governance/Leadership

Presenter: Shari Harley

There are four reasons employees don't do what they need to do. When you can identify why employees aren't doing what you asked, you can intervene appropriately and improve performance. During this session you'll get techniques to: Coach and provide feedback in a way that reduces defensiveness and increases receptivity; Give staff just enough room to grow and develop, but not enough to fail; Assess performance and adjust your management style to develop staff and manage for results; Manage performance issues in a way that inspires and motivates employees.



Daily Planner

Monday, April 27

7:00 am–5:00 pm	AAOE Registration
7:45–8:30 am	Continental Breakfast
8:30–9:30 am	ICLs
9:30–7:00 pm	Exhibit Hall Open
9:45–10:50 am	Fast Tracks
10:50–11:00 am	Break
11:00 am–12:00 pm	ICLs
12:00–1:15 pm	Lunch and Keynote Speaker: Jonathan Bush Brought to you by:  athenahealth
1:15–2:45 pm	Dedicated Exhibitor Time and Dessert
2:45–3:45 pm	ICLs
3:45–4:00 pm	Break
4:00–5:00 pm	ICLs
5:00–7:00 pm	Exhibitor Reception
5:00–7:00 pm	Book Signing with Noah Blumenthal Sponsored by:  phoenixortho Orthopaedic specific EHR PAC PM

Notes:

Monday, April 27

8:30–9:30 am

Releasing Patient Information

Quality/Risk Management

Presenter: Alisha Smith, RHIA

The already intricate process of releasing patient information in orthopaedic practices is becoming more convoluted. The rules have changed. Greater patient engagement, increased use of patient portals, updated HIPAA rules, and broader health information exchange work together to open new doors ... and expose new privacy risks. Join this session to better prepare your practice for the journey ahead.

Hospital Affiliation Models

Financial Management

Presenter: Jeff Boomershine, CPA

This course will explore the various models or structures that may be utilized by hospital systems for clinical integration or affiliation and describe the most common components of an affiliation transaction. Items that may be “subject to negotiation” will be discussed. This course will provide a framework for your practice to analyze a potential affiliation and determine whether or not an affiliation would be beneficial.

How do you Document and Support your Evaluation and Management Levels? What Does a Level 99203, 99214, 99204, etc. Look Like and Can an Orthopaedic Surgeon Support it?

Business Development

► **Academic**

Presenter: Margie Vaught, CPC, CPC-H, CPC-I, CCS-P

Are your providers frustrated in trying to figure out what is a Level 3 or 4 and what the documentation should look like? Are they concerned about the Medical necessity issues for upcoding/downcoding? You won't want to miss this session. We will go through orthopaedic specific situations as to what documentation is required. Examples will be provided regarding codes 99212, 99213 and 99214 as well as 99203 to help providers understand the elements needed to submit the codes. Bring your questions and concerns for comments and suggestions.

Low Cost Solutions for HIPAA Compliance

Information Technology

► **Veteran**

Presenter: Joe Granneman, MBA, CISSP

Many practices are struggling with the HIPAA security requirements. Meaningful Use audits are focusing on HIPAA security and many practices find themselves unable to demonstrate compliance. The costs of security tools, policies, and risk assessment processes seem insurmountable, but there are many low cost options available. This course will focus on how to comply with HIPAA as well as better secure your practice without breaking the bank.

Star-Studded Service: Six Simple Steps to a Stellar Patient Experience

Operations

► **Hospital**

Presenter: Meryl Luallin

With the new Value-Based Payment System focusing on the patient experience, it's vital that orthopaedic practices ensure that providers and staff meet and exceed patient expectations for caring, sensitive service. This session provides a practical “how-to” guide for creating a culture of service including specific service protocols and strategies for generating enthusiastic support by providers for a patient experience initiative.

Federal Advocacy 101

Regulatory Compliance

► **Boot Camp**

Presenter: Bradley Coffey, MA

This course looks at federal advocacy and how AAOE is working to help our members through advocacy. Members will also learn how to effectively advocate for themselves at the federal level.



Self-Funded Captive Insurance

Human Resources

Presenter: Art Nadelman

The course will serve as an introduction to captive insurance for medical practices for malpractice insurance and other risks, presented by Art Nadelman, a former orthopaedic practice CEO. He will show how creating your own captive insurance company can add a new source of revenue to your practice and help improve outcomes.

Ready, Aim, Fire: The Art and Science of Critical Decision Making

Governance/Leadership

Presenter: Frank Cohen, MPA, MBB

Some folks would say that bad luck is better than no luck, bad love is better than no love and bad publicity is better than no publicity, but very few would agree that a bad decision is better than no decision; and if they did, they would be wrong. Why do we make bad decisions? Contrary to popular belief, it is not always due to incompetence or lack of experience but rather a flawed decision making process. Too often, we live by anecdote and intuition when what we need is antidote and analytics. In this session, Frank Cohen, analyst, statistician and process improvement expert, will delve into the two most important concepts in critical decision making; why we make bad decisions and what techniques and behaviors guide us towards making good decisions. We start by examining how we make individual decisions and progress to how organizational thinking influences the decision making process. Depending on the time frame for this workshop, we will cover topics covering bias, intuition, group dynamics, groupthink, brainstorming and other concepts and techniques that affect how decisions are made.

11:00 am – 12:00 pm

Reporting Clinical Quality Measures for Maximum Benefit through Medicare Programs

Quality/Risk Management

► **Academic**

Presenter: Jason McCormick, MHA

Navigating the reporting process for submitting Clinical Quality Measures to CMS in order to successfully meet incentive program requirements has become extremely difficult. With so many options to report CQMs and several different programs that require them, what is the most efficient method to submit these to achieve maximum benefit? This course will help you to achieve Meaningful Use, meet PQRS requirements, and keep you from being on the down-side of the Value-based Modifier.

Change How You Provide Healthcare and Reduce Staffing Levels by 25%

Financial Management

► **Veteran**

Presenter: David Schlactus, MBA, CMPE

Most change in healthcare management and clinic processes are incremental. With the financial and documentation challenges we face today, it's not enough to think outside the box. We have to shatter the old way of thinking. Learn the fatal flaw of the LEAN process and learn how to think completely differently. Learn how to completely redesign your healthcare processes in a way that can allow you to reduce your staffing levels by as much as 25% while improving the care you provide your patients.

Hospital Alignment to Preserve Independence: Co-management Deep-Dive

Business Development

Presenter: Krista Fakoory

Co-management arrangements have grown in popularity among hospitals as a potential alignment option because of their track record in successfully engaging the physicians who directly affect the cost and quality of care delivered within a specific service line. Under a co-management model, a company is formed for the purposes of entering a contract with a hospital or health system to manage the orthopaedic service line. This course will present the key considerations for orthopaedic groups considering working with hospitals under a co-management agreement. Case studies will be presented to review lessons learned from the experiences of other surgeons/groups.

Increasing Practice Security Through Cloud Services Adoption

Information Technology

► **Boot Camp**

Presenters: Joe Granneman, MBA, CISSP; Mitch Greenwald

Many practices understand the potential economic value of moving services to the cloud. However, there is still a healthy concern about the security and availability of information stored in the cloud. Most practices will actually find that the cloud is more secure than locally hosted servers. The course will present real-world case study style information from practices using private hosting models and those moving to the cloud. The results may surprise you.

Monday, April 27

Medical Scribes: An Introduction, ROI and What You Need to Know

Operations

► Physician

Presenter: Michael Murphy, MD

An estimated 10,000 scribes are now working nationwide. A 2012 study by ClinicoEconomics and Outcomes Research on the use of scribes showed that provider productivity increased by over 50% by those doctors that used scribes. This session will introduce best practices for using medical scribes to increase productivity, increase revenue, and make your providers happier.

Internal Audit and Compliance Working Together

Regulatory Compliance

► Hospital

Presenter: Eric Christensen

How internal audit and compliance can work together to help adapt to regulatory changes and ensure better controls and compliance. The course will explore how to identify changes that elevate potential risk and how to monitor compliance with the rule or regulation. Examples will be provided of recent regulatory changes and how to incorporate auditing and monitoring techniques to measure compliance.

How to Facilitate a Team- Building Workshop

Human Resources

Presenter: Laura Hills, DA

Have you wanted to try some team building exercises with your staff? A team-building workshop is a great practice management tool for breaking down barriers, improving communication, and integrating new staff into your practice quickly. It is a superb morale builder and can help tremendously in smoothing over ruffled feathers and fostering staff retention. However, a poorly run workshop or team building exercises that are perceived as “lame” can be more damaging than good. In this learning-by-doing program, you’ll learn how to plan and execute a fun and effective team building workshop for your employees that gets everyone to participate enthusiastically and to bond with one another. After this workshop, you’ll have all the tools you need to run your own DIY teambuilding workshop for your staff at little or no cost.

CTRL+ALT+Believe: Rebooting Thoughts and Inspiring Actions in your Organization

Governance/Leadership

Presenter: Holly Duckworth, CMP, CAE

At the 24/7/365 pace of life today, do you feel your organization is spinning out of control? Do you ever wish rebooting your organization was as simple as hitting CTRL+ALT+Delete? In this session, you learn simple strategies to build the future of your organization. CTRL: Tips to learn how to let go of your need to control ALT: Look for alternate solutions to common problems such as lack of leadership, funding and resources. Believe: Now is the time create a new belief system in all your thought about how your organization works and create a new future. If you are overwhelmed as a CEO, Executive Director, or manager take an hour to slow down and gain simple strategies that will reboot and redirect your organization to meet its vision and mission now. This session was named “Best of” for the 2013 American Society of Association Executives Annual Conference and also promoted by Citrix Gotomeeting and Forbes Magazine 2012.

2:45–3:45 pm

Varsity Dos (and Don’ts): Understanding the Quality and Risk Components of Healthcare in the High School Sports Arena

Quality/Risk Management

Presenter: Norris Cunningham, Esq.

It’s becoming increasingly popular for orthopaedic practices to “staff” physicians, athletic trainers and strength and conditioning coaches in the high school sports arena. Doing so is typically a win-win for both the practice and the community. But there are also a variety of quality and risk components that need to be kept in mind. This lecture, which is designed for practice administrators of all experience levels, addresses a host of legal issues (assumption of risk, vicarious liability, worker classification, etc.), focuses on risk management techniques to avoid litigation, and provides practical “best practices” advice on quality-related matters.

Understanding and Negotiating New Payment Models for Fully Aligning With Hospitals, Orthopaedic Specialists

Financial Management

Presenter: Max Reiboldt, CPA

This presentation gives a brief review of the “first generation” compensation models and the different models available. Reasons will be explored for why many of the existing “first generation” contracts have not been successful, with case studies specific to orthopaedics. Will also describe a process for developing a “second generation” contract that is agreeable to all parties and the benefits of renewing versus severing the relationship.

Total Joint Arthroplasty in the ASC

Business Development

Presenters: Daniel Shumate, MSHA, MBA; Patrick Toy, MD

The course will introduce and detail the key components of developing a total joint arthroplasty (TJA) program in the ambulatory surgery center setting. It will cover the following subtopics: (a) clinical protocols/pathways; (b) patient selection and education; (c) multidisciplinary provider team (surgeon, anesthesia, physical therapy); (d) financial feasibility and profitability; (e) insurance/payor contracting and reimbursement; (f) patient satisfaction and clinical outcomes.

The Role of Risk Managers: Mitigating Risk in the Medical Practice

Information Technology

► Boot Camp

Presenter: Sean M. Weiss, CPMA, CPC, CPC-P, CCP-P, ACS-EM

Healthcare risk management is the process of identifying, evaluating and assisting in mitigation of or preventing risks that could result in a loss to an individual and/or organization. This session will focus on risk management in the medical practice and the role a practice administrator/manager plays. Focus during this session will center on specific topics and strategies for risk mitigation. A few areas of risk management focus for this session will include: patient, employee and visitor safety; fostering quality of care; reducing/mitigating liability when untoward events occur; claims management; creating awareness of potential risks; loss prevention and liability control; and assisting with disclosure related to an adverse event. In addition, this session will help attendees identify and support all areas administrators need to be aware of and compliant with regulatory, legal and ethical aspects of care.

Are you Ready for ICD-10 October 1, 2015? Part I

Operations

► Hospital

Presenter: Margie Vaught, CPC, CPC-H, CPC-I, CCS-P

ICD-10 is going to happen, but are you prepared? The documentation needed by the provider is going to be greater than ever before. During this two hour presentation, we will review ICD-10 in detail including examples of what is needed to support injury, fractures, and trauma situations as well as office visit notes and operative notes. Do your current notes support an ICD-10 diagnosis code? We will look at current documentation to see. If you miss this workshop you may be left behind come October 1, 2015.

A Bowl of Alphabet Soup – Regulatory Compliance in your Organization

Regulatory Compliance

Presenter: Eric Christensen

What Regulatory Compliance Mandates are required for your organization: HIPAA (HITECH and Omnibus); Meaningful Use (MU); RAC, MAC, ZPIC, and Medicare/CMS–Fraud/Waste/Abuse; OSHA? Government mandates for compliance place a large burden on medical practices and practice administrators. Learn how these regulations affect your practice and how to prepare for them. Attendees will receive information and tools to proactively prepare your practice for these regulations, as well as learn how to coordinate and maintain compliance efforts.

Working Through Language and Cultural Barriers

Human Resources

► Veteran

Presenter: Laura Hills, DA

The language and cultural barriers facing individuals with limited English language proficiency pose tremendous challenges and risks. Moreover, medical practices today are more likely than ever to employ or in some way interact with individuals whose first language is not English or who do not possess native-like knowledge of American culture. Knowing how to work through the language and cultural barriers you are likely to encounter in your practice has become increasingly more important. This program is designed and delivered by a facilitator who has graduate-level linguistics training and second-language teaching credentials and experience. Come learn the practical tips you need to help you communicate more effectively and comprehensibly with individuals who hail from outside of your native culture and language.

The Importance of Personally Modeling Health and its Impact on Patient Outcomes and Staff Behaviors

Governance/Leadership

► Physician

Presenters: Timothy Baghurst, PhD; Paul Bruning, DHA, ATC

Those in the healthcare professions should be expected to be healthy... right? This is an issue across the healthcare spectrum, where doctors and nurses may smoke and physical educators are sometimes obese. This lecture will emphasize the ramifications when leadership serves as a poor model of health and will demonstrate how it can negatively influence staff behaviors and patient outcomes. Conversely, discourse on how serving as a positive role model can inspire improved health in both staff and patient outcomes will be offered, and specific recommendations and examples will be provided.

Monday, April 27

4:00–5:00 pm

The Top Five Risks for an Orthopaedic Medical Practice

Quality/Risk Management

► Physician

Presenter: Kathleen Stillwell, RN, MPA / HAS, CPHRM

Gaining an understanding of the allegations and risk management issues in an orthopaedic medical practice can help prevent errors and oversights that could result in problems for quality patient outcomes. The program will provide information, education, and case examples to illustrate the top five risks for an orthopaedic medical practice. Patient safety strategies to reduce risks to patients will be presented.

Measuring Provider Performance: Setting the Stage for Compensation

Financial Management

Presenter: Frank Cohen, MPA, MBB

Two of the toughest challenges facing practice managers are finding a fair basis for benchmarking physician productivity and using that to develop defensible and compliant compensation models. From a practice management perspective, the results of provider productivity studies are valuable for helping less productive providers become more productive, thereby increasing the bottom line. Maximum productivity results in maximum revenue potential and establishing a defensible benchmark is the first and most important step in the process. In this session, the attendee will learn four important components of physician productivity. Attendees will receive a complete tool box, including documentation, worksheets, templates, and everything else necessary to calculate a comprehensive provider productivity analysis.

Sports Training and Physical Therapy: How the Clinical Impacts Operations

Business Development

Presenters: Adam Kerley, PT, ATC, CSCS; Greg Perry, PT

This course will be a three-part progression beginning with a general description and outline of necessary components to truly integrate training and therapy. Isolation of the variables that must be manipulated properly to allow implementation of a successful program will be outlined, to include examples of specific equipment and exercise considerations including facility and staffing necessities. Second part will provide details of clinical implementation including specific exercise examples and protocol design for staff training and true implementation of an integrated brand of treatment. The third part will tie the message together with a detailed explanation of how implementation of these to treatment categories positively impacts operations as well as potential areas of concern or challenge.

The True Costs Associated with IT Implementation: Is the Cost Worth the Reward?

Information Technology

► Veteran

Presenters: Steve Fiore, MBA, FACMPE; John Nosek, MPA, CMPE; Karen Sollar, CMPE

With the ongoing demands associated with Meaningful Use, PQRS, ICD10 and HIE coupled with the threat of reduced reimbursements for non-compliance of these mandates, it is a constant challenge to accurately quantify an annual IT budget. Many Practices are evaluating the high costs associated with maintaining an IT infrastructure and assessing if these ongoing costs are worth the reward.

Even with the best evaluation and assessment of the current IT infrastructure, the constant industry demands and changes, require a practice to consistently reevaluate the increasing costs to support the electronic processes. It is the promise of stimulus dollars and the threat of payment reductions that drives the debate of if the cost worth the reward.

This session will provide the attendees with practical approaches to adequately evaluate and prepare their practice with the knowledge they need now and build the foundation for the future.

This Panel Presentation will give a global perspective on how to make the decision to proceed with the financial commitment and determine if the financial investment is worth the reward. The Attendees will glean insight from colleagues who have developed a budgeting process that is comprehensive in outlining the costs to implement a solid internal structure. This budget strategy will then be compared to the financial incentives derived from successful reporting.



Are you ready for ICD-10 October 1, 2015? Part II

Operations

Hospital

Presenter: Margie Vaught, CPC, CPC-H, CPC-I, CCS-P

ICD-10 is going to happen, but are you prepared? The documentation needed by the provider is going to be greater than ever before. During this 2 hour presentation we will review ICD-10 in detail, including examples of what is needed to support injury, fractures, and trauma situations as well as office visit notes and operative notes. Do your current notes support an ICD-10 diagnosis code? We will look at current documentation to see. If you miss this workshop, you may be left behind come October 1, 2015.

Exposing Common HIPAA Compliance Misunderstandings

Regulatory Compliance

Presenter: Tod Ferran, CISSP, QSA

Though HIPAA security has impacted healthcare for more than a decade, upper management, physicians, and office managers continue to misread the enormity of the task. HIPAA compliance assessment findings show entities ultimately fail to allocate enough time, money, and commitment to compliance. In this presentation, attendees will boldly confront the most common HIPAA issues in order to address risks and fulfill crucial security improvements. Through implementation data collected from hundreds of entities, discover the best techniques to render all 157 HIPAA requirements a little less daunting.

The Top Ten Human Resource Dilemmas

Human Resources

Boot Camp

Presenter: Laura Hills, DA

What are your biggest work-related problems? If you're like most practice administrators, chances are at least one of your top three answers to this question will have something to do with the people you work with. Managing and working with people is extremely difficult, even more difficult today than ever before. Finding, hiring, motivating, managing, evaluating, and keeping good employees is a huge minefield, one that leaves many practice administrators exhausted, frustrated, and bewildered. This jam-packed program will explore the top 10 HR dilemmas facing medical practices today as well as proven, practical, how-to-do-it strategies for solving them. Program participants will have the opportunity to receive practical, step-by-step instruction, warnings about what doesn't work and what can backfire, as well as numerous real-life examples. This program is a must for any administrator who manages a staff, no matter how large or small that staff is, the focus of the practice, where the practice is located, or the individual's experience managing others.

Organizing the Independent Practice in This Time of Change

Governance/Leadership

Presenter: Jan Vest, MBA

This discussion will focus on the organization of physician groups to help the independent practice stay independent and compete effectively in a time of increasing consolidation among providers in the marketplace. Jan will explain the evolution of the healthcare market, the key trends moving healthcare away from volume and toward value and quality, and the alternatives for independent practices to remain independent. Jan will also discuss why the independent practice of physician-led medicine is ideally positioned to take advantage of the transitions occurring in healthcare and will help control the costs of care to patients, the government, and the community.

“I attend AAOE for annual updates on educational items, but I will say the biggest benefit is the networking opportunities it provides me to “pick the brains” of people that have been through what we are going through. I send my staff as well as a professional development tool and to improve the level of preparedness my office will have for upcoming challenges.”

**Jerald Thomas
Forrester, MBA,
FACMPE**

President/Chief
Executive Officer
Steindler
Orthopedic Clinic

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Notes:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Tuesday, April 28

9:00 – 10:00 am

Post-Audit Risk Mitigation

Quality / Risk Management

Presenter: Frank Cohen, MPA, MBB

Recovery audits of all types have increased to such a degree that they are now more of the rule than the exception. When you consider government program such as CEHRT, HEAT, RAC, ZPIC, MIC, MAC, OIG and then factor in private payer audits and recoupments, it begins to feel more like a war zone than a healthcare organization. The practice has two distinct opportunities at their disposal: pre-audit risk assessment and the post-audit risk mitigation. In this session, Frank Cohen, data analyst and applied statistician will lead you through the step-by-step process to both analyze the audit results and mitigate the financial impact of extrapolation. In this session, Frank will go over the six key areas CMS requires to conduct an extrapolation analysis. This includes validating the randomness of the sample, calculating the correct point estimate and sample error, and verifying the method and results of the extrapolation. When complete, attendees will have the information necessary to understand the workflow behind mitigating the financial impact of an extrapolation audit.

Becoming a Risk Capable Organization: Case Study

Financial Management

► Physician

Presenters: Doral Jacobsen, FACMPE; Stefan Magura

The goal of this session is to assist organizations in understanding the process for becoming risk capable. New payment models represent an evolution in clinical and payment methodologies focusing on creating quality outcomes, fostering greater accountability, and utilizing innovations in medical technology requiring a higher degree of risk from providers relative to payment for services and a savvy Administrator to shepherd the process. It will focus on defining critical areas to be addressed and methods for assessing where a practice falls relative to risk readiness. This session will provide practical solutions to ultimately drive improved financial performance and organizational effectiveness.

Strategic Planning in Today's Environment

Business Development

Presenter: Mike McCaslin, CPA

This program will take you through the strategic planning process by first addressing the environment and will point you towards the questions and analysis required to make sure a proper assessment of your local or regional environment is undertaken. This is a very important first step in the strategic planning process. The environmental assessment phase will be followed by a discussion on alignment strategies. Alignment will address whether your group needs a stronger relationship with your hospital, your payers, your employers, other orthopaedic groups and possibly other non-orthopaedic physician groups. From alignment strategies, we will then discuss growth strategies. Growth strategies will focus on physician growth, other providers to consider adding, new services to add, new markets to consider and overall marketing and branding of the practice. Time permitting; we will then discuss physician strategic issues (governance, succession planning, buy-in and buy-out, income distribution formula, etc.), operational excellence and quality initiatives. By the end of the session, the participant should leave with a template for discussing key strategic issues for the group.



“I went to both the AAOS and the AAOE conference. I was thoroughly impressed with AAOE.”

Jessica K. Metros
Business Manager
Bone & Joint Specialists

Tuesday, April 28

There's an App for That... But Will you Use It?

Information Technology ◀

Presenter: Dianna Santillanes

Meaningful Use, Accountable Care, Patient Centered Medical Home and Healthcare Interoperability are some of the major catalysts for healthcare innovation driving us into the Mobile Health Technologies world. It is projected that over 500 million people will have downloaded healthcare mobile applications in 2015, but will they use them?

Currently, there are over 17,000 health applications available in major app stores. Why do you use Facebook, Instagram, Snapchat, mobile banking, or LinkedIn? Why has text messaging taken over for face-to-face conversations or simple telephone calls? Even when we are inundated with email, spreadsheets, data analytics, webinars and other technologies that keep us glued to our computer monitors for far too many hours a day, what drives us to our smartphone applications and causes severe withdrawal symptoms when they can't be accessed?

How do we overcome the challenges of patient engagement, even the simplest first steps that require access and registration? How do we market, educate and promote their use? How does secure texting fit into the equation? What will create an ecosystem that places both Doctors AND their Patients at the center of mHealth and keep them coming back?

Join us as we explore success strategies of mobile applications in your practice and see what YOU hold in The Palm of Your Hand!

So you Think you Want to Opt-Out of Medicare – Now What?

Operations ◀

▶ **Veteran**

Presenter: Dan Pohlgeers, MBA, OTR, CHT

Let's face it, today's patient landscape is filled with pitfalls and landmines, created by regulatory and oversight issues. Far too often we base our decisions on emotional reactions to events and ideas. As administrators, we need the skills and confidence to combine that emotive energy with objective data and knowledge to formulate procedures and plans. Almost everyone agrees that our current system needs overhauled; we just can't agree on what needs to be done. This course will help lay the ground work to analyze the impact of (and formulate a plan for) opting out of Medicare on your practice.

The Physician Payments Sunshine Act After Six Months – Lessons, Warnings and New Strategies

Regulatory Compliance ◀

Presenter: Mark Dahlby, Esq.

In 2014, CMS published data about payments made to physicians by drug and device companies and investment interests held by those physicians as required by the Sunshine Act. This session will explore the challenges physicians and manufacturers faced when reporting and disputing that data. We will discuss how the data is affecting public opinion, informing regulator enforcement activities, and being integrated by medical practices into personnel processes such as credentialing, conflicts of interest management, and service on committees. Finally, we will discuss challenges and strategies for orthopaedic physicians who seek to develop, finance, and/or market their own medical products.

The Affordable Care Act – A Scorecard of the Winners and Losers

Human Resources ◀

Presenter: Sean Dauber, MBA, GBDS, CIC

This session will provide the practice management executive with a comprehensive overview of the current changes and updates on the Affordable Care Act, some new liability exposures it can pose for the office practice, and how the law is impacting and affecting patient behavior.

Communicating with Physicians

Governance / Leadership ◀

▶ **Academic**

Presenter: Thomas Stearns, FACMPE

Communicating with the physicians with whom we work is often one of the most challenging roles for the manager. This session will discuss general communication tools and then focus specifically on the differences in communicating with physicians and other employees. The presentation discusses how physician training programs affect the way physicians learn to communicate and helps the audience understand how physicians are motivated. The program demonstrates practical skills for communicating with physicians in writing, in meetings, and face-to-face. Examples of written communication tools are included as part of the presentation.

10:15–11:15 am

Going Beyond Direct Patient Care: Understanding the Quality and Risk Management Impact of Physician Conduct and “Curbside Consults”

Quality / Risk Management

Presenters: Brian Betner, Esq.; Dana Stutzman, Esq.

Physician conduct, whether in the practice or hospital setting, has received much attention lately. Not only do behavior and conduct problems create liability concerns, they also affect a practice’s ability to meet greater expectations surrounding patient satisfaction and engagement. Additionally, the concept of informal or “curbside” consults continues to raise questions regarding liability and value. The speakers will discuss the various risks and challenges associated with these issues and describe practical approaches to managing them. This presentation is designed for practice administrators of all experience levels.

Reimbursement Trends in a Post Healthcare Reform World

Physician

Financial Management

Presenter: Ron Howrigan

The passage of the Patient Protection and Affordable Care Act has launched a dramatic shift in healthcare reimbursement for physicians. Who pays physicians, how and what they pay will fundamentally change over the next few years. Concepts like ACOs, Tiered Networks and Episodes of Care are being implemented at a rapid pace. Medical practices need to fully understand how these reimbursement mechanisms work so they can develop effective strategies to deal with them. The presenter will describe each of these new concepts and show how physician groups can develop strategies to survive and succeed in these turbulent times.

Occupational Health in an Orthopaedic Practice: MOR’s Journey into the Occupational Health World

Business Development

Hospital

Presenters: Ben Alverth, MD; Richard Rodarte, MD; Dennis Viellieu, CMPE

This course will highlight some of the opportunities and challenges associated with integrating an occupational health program into an orthopaedic practice. It will also detail the experience of Midwest Orthopaedics as they started up an occupational health practice within their practice and integrated into the organization. They will highlight the various challenges they faced with this integration and the additional opportunities it provided.

Virtual Desktops: Fact or Fiction

Information Technology

Presenter: Chuck Blazek

The use of Virtual Desktop Infrastructure has many benefits, including reducing management and support costs. Join this session to understand how Midwest Orthopaedics has architected and adopted VMWare Virtual Desktops in our clinical and user environment.

Beneficial Impacts of Appointment Scheduling on Patient Access, Patient Experience, and Physician Practice Operations

Operations

Veteran

Presenters: Tim Kinner; Carrie Miller

An increase in patient headcount can present access challenges. Often, a practice does not have sufficient administrative staffing to handle the increased communication volume. If this is not addressed, patients experience long hold times and defect to new healthcare providers. The San Antonio Orthopaedic Group (TSAOG), a large, growing practice, recently struggled to keep up with increased inquiries from patients throughout the day. The practice adopted daytime call management utilizing appointment scheduling directly into the scheduling system within its Electronic Health Record. The practice has enjoyed higher patient satisfaction and a return of two and a half times its investment.

State Advocacy 101

Regulatory Compliance

Boot Camp

Presenter: Bradley Coffey, MA

This course will provide attendees with an outline of the resources AAOE offers to members to facilitate any state-level advocacy and provides tips for effective advocacy at the state-level.

ERISA Retirement Plans: What you Don’t Know; What you Should Know; and What you Don’t Want to Know

Human Resources

Presenter: Sanford Prizant, MAT

The course will begin with the basics of plan design (401(k), 403 (b), 457, Cash Balance, then move into the realm of vendors (custodian, record keeper, compliance, investment advisor), segue into the myriad of investment options, and close with 408(b)/404(a)5 ERISA Fee Disclosure and how to avoid a plan and Department of Labor audit.

Tuesday, April 28

1:30 – 2:30 pm (REWIND SESSIONS)

Meaningful Use Stage 2 Program Requirements

Governance/Leadership

► Boot Camp

Presenter: Sonya Bess

Meaningful Use Stage 1 educated us on capturing and sharing patient data. Meaningful Use Stage 2 takes this to the next level by focusing on advanced clinical processes with more rigorous health information exchange options, increased requirements for e-prescribing, incorporating lab results, electronic transmission of patient care summaries across multiple settings and more patient-controlled data through portal access. Learn how to maximize the Pulse application to fit your patient care needs.

The Top Five Risks for an Orthopaedic Medical Practice

Quality/Risk Management

► Physician

Presenter: Kathleen Stillwell, RN, MPA/HAS, CPHRM

Gaining an understanding of the allegations and risk management issues in an orthopaedic medical practice can help prevent errors and oversights that could result in problems for quality patient outcomes. The program will provide information, education, and case examples to illustrate the top five risks for an orthopaedic medical practice. Patient safety strategies to reduce risks to patients will be presented.

Changing Culture: Improving Patient Payments and Revenue Cycle

Financial Management

► Physician

Presenter: Joe Clark, CMPE, MBA

When was the last time you checked into a hotel without providing a credit card and driver's license? It's time to change medical practice culture and act more like the rest of the business world. Through portals, and credit card collection repositories, practices should be able to verify good credit at time of scheduling.

Strategic Planning in Today's Environment

Business Development

Presenter: Mike McCaslin, CPA

This program will take you through the strategic planning process by first addressing the environment and will point you towards the questions and analysis required to make sure a proper assessment of your local or regional environment is undertaken. This is a very important first step in the strategic planning process. The environmental assessment phase will be followed by a discussion on alignment strategies. Alignment will address whether your group needs a stronger relationship with your hospital, your payers, your employers, other orthopaedic groups and possibly other non-orthopaedic physician groups. From alignment strategies, we will then discuss growth strategies. Growth strategies will focus on physician growth, other providers to consider adding, new services to add, new markets to consider, and overall marketing and branding of the practice. Time-permitting, we will then discuss physician strategic issues (governance, succession planning, buy-in and buy-out, income distribution formula, etc.), operational excellence, and quality initiatives. By the end of the session, the participant should leave with a template for discussing key strategic issues for the group.

Increasing Practice Security through Cloud Services Adoption

Information Technology

Presenters: Joe Granneman, MBA, CISSP; Mitch Greenwald

Many practices understand the potential economic value of moving services to the cloud. However, there is still a healthy concern about the security and availability of information stored in the cloud. Most practices will actually find that the cloud is actually more secure than locally hosted servers. The course will present real-world case study style information from practices using private hosting models and those moving to the cloud. The results may surprise you.

So you Think you Want to Opt-Out of Medicare – Now What?

Operations

► Veteran

Presenter: Dan Pohlgeers, MBA, OTR, CHT

Let's face it, today's patient landscape is filled with pitfalls and landmines, created by regulatory and oversight issues. Far too often we base our decisions on emotional reactions to events and ideas. As administrators, we need the skills and confidence to combine that emotive energy with objective data and knowledge to formulate procedures and plans. Almost everyone agrees that our current system needs overhauled; we just can't agree on what needs to be done. This course will help lay the ground work to analyze the impact of (and formulate a plan for) opting out of Medicare on your practice.

Is Your Practice a Government Target? Pre-audit Compliance Risk Assessment

Regulatory Compliance

Presenter: Frank Cohen, MHA, MBB

Recovery audits of all types have increased to such a degree that they are now more of the rule than the exception. When you consider government program such as CEHRT, HEAT, RAC, ZPIC, MIC, MAC, OIG and then factor in private payer audits and recoupments, it begins to feel more like a war zone than a healthcare organization. The practice has two distinct opportunities at their disposal: pre-audit risk assessment and the post-audit risk mitigation. The pre-audit risk assessment involves analyzing the utilization of your codes and modifiers against a variety of internal and external benchmarks. In this session, Frank Cohen, statistician and risk analyst, will teach you how to assess your compliance risk by comparing procedure code, RVU, and modifier use against peer statistics to assess the relative risk of being audited by either CMS or your private payers. Additional risk metrics reviewed will include time and utilization per patient per unit of time.

ERISA Retirement Plans: What you Don't Know; What you Should Know; and What you Do Not Want to Know

Human Resources

Presenter: Sanford Prizant, MAT

The course will begin with the basics of plan design (401(k), 403 (b), 457, Cash Balance), then move into the realm of vendors (custodian, record keeper, compliance, investment advisor), segue into the myriad of investment options, and close with 408(b)/404(a)5 ERISA Fee Disclosure and how to avoid a plan and DOL audit.

Organizing the Independent Practice in This Time of Change

Governance/Leadership

Presenter: Jan Vest, MBA

This discussion will focus on the organization of physician groups to help the independent practice stay independent and compete effectively in a time of increasing consolidation among providers in the marketplace. Jan will explain the evolution of the healthcare market, the key trends moving healthcare away from volume and toward value and quality, and the alternatives for independent practices to remain independent. Jan will also discuss why the independent practice of physician-led medicine is ideally positioned to take advantage of the transitions occurring in healthcare and will help control the costs of care to patients, the government, and the community.



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Business Development

Practice growth opportunities

Sunday, April 26

8:30–9:30 am	Going Digital: The New Era of the Patient Experience
9:45–10:45 am	Operationalizing a Practice-Owned Dispensing Program
3:00–4:00 pm	Effective Medical Marketing and Public Relations Efforts for Generating New Patients in Orthopaedic Practices

Monday, April 27

8:30–9:30 am	How do you Document and Support your EM Levels? What Does a Level 99203, 99214, 99204, etc. Look Like and Can an Orthopaedic Surgeon Support it?
11:00 am–12:00 pm	Hospital Alignment to Preserve Independence: Co-management Deep-Dive
2:45–3:45 pm	Total Joint Arthroplasty ASC
4:00–5:00 pm	Sports Training and Physical Therapy: How the Clinical Impacts Operations

Tuesday, April 28

9:00–10:00 am	Strategic Planning in Today's Environment
10:15–11:15 am	Occupational Health in an Orthopaedic Practice: MOR's Journey into the Occupational Health World
1:30–2:30 pm	Strategic Planning in Today's Environment

Financial Management

Organizational profitability and sustainability

Sunday, April 26

8:30–9:30 am	Evidence-Based Practice Management: Understanding Key Metrics and How to Use Data to Best Manage and Optimize Your Practice—Part I
9:45–10:45 am	Evidence-Based Practice Management: Understanding Key Metrics and How to Use Data to Best Manage and Optimize Your Practice—Part II
3:00–4:00 pm	Changing Culture: Improving Patient Payments and Revenue Cycle

Monday, April 27

8:30–9:30 am	Hospital Affiliation Models
11:00 am–12:00 pm	Change How You Provide Healthcare and Reduce Staffing Levels by 25%
2:45–3:45 pm	Understanding and Negotiating New Payment Models for Fully Aligning with Hospitals, Orthopaedic Specialists
4:00–5:00 pm	Measuring Provider Performance: Setting the Stage for Compensation

Tuesday, April 28

9:00–10:00 am	Becoming a Risk Capable Organization: Case Study
10:15–11:15 am	Reimbursement Trends in a Post Healthcare Reform World
1:30–2:30 pm	Changing Culture: Improving Patient Payments and Revenue Cycle

“The AAOE Annual Conference is the only opportunity to receive quality networking and education dedicated to orthopaedic practice administrators and their staff. At the conference, you will speak with colleagues, vendors and consultants that will allow you to perform better and give you the support that you need to be successful at your practice.”

Kim Wishon, MBA, FACMPE
Administrator
Watauga Orthopaedics, PLC



Governance/Leadership

Best practices and skills for managerial leaders

Sunday, April 26

8:30–9:30 am	Three Critical Attributes for Physician and Staff Success
9:45–10:45 am	You Said What? Managing Conflict in your Office and on your Physician Board
3:00–4:00 pm	Getting the Best from your Employees

Monday, April 27

8:30–9:30 am	Ready, Aim, Fire: The Art and Science of Critical Decision Making
11:00 am–12:00 pm	CTRL+ALT+Believe: Rebooting Thoughts and Inspiring Actions in your Organization
2:45–3:45 pm	The Importance of Personally Modeling Health and its Impact on Patient Outcomes and Staff Behaviors
4:00–5:00 pm	Organizing the Independent Practice in This Time of Change

Tuesday, April 28

9:00–10:00 am	Communicating with Physicians
10:15–11:15 am	Meaningful Use Stage 2 Program Requirements
1:30–2:30 pm	Organizing the Independent Practice in this Time of Change

Human Resources

Philosophies and/or techniques to increase business value through the workforce

Sunday, April 26

8:30–9:30 am	The Affordable Care Act: How it Impacts your Practice; your Role as an Employer; and your Employees
9:45–10:45 am	Top Seven HR Mistakes Small Companies Make
3:00–4:00 pm	Hiring the Right Employees

Monday, April 27

8:30–9:30 am	Self-Funded Captive Insurance
11:00 am–12:00 pm	How to Facilitate a Team-Building Workshop
2:45–3:45 pm	Working Through Language and Cultural Barriers
4:00–5:00 pm	The Top Ten Human Resources Dilemmas

Tuesday, April 28

9:00–10:00 am	The Affordable Care Act—A Scorecard of the Winners and Losers
10:15–11:15 am	ERISA Retirement Plans: What you Don't Know; What you Should Know; and What you Don't Want to Know
1:30–2:30 pm	ERISA Retirement Plans: What you Don't Know; What you Should Know; and What you Don't Want to Know

Information Technology

Using and optimizing computer equipment, software systems, and the Internet to best assist in organizational management

Sunday, April 26

8:30–9:30 am	Health Information Fundamentals
9:45–10:45 am	The Urge to Merge: When Two or More EHRs Collide
3:00–4:00 pm	Healthcare Technology Solutions for Ensuring EHR Productivity Success

Monday, April 27

8:30–9:30 am	Low Cost Solutions for HIPAA Compliance
11:00 am–12:00 pm	Increasing Practice Security Through Cloud Services Adoption
2:45–3:45 pm	The Role of Risk Managers: Mitigating Risk In The Medical Practice
4:00–5:00 pm	The True Costs Associated with IT Implementation: Is the Cost Worth the Reward?

Tuesday, April 28

9:00–10:00 am	There's an App for that...but Will you Use It?
10:15–11:15 am	Virtual Desktops: Fact or Fiction
1:30–2:30 pm	Increasing Practice Security through Cloud Services Adoption

Operations

Process improvements for increased efficiencies

Sunday, April 26

8:30–9:30 am	Incident-To and Split/Shared Services: The Good, the Bad, the Risky
9:45–10:45 am	Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities—Part I: Regulations
3:00–4:00 pm	Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities—Part I: Productivity

Monday, April 27

8:30–9:30 am	Star-Studded Service: Six Simple Steps to a Stellar Patient Experience
11:00 am–12:00 pm	Medical Scribes: An Introduction, ROI and What you Need to know
2:45–3:45 pm	Are you Ready for ICD-10 October 1, 2015? Part I
4:00–5:00 pm	Are you Ready for ICD-10 October 1, 2015? Part II

Tuesday, April 28

9:00–10:00 am	So you Think you Want to Opt-Out of Medicare—Now What?
10:15–11:15 am	Beneficial Impacts of Appointment Scheduling on Patient Access, Patient Experience, and Physician Practice Operations
1:30–2:30 pm	So you Think you Want to Opt-Out of Medicare—Now What?

Quality/Risk Management

Enhance Quality, Reduce Risk, Enhance Patient Safety, Improve Outcomes and Satisfaction

Sunday, April 26

8:30–9:30 am	Busted by a Car Dealership Employee! What Went Wrong and our Practice's Solution
9:45–10:45 am	Five Years Wiser: What Orthopaedic Practices Need to Know about RACs
3:00–4:00 pm	Meaningful Use: Where are we Now? Topics, Trends, and a Meaningful Discussion

Monday, April 27

8:30–9:30 am	Releasing Patient Information
11:00 am–12:00 pm	Reporting Clinical Quality Measures for Maximum Benefit through Medicare Programs
2:45–3:45 pm	Varsity Do's (and Don'ts): Understanding the Quality and Risk Components of Healthcare in the High School Sports Arena
4:00–5:00 pm	The Top Five Risks for an Orthopaedic Medical Practice

Tuesday, April 28

9:00–10:00 am	Post-Audit Risk Mitigation
10:15–11:15 am	Going Beyond Direct Patient Care: Understanding the Quality and Risk Management of Physician Conduct and "Curbside Consults"
1:30–2:30 pm	The Top Five Risks for an Orthopaedic Medical Practice

Regulatory Compliance

Industry trends associated with regulatory compliance, legislation, healthcare reform, and advocacy

Sunday, April 26

8:30–9:30 am	Is your Practice a Government Target? Pre-Audit Compliance Risk Assessment
9:45–10:45 am	Compliance Plan Updates for 2015
3:00–4:00 pm	False Claims Act and the Whistleblower

Monday, April 27

8:30–9:30 am	Federal Advocacy 101
11:00 am–12:00 pm	Internal Audit and Compliance Working Together
2:45–3:45 pm	A Bowl of Alphabet Soup—Regulatory Compliance in your Organization
4:00–5:00 pm	Exposing Common HIPAA Compliance Misunderstandings

Tuesday, April 28

9:00–10:00 am	The Physician Payments Sunshine Act after Six Months—Lessons, Warnings and New Strategies
10:15–11:15 am	State Advocacy 101
1:30–2:30 pm	Is your Practice a Government Target? Pre-Audit Compliance Risk Assessment

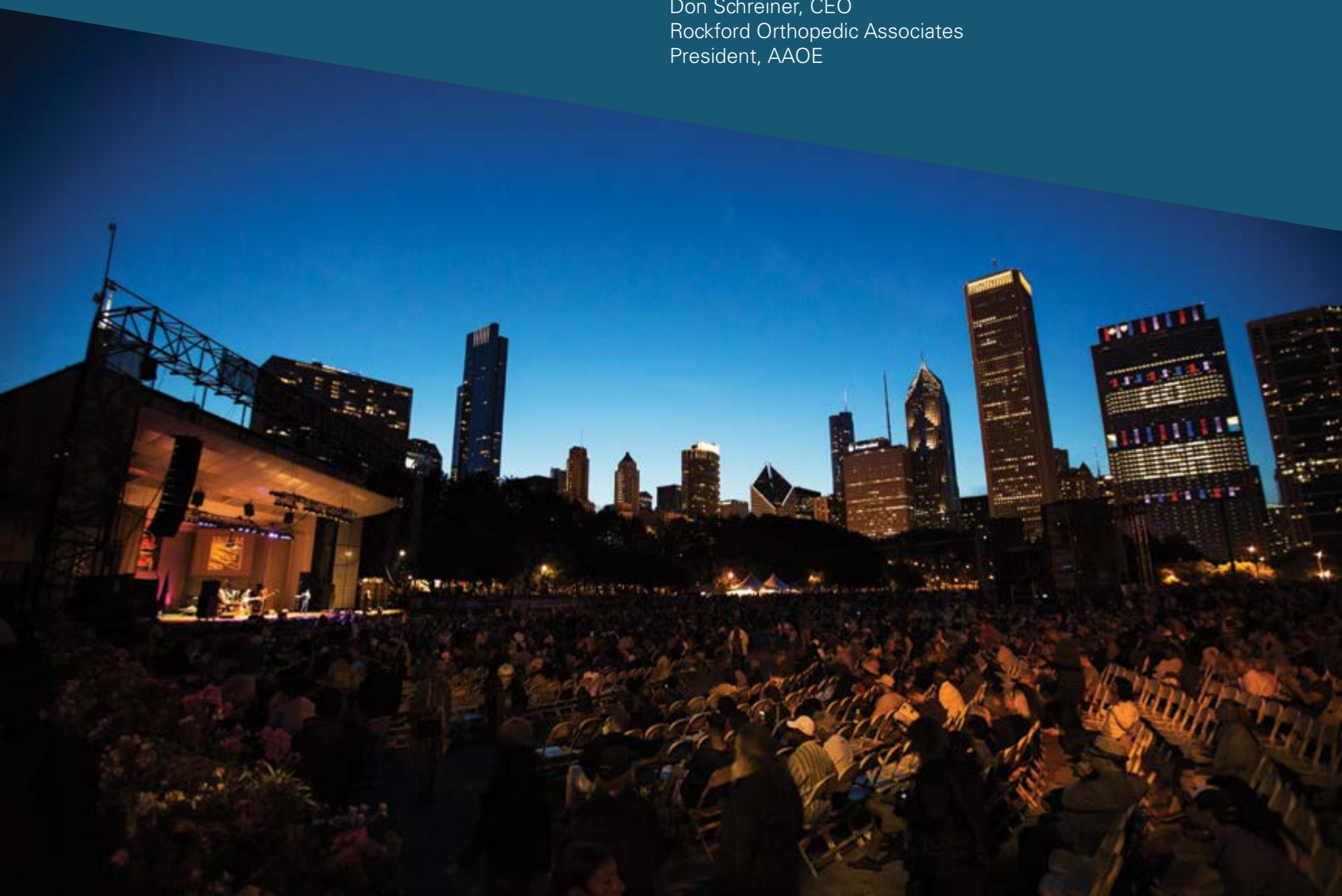


AAOE 2015

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April 25–28, 2015 | Chicago, IL

“I attend the annual conference along with two to three of my Team Leaders to engage with as many other practices as possible about strategies and experiences in every aspect of their operations. In addition, we each have very specific goals to learn as much as we can on how to improve revenue and or/cut costs in three areas. We are never disappointed with new opportunities and always make new connections and renew old friendships with fellow practice managers, service sponsors, and consulting experts. The return on investment to our practice and my management team’s exposure to the national state of affairs far exceeds the cost of attendance.”

Don Schreiner, CEO
Rockford Orthopedic Associates
President, AAOE



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Janelle Agulo, PhD

Janelle Agulo joined Midwest Orthopaedics at Rush in the spring of 2014 and is the Pharmacy Manager overseeing the dispensaries and works in collaboration with the orthopaedic clinical team. She graduated from Regis University Rueckert-Hartman College for Health Professionals in Denver, Colorado with a Doctorate in Pharmacy. Her past experiences includes both retail and hospital pharmacy settings, as well as familiarity in pharmacy informatics.

Operationalizing a Practice-Owned Dispensing Program

Ben Alverth, MD

Ben Alverth is a Sales and Marketing Occupational Health professional with over eight years of operational experience. Ben has developed four clinics from start-up to successful and profitable operation. Specializing in business development and marketing, Ben has created relationships with some of the largest companies in the Chicagoland area. Ben's can-do attitude is what his clientele admire about him most and is why they have maintained relationships with him throughout his career.

Occupational Health in an Orthopaedic Practice: MOR's Journey into the Occupational Health World

Timothy Baghurst, PhD

Timothy Baghurst is an Assistant Professor in Health and Human Performance at Oklahoma State University. With four graduate degrees, Dr. Baghurst provides a multidisciplinary approach to research which has allowed him to collaborate on a variety of projects worldwide. He is the author of two textbooks and over 50 peer-reviewed manuscripts. His primary research interests include modeling health behaviors in the health professions, muscle dysmorphia, and ethics in health.

The Importance of Personally Modeling Health and its Impact on Patient Outcomes and Staff Behaviors

Kathleen R. Barrow, Esq., ERISA

Kathleen R. Barrow, a Shareholder in the Rapid City, South Dakota office of Jackson Lewis P.C., has designed pension and welfare benefit plans and executive compensation arrangements. Kathleen has counseled sponsors and administrators of these types of plans and various employment-related issues for over twenty-two years. She has appeared on behalf of clients before the national offices of the United States Treasury and the Department of Labor Employee Benefit Security Administration. Ms. Barrow actively participates in national coalitions of counsel that assist employers in defending audits of welfare and pension benefit plans.

The Affordable Care Act: How it Impacts your Practice, your Role as Employer, and your Employees

Sonya Bess

Sonya Bess has specialized in electronic processes for the medical practice, with a targeted focus on improving practice workflow and processes for delivering quality care while maximizing efficiency. After many years as a direct care provider and seven years as a practice administrator, Sonya changed her career focus to development and implementation of practice management and electronic health record software. Although her primary focus is on eHealth and quality initiatives, Sonya continues to stay engaged on industry changes through continuing education with ICD-10-CM Certification, Centers for Medicare & Medicaid Services, and Health Care Compliance Association.

Meaningful Use Stage 2 Program Requirements

Brian Betner, Esq.

Brian Betner is an attorney with Hall Render, the nation's largest healthcare focused law firm. His practice is devoted exclusively to healthcare matters, including medical staff and physician relations, hospital and physician joint ventures, and hospital risk management issues. He regularly advises hospitals, health systems, and physicians on various healthcare legal issues. Before attending law school, Brian served in the United States Navy then graduated from Indiana University Robert H. McKinney School of Law and completed the Health Law Concentration with Honors. Brian currently serves as an adjunct professor at Indiana University's School of Medicine in its healthcare administration department.

Going Beyond Direct Patient Care: Understanding the Quality and Risk Management of Physician Conduct and "Curbside Consults"

Chuck Blazek

Chuck Blazek is the Chief Technology Officer for Midwest Orthopaedics at Rush. Midwest Orthopaedics at Rush is a nationally ranked Orthopaedic practice providing care to the Chicago Bulls and the Chicago White Sox. Mr. Blazek's career spans more than 25 years in the healthcare IT industry. Working in both the Payer and Provider setting has allowed Mr. Blazek to have a unique business perspective within the healthcare IT market space.

Virtual Desktops: Fact or Fiction

Jeff Boomershine, CPA

Jeff Boomershine is a Principal in Somerset's Health Care Team. Jeff's specialty areas include Orthopaedics, Diagnostic Radiology, and Ambulatory Surgery Centers. He has worked for over eleven years as the CFO of two medical groups in Indianapolis and nineteen years as a CPA/Healthcare Consultant. Jeff consults with medical groups and hospitals in the areas of physician-hospital and multispecialty joint ventures, physician practice mergers, compensation plans, physician employment agreements including buy/sell provisions, operations management including new facility financing and start-up, new venture feasibility analysis, management services agreement development, and other healthcare regulatory issues.

Hospital Affiliation Models



Paul Bruning, DHA, ATC

Dr. Bruning is the Director of Operations at Tallahassee Orthopedic Clinic in Florida. He has over 25 years of experience within musculoskeletal care and orthopaedic administration. Currently, Dr. Bruning is the AAOE Advocacy Council Chair and Assistant Editor for the OrthoActivist newsletter.

The Importance of Personally Modeling Health and its Impact on Patient Outcomes and Staff Behaviors

Eric Christensen

Eric Christensen has been at the forefront of healthcare compliance for more than 20 years as an IT administrator, instructor and author of compliance programs, practice management consultant, and contributor for articles and reference materials for nationally recognized organizations. His IT expertise is instrumental in providing a technical view of an organization's adherence to HIPAA Privacy and Security policies, and is highly regarded in the Security Risk Analysis he is asked to perform. His extensive practice management experience allows him a unique perspective into OSHA and CMS: Fraud-Waste-Abuse compliance and implementation in the medical community.

A Bowl of Alphabet Soup: Regulatory Compliance in your Organization

Internal Audit and Compliance Working Together

Joe Clark, CMPE, MBA

Joe Clark oversees 50 providers and over 180 employees in his role as Chief Executive Officer at Sierra Pacific Orthopedics, a comprehensive orthopaedic practice situated in the heart of Central California. Joe has been with Sierra Pacific Orthopedics since 2001, the year of the company's formation. Joe has also spent seven years in the hospital industry, and seven years with major accounting firms, Ernst & Young and Deloitte. Joe holds a Bachelor's and Master's Degree from Fresno State University.

Changing Culture: Improving Patient Payments and Revenue Cycle

Going Digital: The New Era of the Patient Experience

Bradley Coffey, MA

Bradley Coffey is the Government Affairs Coordinator at the American Association of Orthopaedic Executives in Indianapolis, Indiana and the publisher of Coffey Talk from the Hill, a weekly publication discussing the events happening on Capitol Hill. Bradley comes to AAOE from Louisville, Kentucky where he attended the University of Louisville. He received his Master of Arts in political science with a focus on the institutions of American government (Congress, Presidency, Courts) in May 2013. Bradley has previously worked with the National Multiple Sclerosis Society's Public Policy Office and the Kentucky General Assembly.

Federal Advocacy 101

State Advocacy 101

Frank Cohen, MPA, MBB

Frank Cohen is the Director of Analytics and Business Intelligence for Doctors Management, a Knoxville-based healthcare consulting firm. His areas of expertise include applied statistics, data mining, predictive analytics and process improvement. Frank is the author of several books, including his newest, "RVUs: Applications for Medical Practice Success." Frank has participated in and published numerous articles and studies, as well as trained thousands of physicians, administrators, CPAs and other healthcare professionals in all areas of healthcare analytics.

Is your Practice a Government Target? Pre-audit Compliance Risk Assessment

Ready, Aim, Fire: The Art and Science of Critical Decision Making

Measuring Provider Performance: Setting the Stage for Compensation

Post-Audit Risk Mitigation

Dawn Crump, MA, SSBB, CHC

Dawn Crump has been in the healthcare industry for more than 18 years and joined HealthPort in 2013 as Vice President of Audit Management Solutions. Prior to joining HealthPort, Dawn was the Network Director of Audit and Compliance for a Midwest health system. She has healthcare experience in revenue cycle, education, organization development, quality improvement, and corporate compliance. She has used this experience to assist healthcare providers in developing best practice audit management and appeal methods.

Five Years Wiser: What Orthopaedic Practices Need to Know About RACs

Norris Cunningham, Esq.

Norris Cunningham leads the firm's litigation practice group. He has tried numerous long-term care and medical malpractice cases throughout the nation. He serves as chair of the Long Term Care Subcommittee of the Health Section of the Defense Trial Counsel of Indiana. Mr. Cunningham has made national and regional presentations on long-term care litigation and long-term care regulations for the Defense Research Institute, the National Business Institute, the American Conference Institute, and the Defense Trial Counsel of Indiana.

Varsity Do's (and Don'ts): Understanding the Quality and Risk Components of Healthcare in the High School Sports Arena

Mark Dahlby, Esq.

Mark Dahlby represents a wide range of healthcare providers, medical product manufacturers and health IT developers in regulatory, transactional and compliance matters. As a leader in Hall Render's life sciences practice, Mark provides counsel in matters as diverse as FDA oversight of products, clinical research, purchasing and commercial distribution, advertising, manufacturing, and strategic ventures. As a former Marine, Mark is particularly passionate about assisting those developing innovative health products and services for veterans. Mark has been active in and served leadership roles with many legal and healthcare industry associations, including AdvaMed and the Food and Drug Law Institute.

The Physician Payments Sunshine Act After Six Months: Lessons, Warnings and New Strategies





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Jeffery Daigrepoint, EFPM

Jeffery Daigrepoint specializes in health care automation, strategic planning, operations, and deployment of fully integrated information systems for medical practices and hospitals. Jeffery is frequently engaged by highly respected organizations across the nation. Recognized as a leading authority on healthcare information technology (HCIT), Jeffery has authored several books and articles and is often quoted in industry publications. Jeffery chaired the Ambulatory Information Systems Steering Committee of HIMSS in 2009. He represented the HIMSS Ambulatory as the Ambulatory Committee liaison for 2009 and served on the ACEC Planning Committee. Jeffery is credentialed by the American Academy of Medical Management (AAMM) with an Executive Fellowship in Practice Management (EFPM).

The Urge to Merge: When Two or More EHRs Collide

Sean Dauber, MBA, GBDS, CIC

Sean Dauber is the Senior Vice President, Horton Healthcare Practice of The Horton Group. Sean has been with the Horton Group since 2006 and previously held senior management roles at various insurance companies. Sean holds a Master of Business Administration from Saint Xavier University and a Bachelor of Science in Information and Decision Sciences from the University of Illinois. He is a licensed Certified Insurance Counselor (CIC), Life, Health, Property and Casualty, Long Term Care, Group Benefits Disability Specialist (GBDS).

The Affordable Care Act: A Scorecard of the Winners and Losers

Rebecca Dean, MA, FACMPE

Rebecca Dean is the CEO of Sportsmedicine & Orthopaedics Fairbanks, an Orthopaedic Care and Surgical Practice Clinic in Fairbanks, Alaska. Additionally, she is a Healthcare Executive Consultant and Principal of Dean & Associates/Management Solutions, a Medical Management consulting firm. Rebecca holds a Master's Degree in Business Administration and distinguished herself by being the first Alaskan to attain Fellow status from the American College of Medical Practice Executives. She attained this distinction in 1994. Rebecca has more than 25 years of experience in healthcare management with a broad based proficiency in all aspects of practice operations, efficiency, governance and leadership.

Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities Part I: Regulations

Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities Part II: Productivity

Shannon DeConda, CPC, CPC-I, CEMC, CMSCS, CPMA

Shannon DeConda is the founder and President of NAMAS as well as a DoctorsManagement, LLC Partner managing the Coding and Compliance Division. Shannon has personally trained thousands of auditors nationally and oversees NAMAS, who have trained and educated approximately 4,000 auditors. Shannon and her staff have trained CMS, RAC, Payer, and Department of Justice auditors. She is a sought after as a national speaker whose teaching style promotes an easy to learn and informative atmosphere—utilizing a hands-on approach. As a multi-specialty auditor with over 20 years experience her consulting service have helped coders, medical chart auditors, and practices optimize business processes and maximize reimbursement by identifying lost revenue.

False Claims Act and the Whistleblower

Holly Duckworth, CMP, CAE

Holly Duckworth is the President and Chief Connections Officer of Leadership Solutions International. Holly is a high energy, dynamic, and quality focused association management and professional speaker with more than 10 years of experience. She delivers organizational excellence by building quality business strategic planning, communications, and member educational opportunities to drive business results. She is a global thinker who can implement association initiatives, build consensus and influence volunteer leaders, and problem solve to make connections with volunteer membership.

CTRL+ALT+Believe: Rebooting Thoughts and Inspiring Actions in your Organization

Krista Fakoory

Krista Fakoory assists hospitals, health systems, and medical groups with strategic, operational, and compensation planning and implementation. Her focus includes providing corporate strategic planning, conducting financial planning for medical groups, structuring and implementing hospital/ physician joint ventures, and designing ambulatory delivery models.

Hospital Alignment to Preserve Independence: Co-management Deep-Dive

Tod Ferran, CISSP, QSA

Tod Ferran is a Security Analyst for SecurityMetrics, Inc. With his 25 years of IT security experience, he provides security consulting services and HIPAA/ PCI compliance assessments for organizations throughout the United States and across the globe. Prior to joining SecurityMetrics, Tod held the presidential position for several successful managed service providers and directed software/security development teams in the U.S., India, and the Netherlands.

Exposing Common HIPAA Compliance Misunderstandings



John Fink

John Fink helps hospitals and physicians develop and mutually beneficial financial relationships. John has been consulting in the healthcare industry since 1991. He assists healthcare provider organizations with strategic and business planning, hospital/physician alignment, and mergers and acquisitions. John is a frequent speaker and author on the topics of hospital/physician integration and payment reform.

Hospital Alignment to Preserve Independence: Co-management Deep-Dive

Steve P. Fiore, MBA, FACMPE

Steve P. Fiore has been in healthcare administration for 38 years, and held senior executive positions within Medical Practices for over 30 years. Steve is the Past President of American Association of Orthopaedic Executives, Board of Directors of MGMA, Past President for the Eastern Section of MGMA, and Past President of Massachusetts/Rhode Island MGMA. Steve holds a Bachelor of Science in Health Administration, an MBA, and is a Fellow in the American College of Medical Practice Executives. For the past 15 years, Steve has been the Chief Executive Officer for Orthopaedic Specialty Group, PC, and Fairfield Surgery Center, LLC.

The True Costs Associated with IT Implementation: Is the Cost Worth the Reward?

Daniel Goldberg

Daniel Goldberg is the founder and CEO of Gold Medical Marketing—a company focused on Medical Marketing and Public Relations for surgeons and ASCs. Over the past few years, Daniel has grown Gold Medical Marketing into the most successful medical marketing firms in the country. His innovation and expertise has also been featured in both consumer and medical publications across the country including Becker's Orthopedic and Spine, Medical Office Today, Crain's NY Business, The Wall Street Journal, Main Street, EHR Daily News and many others.

Effective Medical Marketing and Public Relations Efforts for Generating New Patients in Orthopaedic Practices

Joe Granneman, MBA, CISSP

Joe Granneman has a Bachelor of Science from Millikin University and an MBA from Northern Illinois University. He has over 20 years of technology experience primarily focused in healthcare information technology. He has most recently been serving as the CIO for Rockford Orthopedic Associates. He was previously Regional CIO for Adventist Midwest Health System after being CTO/CSO for Rockford Health System, which was listed on Hospital and Health Networks Top 100 Most Wired seven consecutive times.

Low Cost Solutions for HIPAA Compliance

Busted by a Car Dealership Employee! What Went Wrong and our Practice's Solution

Increasing Practice Security Through Cloud Services Adoption

Mitch Greenwald

Mitch Greenwald has been an active participant in the “growing up” of technology—programming mini-computers early in his career that transitioned to PC applications (while they were still in their infancy), to client/server systems, then to web-based environments including infrastructure and security, and today to the cloud. Mitch has a diverse background from writing code, to managing and sponsoring multi-million dollar projects. His balanced perspective includes product development, operations, consulting, as well as executive leadership, which allows him to relate to many clients. He is passionate about applying technology to increase the value businesses, specifically in the healthcare industry.

Increasing Practice Security Through Cloud Services Adoption

Shari Harley, MA

Shari Harley is back this year after receiving some of the best evaluations of any speaker at last year's conference. Shari is the author of the book *How to Say Anything to Anyone* and is known globally as an engaging, funny, content-rich business speaker. Her international training firm, Candid Culture, is making it easier to tell the truth at work. Shari is bringing candor back to the workplace. A former HR practitioner and operations leader, Shari's practical approach has led her to speak throughout the U.S. and internationally. 'Making Meetings Work' and 'Delegating Better' to 'Managing Your Career' and 'Saying Anything to Anyone,' Shari's practical techniques are sure to delight and inform in a real, direct and very funny way.

You Said What? Managing Conflict in Your Office and On Your Physician Board

Getting the Best from your Employees

Laura Hills, DA

Dr. Hills is the president of Blue Pencil Institute (www.bluepencilinstitute.com), a personal and professional development firm in Fairfax, Virginia. She is the author of six successful business books and hundreds of articles on topics that include practice management systems, human resources, marketing, communications, leadership, teamwork, work/life balance, goal-setting, and ethics. Dr. Hills has been a practice management consultant, speaker, and author for more than 30 years and has written a human resource column in The Journal of Medical Practice Management since 1998. She earned a Doctor of Arts with a focus on adult learning and leadership studies.

How to Facilitate a Team-Building Workshop

Working Through Language and Cultural Barriers

The Top Ten Human Resource Dilemmas

Charmaine Hollaway, SPHR

Charmaine Hollaway is the Managing Director of HR & Benefits at MidwestHR, a Chicagoland-based HR outsourcing firm. Charmaine uses her 21+ years in various HR roles to help companies not only diffuse various HR-related risks and threats that face their business, but also to help put strategies in place in order to position them for long term growth. Charmaine also leverages her years of experience serving as a medical practice manager to help organizations of all sizes within the healthcare industry.

Top Seven HR Mistakes Small Companies Make

Ron Howrigan

Ron Howrigan is President of Fulcrum Strategies, a physician consulting and practice marketing firm he founded in 2004. Ron has 18 years of experience in the managed care industry as a negotiator and network manager, and he has held senior management-level positions with three of the largest managed care companies in the country. Ron has been speaking professionally since before founding Fulcrum Strategies, incorporating his experience on both sides of the negotiation table into his presentations, which are informative, engaging and entertaining. The content of his presentations appeals to numerous medical specialties and markets.

Reimbursement Trends in a Post Healthcare Reform World

Doral Jacobsen, FACMPE

Doral Jacobsen is a Senior Manager with DHG Healthcare and has over 20 years of experience in healthcare. Her areas of focus include managed care contracting, revenue cycle, physician-hospital integration, financial analysis, operations management, project management and managerial consulting. She has a practical style that has demonstrated significant benefits to her clients. She has experience on the provider side, payor side and risk side of healthcare and is a sought after speaker locally and nationally. Doral has published articles in: MGMA Connexion, Journal of Medical Practice Management, Part B News, Modern Healthcare, Medical Economics, Urology Today, Radiology Today and MGMA EZine.

Becoming a Risk Capable Organization: Case Study

Adam Kerley, PT, ATC, CSCS

Adam Kerley earned a Bachelor's Degree in Physical Therapy from East Tennessee State University and is also a certified Athletic Trainer and Strength and Conditioning Specialist. His professional experience includes clinical implementation roles in fitness facilities, health systems, collegiate athletic programs, and the provision of advanced sports training services. Adam is active in the sports medicine outreach program through Tennessee Orthopedic Clinics and works closely with physicians to ensure treatment coordination is present to promote optimal patient outcomes. He also currently provides integrated training and therapy services to professional athletes on the PGA tour.

Sports Training and Physical Therapy: How the Clinical Impacts Operations

Tim Kinner

Tim Kinner, Director of Strategic Accounts and Business Development for Stericycle Communication Solutions is an innovative and consultative sales professional with 20+ years of experience devising and executing targeted sales, marketing, and business development strategies to increase revenue for healthcare providers. Over the past four years, Tim has worked closely with orthopaedic clients developing and operationally supporting bundled payment initiatives, shift from fee-for-service to value-based reimbursement models and developing comprehensive patient engagement strategies.

Beneficial Impacts of Appointment Scheduling on Patient Access, Patient Experience, and Physician Practice Operations

Michael Kovach, MBA

Michael joined athenahealth in 2007. Upon joining athena, Michael worked to migrate athena's Claim Operations division from Watertown, Massachusetts, to Belfast, Maine. Michael then transitioned to athena's Research and Development team, where he designed and delivered a number of product features for athenaCollector over several years. Michael found his passion for applying his knowledge and process design skills directly with clients. He has worked with a robust list of clients, including athena's largest hospital clients, multi-state clinics, smaller regional health clinics, FQHCs, and several small practices. He is passionate about helping clients organize their businesses to achieve their business goals.

Evidence-Based Practice Management: Understanding Key Metrics and How to Use Data to Best Manage and Optimize your Practice—Part I

Evidence-Based Practice Management: Understanding Key Metrics and How to Use Data to Best Manage and Optimize your Practice—Part II

James Lineberger, PhD, MHA, FACMPE, FACHE, CPHIMS

James Lineberger has spent 28 years as a healthcare executive in medical groups, hospitals and health systems. He is a graduate of UCF, Baylor and the University of Idaho whose leisure pursuits include snowboarding and competing in Olympic-distance triathlons. As a former ACMPE board member and state MGMA president, he currently leads The Solutions Group, Inc., an independent healthcare management consulting firm based in Boise, Idaho.

Health Information Fundamentals

Meryl Luallin

Meryl Luallin is a healthcare marketing consultant with a nationwide clientele. As a professional "mystery" patient, Meryl frequently visits practices to assess their strengths and limitations with an eye to enhance both staff member and physician performance. As a physician "shadow coach" she provides one-on-one feedback to doctors to help them improve their scores on patient satisfaction surveys. In addition, Meryl and her team have developed and implemented patient experience (customer service) initiatives at medical practices nationwide, including patient surveys for more than 1,400 practices.

Star-Studded Service: Six Simple Steps to a Stellar Patient Experience

Tricia Marriott

Tricia Marriott, a graduate of the Yale School of Medicine PA Program, has been a PA for 29 years. She became full-time staff as the AAPA Director of Reimbursement Advocacy in 2009 and now serves as Director of Regulatory and Professional Advisory Services. In her current role, Tricia has lectured extensively on PA billing, reimbursement, utilization, and productivity to a variety of audiences, including AAOS, AAHKS, OTA, state orthopaedic societies and state ACHE chapters. Tricia is a candidate for graduation from the Loyola University Chicago School of Law with a Masters of Jurisprudence in Health Law in May of 2015.

Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities—Part I: Regulations

Utilization of PAs in the Orthopaedic Practice: Rules, Regulations, Revenue and Realities—Part II: Productivity

Mike McCaslin, CPA

Mike McCaslin is an alumnus of Indiana University and manages Somerset, CPAs—Health Care Team. His areas of expertise include development of single and multi-specialty physician organizations; physician and hospital joint ventures, physician practice mergers, income distribution methodology design and change management; buy/sell and succession planning design and strategic planning. He is a frequent faculty member at AAOS and AAOE educational programs.

Strategic Planning in Today's Environment

Jason McCormick, MHA

Jason McCormick currently serves as the Manager, Process Improvement at Campbell Clinic Orthopaedics, a 45-physician practice located in Germantown, Tennessee, a suburb of Memphis. Jason helped implement the Meaningful Use program in the multi-site physician practice and successfully attested for all sub-specialties of orthopaedic providers. He has presented webinars to AAOE members on Meaningful Use, Clinical Quality Measures and participation in the CMS incentive programs. Jason is proud of his participation in an award winning task force that has been recognized for the work at Campbell Clinic. He received his Masters in Health Administration from the University of Memphis.

Meaningful Use—Where Are We Now? Topics, Trends, and a Meaningful Discussion

Reporting Clinical Quality Measures for Maximum Benefit through Medicare Programs

Busted by a Car Dealership Employee! What Went Wrong and our Practice's Solution

Carrie Miller

Carrie Miller oversees centralized scheduling, reimbursement, referrals and managed care for TSAOG. She is responsible for reimbursement of services performed by or under the physicians of TSAOG and facility reimbursement for The Orthopaedic Surgery Center of San Antonio, an Ambulatory Surgery Center. Her oversight of TSAOG's Managed Care Department includes coordination of credentialing of all physicians and providers with contracted health plans and designated hospitals and facilities. An experienced public speaker, Carrie has 20-plus years of healthcare industry experience and is a member of AAOE, the American Academy of Professional Coders and the Medical Group Management Association.

Beneficial Impacts of Appointment Scheduling on Patient Access, Patient Experience, and Physician Practice Operations

Michael Murphy, MD

Dr. Michael Murphy is co-founder and Chief Executive Officer of ScribeAmerica, LLC. Today, ScribeAmerica is the nation's most frequently used professional scribe training and management company. ScribeAmerica was ranked on the INC. 500/5000 for America's fastest growing private companies four years in a row. Modern Healthcare also honored ScribeAmerica by ranking them number two on Healthcare's hottest companies. Dr. Murphy served as an Army Ranger for the 1st Ranger Battalion in Savannah, Georgia. His goals are to continue making all practice locations an environment built for an exceptional patient experience and help revolutionize how care is delivered.

Medical Scribes: An Introduction, ROI and What You Need to Know

Art Nadelman

After more than 25 years as a medical practice executive, the last 14 of which were in a large orthopaedic practice, Art Nadelman left practice administration and moved into the world of captive insurance. Having been instrumental in the creation and operation of the captive insurance program implemented by his orthopaedic group, Art experienced firsthand how implementing a captive increased physician compensation and improved the quality of medicine. Now as President of Captive Insurance Associates, Art works with all types of businesses, but particularly medical groups, to implement captives to help provide a return to the business owners.

Self-Funded Captive Insurance

John Nosek, MPA, CMPE

John Nosek began his career in healthcare management in 1973 and has been the executive director of Greensboro Orthopaedics since 1994. He is a graduate of the University of Baltimore where he received a Bachelor of Science Degree in Business Administration and Accounting and his Masters in Public Administration in healthcare. John holds professional affiliations in the American Association of Orthopaedic Executives, Medical Group Management Association, and American College of Medical Practice Executives, at local, state, and national levels. He is a certified Medical Practice Executive and in 2006 was awarded the Administrator of the Year Award by North Carolina Medical Group Manager's Association.

The True Costs Associated with IT Implementation: Is the Cost Worth the Reward?

Greg Perry, PT

Greg Perry graduated Magna Cum Laude with a Bachelor of Science degree from Mississippi State University, and earned his Physical Therapy degree from the University of Mississippi Medical Center. His work experience includes outpatient orthopaedics, NCV/EMG, MRI, industrial rehabilitation, private practice physical therapy and physician-based rehabilitation clinics. He has served as a Clinic Director for an occupational medicine clinic, an Area Director with a national therapy company, and as Regional Rehab Director, Senior Vice President, and Chief Operations Officer for another national physical therapy company.

Sports Training and Physical Therapy: How the Clinical Impacts Operations

Dan Pohlgeers, MBA, OTR, CHT

Dan Pohlgeers received his BS in Occupational Therapy from Eastern Kentucky University in 1990 and became a Certified Hand Therapist in 2000. After 15 years of clinical and supervisory experience, he began working on his MBA, receiving his degree from Milligan College in 2006. During this time, he began to modify his professional goals and became the administrator of Trinity Hand Specialists, a free standing orthopaedic hand surgery and therapy office. In 2011, he started Sunesis Medical, a medical practice consulting firm dedicated to helping clients combine their emotive energy with objective data and knowledge to formulate procedures and business plans.

So you Think you Want to Opt-Out of Medicare—Now What?

Sanford Prizant, MAT

Sanford Prizant is the President of The Prizant Group, Ltd., a truly independent client advocate working solely in the retirement plan marketplace. He has been involved in the financial services industry for over 30 years. In addition to pension consulting, Sanford has a background in reinsurance, real estate, securities, and education. He is a graduate of Northwestern University with an MAT from National-Louis University. Sanford resides in Deerfield, Illinois with his wife (Juli), two mixed Labradors (Dexter/Blanche), and is empty nesting as all three boys have “flown the coop.”

ERISA Retirement Plans: What you Don't Know; What you Should Know; and What you Don't Want to Know!

Max Reiboldt, CPA

Max Reiboldt, CEO and President of Coker Group, has more than 40 years of experience, with more than 20 years specifically focused on healthcare. Reiboldt provides sound tactical and strategic solutions to hospitals, medical practices, health systems and other healthcare entities through keen analysis and problem solving. Working with organizations of all sizes, his expertise encompasses physician/hospital alignment initiatives, clinical integration, service line development, financial analyses, mergers and acquisitions and many other areas within the healthcare environment. A nationally recognized speaker, Max has provided a “hands-on” approach to resolving the complex challenges in this accountable care era.

Understanding and Negotiating New Payment Models for Fully Aligning With Hospitals, Orthopaedic Specialists

Dale Reigle

Dale Reigle is the CEO of Rocky Mountain Orthopaedic Associates (14 general and sub-specialty orthopaedic surgeons, an interventional physiatrist, primary care sports medicine, podiatry, PT, and 10 PAs. His management experience includes positions as Director of Administration for a city/county health department, CFO of a multi-county mental health center, CFO of a rural hospital, and CEO of Rocky Mountain Orthopaedic Associates. Dale taught Managerial Economics and Business Finance for the University of Southern California and Central State University. He has presented at national conferences for the AAOE, AAOS, and AMHA. Dale is a past-president of AAOE.

Hiring the Right Employees

Debby Reigle

Debby Reigle is the co-owner of Cambridge Consulting & Software Training. Debby provides training on a variety of Microsoft Office products with a focus on Excel. She has spent years learning tips, tricks, and shortcuts that she passes on to help everyday users expand their Excel knowledge. She is the former Executive Assistant to the President/CEO and CFO of Zancanelli Management, where she was responsible for developing and maintaining Excel-based analytics for 42 restaurants; has held senior management positions in alternative medicine practices; and has been the Executive Director of a non-profit allergy program.

Practical Excel for the Intermediate User

Richard Rodarte, MD

Richard Rodarte is board certified in Occupational and Environmental Medicine. He has served the Chicago industrial community for over 25 years, partnering with companies large and small in maintaining a healthy workforce. Dr. Rodarte is certified as a Medical Review Officer for drug testing. He is a certified examiner for the Department of Transportation and serves as a Civil Surgeon for the Department of Immigration. He is a member of the American College of Occupational and Environmental Medicine.

Occupational Health in an Orthopaedic Practice: MOR's Journey into the Occupational Health World

Mary Rodts, DNP, CNP, ONC, FAAN

Mary Rodts is the Chief Operating Officer and a nurse practitioner at Midwest Orthopaedics at Rush with over 30 years of administrative and clinical experience. In addition she is an Associate Professor, Rush College of Nursing as well as the Editor of Orthopaedic Nursing, the official journal of the National Association of Orthopaedic Nurses. She has helped to implement several programs at Midwest Orthopaedics at Rush, including DME and Occupational Health. The implementation of a full service dispensing program is the latest service line that she has overseen.

Operationalizing a Practice-Owned Dispensing Program

Jeff Rosset

Jeff Rosset is the Director of Strategic Partnerships with MidwestHR, a Chicagoland-based HR Outsourcing firm. Having worked with hundreds of small businesses and medical practices for almost 10 years, Jeff deeply understands the needs, challenges, and risks facing small, growing companies in today's unpredictable business environment. Prior to joining MidwestHR, Jeff was in a leadership position at Aerotek, one of the nation's largest staffing firms, and also ran his own management consulting firm for three years until being acquired by MidwestHR. Jeff also serves as a committee chair for the Illinois Medical Practice Managers Association.

Top Seven HR Mistakes Small Companies Make

Thomas Royer, MD

For 12 years Thomas Royer served as founding CEO and President of CHRISTUS Health, transitioning to the CEO-Emeritus role in March 2011. He led CHRISTUS, an international health system, through a remarkable period of growth, making it one of the 10 largest Catholic healthcare systems in the country. Prior to CHRISTUS, he served as an integral part of the Henry Ford Health System, the Johns Hopkins Medical Services Corporation, and the Geisinger Medical Center. Dr. Royer is currently a Partner with Royer-Maddox-Herron Advisors. He has extensive experience in developing physician partnerships, focusing on providing measurable, high quality patient care.

The Three Critical Attributes for Physician and Staff Success

Dianna Santillanes

Dianna is an accomplished executive with over 28 years of experience in the healthcare industry. She served as Administrator for an orthopaedic practice for 13 years prior to making a career change into the medical software industry. Dianna has filled the role of Senior Director of Research and Development, Senior Director Product Management, VP of Sales and Sales Support and National Director of Sales and Implementation for a practice management and electronic health record company. Currently, she is National Account Manager for the Enterprise Sales Division at Callpointe, an automated patient communications service company.

There's an App for That... But Will you Use It?

David Schlactus, MBA, CMPE

David Schlactus has over 30 years of healthcare experience. He currently serves as the CEO of Valley Medical Center, a multi-specialty clinic in Lewiston, Idaho. Valley Medical has over 35 providers across 11 different specialties. Prior to joining VMC, David spent 12 years as the CEO of Hope Orthopedics of Oregon and the Willamette Surgery Center, both in Salem, Oregon. David has an MBA from Case Western Reserve University in Cleveland, Ohio and a Bachelors from San Diego State University. David is married with three children and divides his time between Lewiston and Portland, Oregon.

Change How you Provide Healthcare and Reduce Staffing by 25%

Donald A. Schreiner, MBA

Since 1999, Don Schreiner has served as CEO for Rockford Orthopedic, a 31-physician, multispecialty clinic located in Northern Illinois with over 320 employees. During this period, he has overseen the addition of 26 physicians, 20 PAs, seven PT centers, three MRIs, a surgery center, and in 2006 implemented EMR/PAC systems. Don has been a member of AAOE since 1999, has served on the Board for the last four years, and is currently President. He has been a regular presenter at AAOE Annual Conferences and the AAOS Practice Management Symposiums.

Busted by a Car Dealership Employee! What Went Wrong and our Practice's Solution

Daniel Shumate, MHA

Daniel Shumate has served as the Chief Financial Officer at Campbell Clinic for the past four years. Daniel has an undergraduate degree in Business Management from the University of Alabama, and a Master of Business Administration along with a Master of Science in Healthcare Administration from the University of Alabama at Birmingham. He is actively engaged in the development of new payment structures for the clinic and the state of Tennessee. Daniel recently helped develop the first outpatient total joint contract for one of the largest insurance carriers in the country.

Total Joint Arthroplasty in the ASC

Alisha Smith, RHIA

Alisha R. Smith is the Health Information Management Compliance Educator for HealthPort Corporation in Alpharetta, Georgia. She has a Bachelor's Degree in Health Information Management from the Medical College of Georgia in Augusta, Georgia, and a diverse HIM background working in physician practices, insurance companies, and hospitals. She is active in the HIM community where she serves on the EHR Awareness and Outreach/Alliance Builders workgroups for the Tennessee Health Information Management Association, and is the Past President for the Chattanooga Area Health Information Management Association. Alisha is also active with AHIMA on the Consumer Engagement Council, serves on Advance HIM Magazine's Editorial Board, and is an advisory board member for a Tennessee HIM college program.

Releasing Patient Information

Karen Sollar, CMPE

With over 25 years as an Orthopaedic Executive, Karen Sollar is consistently involved in maintaining an active Leadership role in the AAOE. Karen began her volunteer role as the Chair of the membership committee. With her guidance the committee was successful in increasing membership by 20 percent. For the past three years Karen has served as the AAOE Annual Conference Chair. Each year resulted in enhanced educational content, collaborative vendor relationships, focused approaches to networking, solid processes for member participation and increased member satisfaction. As Karen continues her leadership on the board of the AAOE, it reinforces her ongoing commitment to the association and the profession.

The True Costs Associated with IT Implementation: Is the Cost Worth the Reward?

Thomas Stearns, FACMPE

Thomas H. Stearns, FACMPE is the VP—Medical Practice Services for State Volunteer Mutual Insurance Company in Brentwood, Tennessee. After serving as a Medical Service Officer in the U.S. Army he entered Clinic Management in 1976. Over the next 20 years he managed two orthopaedic practices in Middle, Tennessee. In 1996 he started the Medical Practice Services Department at SVMIC. Tom has served as Chair of the American College of Medical Practice Executives, President of Tennessee MGMA, President of Southern Section MGMA, MGMA Board of Directors, Finance/Audit Chair of MGMA, and Chair of American Association of Orthopaedic Executives.

Communicating with Physicians

Kathleen Stillwell, MPA, MHA, RN

Kathleen Stillwell earned her Master's Degrees in Public Administration and Health Services Administration. She is a registered nurse and a Certified Professional Health Care Risk Manager. She currently serves on the Advisory Board of King International, Inc., and is a Charter Member of the Business Renaissance Institute. Kathleen is a nationally recognized expert in healthcare risk management with over 30 years of experience in clinical risk management, professional liability claims management, compliance, and high-risk underwriting. Her expertise includes hospital and healthcare administration, physician practice management, health benefits management, and healthcare regulatory compliance.

The Top Five Risks for an Orthopaedic Medical Practice

Stewart Stowers, MD

Stewart Stowers graduated from Duke University Medical School and has over 29 years of experience in orthopaedic surgery and sports medicine. He practiced at Tennessee Orthopaedic Alliance for over 20 years and is board certified by the American Board of Orthopaedic Surgery. Since 2009, Dr. Stowers has served as a physician consultant with The Specialist, LLC. Dr. Stowers provides guidance and leadership to surgical sub specialists implementing clinical IT solutions.

Healthcare Technology Solutions for Ensuring EHR Productivity Success

Dana Stutzman, JD

Dana Stutzman counsels healthcare clients and orthopaedic practices in numerous aspects of employment law. He advises management on employment-related issues, such as discipline and discharge matters, wage and hour disputes, disability and FMLA discrimination, workplace harassment complaints, covenants not to compete, and policy and handbook review. In addition, Dana regularly appears on behalf of clients in federal and state courts and agencies in employment-based litigation. His litigation experience encompasses most federal employment laws, including the ADEA, the ADA, FMLA, Title VII, and the FLSA.

Going Beyond Direct Patient Care: Understanding the Quality and Risk Management Impact of Physician Conduct and "Curbside Consults"

Patrick Toy, MD

Patrick Toy received his Medical Degree from University of Tennessee, and completed an Orthopaedic Surgery residency at University of Tennessee/Campbell Clinic, followed by an Orthopaedic Oncology fellowship at University of Florida. Dr. Toy is currently employed at Campbell Clinic in Germantown (Memphis), Tennessee.

Total Joint Arthroplasty in the ASC

Margie Vaught, CCS-P, MCS-P, ACS-OR

With over 30 years of experience in healthcare in positions from nurse's aide to ward clerk and medical transcriptionist to office manager, Margie Vaught understands how offices are structured. She worked with AAPC, in the Education Department, as a technical support person for more than three years. She obtained the designation of CCS-P (Certified Coding Specialist-Physician) in September 2000 from American Health Information Management Association (AHIMA), then the credential of Medical Compliance Specialist-Physician (MCS-P) in 2001, providing a more detailed background of compliance issues as outlined by the OIG. In 2003, Margie obtained the credential of ACS-OR Advanced Coding Specialist-Orthopaedic.

How do you Document and Support your EM Levels? What does a level 99203, 99214, 99204, etc. Look Like and Can an Orthopaedic Surgeon Support It?

Are you Ready for ICD-10 October 1, 2015? Part I

Are you Ready for ICD-10 October 1, 2015? Part II

Jamie Verkamp

As a keynote speaker, trainer and consultant, Jamie has energized thousands and become a nationally recognized thought leader in healthcare marketing and the patient experience. Her 2010 MGMA-ACMPE Connexion article, "The Real Value of Social Media in Healthcare" won the Edward B. Stevens Article of the Year designation from MGMA-ACMPE.

Going Digital: The New Era of the Patient Experience

Jan Vest, MBA

Jan Vest is the CEO of Signature Medical Group, Inc., a multi-specialty physician group with over 100 physicians and 800 employees in 28 locations in St. Louis, Kansas City, and Southwest Missouri. Signature's orthopaedic, physical medicine, sports medicine, OB/GYN, gastroenterology, colorectal surgery, dermatology, family practice, pediatrics, and allergy physicians provide more than 420,000 patient visits annually. Jan has over 20 years of executive leadership and operations management at medical practices in four states. He provides medical practice consulting nationally with a focus on organizational development and business practice management. Jan was elected to the AAOE's Board of Directors in 2014.

Organizing the Independent Practice in This Time of Change

Dennis Viellieu, CMPE

Dennis Viellieu is the Chief Executive Officer for Midwest Orthopaedics at Rush, a nationally recognized 40 plus physician academic orthopaedic group practice based in Chicago and affiliated with Rush University Medical Center. Dennis is also an Adjunct Professor in Rush University's Health System Management Program and is the Past President of the Illinois Medical Group Management Association. Dennis has over 20 years experience in both medical group management and medical outcomes and healthcare information technology and has over 25 years of financial and information systems and technology experience. He has worked and consulted for organizations of all sizes from Fortune 500 companies to privately-held physician groups. In addition, Dennis has extensive international experience having worked on financial and information systems and technology engagements in over thirty countries throughout the world. Dennis lives in Chicagoland with his wife Lisa and his two children Emma and Will.

Occupational Health in an Orthopaedic Practice—MOR's Journey into the Occupational Health World

**Sean M. Weiss, CPMA, CPC,
CPC-P, CCP-P, ACS-EM**

Sean Weiss, Partner, serves as Vice President and Chief Compliance Officer and specializes in medical audit and appeal representation. He and the DoctorsManagement team of coding and compliance experts work with large and small healthcare practices that have been targeted by federal (Medicare), state (Medicaid), and commercial insurance payors. Sean delivers measurable financial results while helping clients reduce their financial risk while providing quality care to patients. Clients benefit from his knowledge of the inner workings of federal and state agencies gained through protecting thousands of physicians, medical practice groups, hospitals, and medical management societies from undue penalties. Sean is a recognized expert in the field of medical compliance.

**Incident-To and Split/Shared Services:
The Good, the Bad, the Risky**

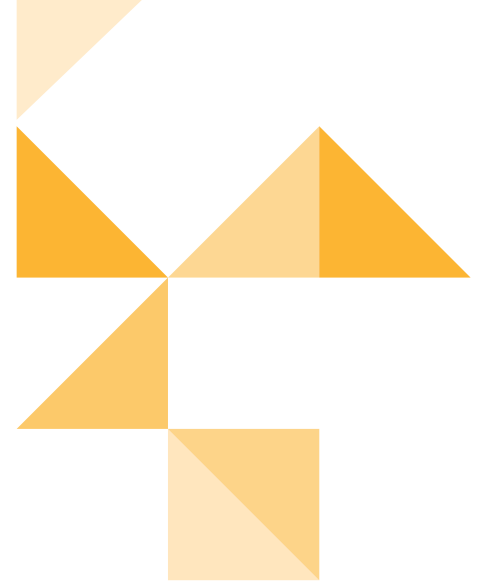
Compliance Plan Updates for 2015

**The Role of Risk Managers: Mitigating
Risk in the Medical Practice**

Mike Wojcik, MBA, CLU, CFP

Mike is Senior Vice President and a Principal of The Horton Group, which he joined in 1989 as one of the founding partners. His leadership and innovative drive helped the company earn constant growth giving Mike recognition as a thought leader in the industry. He earned his Bachelor's Degree from Roosevelt University and his MBA from Lewis University. Mike received his Certified Financial Planner (CFP®) designation from the American College and is a Chartered Life Underwriter (CLU).

**The Affordable Care Act—A Scorecard of
the Winners and Losers**



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EXHIBITOR SHOWCASE HOURS

Location: Salon C and D

Please note: All times listed are in CST.

Saturday, April 25

Exhibitor Move-in 7:00 am–5:00 pm

Sunday, April 26

Exhibitor Move-in 8:00 am–3:00 pm
Dedicated Exhibit Hall and Cocktail hours 4:00–6:30 pm

Monday, April 27

Exhibit Hall Open 9:30 am–7:00 pm
Dedicated Exhibit Hall hours 1:15–2:45 pm
Dedicated Exhibit Hall hours/Exhibitor Reception 5:00–7:00 pm
Book Signing with Noah Blumenthal 5:00–7:00 pm

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Tuesday, April 28

Exhibit Hall Open 9:00 am–1:30 pm
Dedicated Exhibit Hall hours 11:15 am–1:30 pm
Exhibitor Move-out 2:00–5:00 pm

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2015 Exhibiting Companies — Product Category

ARCS

Accounts Receivable / Collection Services

- Ancillary Advantage, Inc.
- Automated HealthCare Solutions
- Black ROCC
- ClientTell
- CodeHERO
- Frost-Arnett Company
- Healthcare Information Services, LLC
- Origin Healthcare Solutions
- ▶ Professional Office Services
- Revenue Recovery Corporation
- Secure Bill Pay
- TeleVox
- ▶ Transworld Systems, Inc.

AV

Audio Visual

- TeleVox

CH

Clearinghouse

- Bonafide Management Systems
- ▶ Solutions Team (The)

COMH

Computer Hardware

- Bimini Platinum Care, LLC
- Pulse Systems, Inc.
- RadmediX, LLC

COMS

Computer Software

- Automated HealthCare Solutions
- Bimini Platinum Care, LLC
- Black ROCC
- Bonafide Management Systems
- Breg, Inc.
- ▶ CME 1st Dragon
- ClientTell
- CodeHERO
- Exscribe, Inc.
- ▶ MedTunnel
- NextGen Healthcare
- Nuance Communications, Inc.
- Origin Healthcare Solutions
- Patient Prompt
- Pulse Systems, Inc.
- QGenda, Inc.
- RadmediX, LLC
- Radsourc
- Rayence, Inc.
- Secure Bill Pay
- ▶ SRSsoft
- Systemedx Healthcare Technology, Inc.
- TriMed Technologies, Corp.
- ▶ Viztek
- White Plume Technologies

CS

Casting Supplies & Equipment

- Black ROCC
- ▶ Össur Americas
- ▶ Solutions Team (The)
- Townsend Design

DEV

Devices

- Bimini Platinum Care, LLC
- Black ROCC
- Breg, Inc.
- Compression Solutions
- eClinicalWorks
- ▶ Ferring Pharmaceuticals Inc.
- ▶ FUJIFILM Medical Systems USA Inc.
- ▶ Össur Americas
- ▶ Rx Development/Doctors Medical

DI

Diagnostic Equipment

- Block Imaging International, Inc.
- ▶ Blue Ridge X-Ray, Co.
- Esaoe North America
- ▶ FUJIFILM Medical Systems USA Inc.
- FusionOne
- Medstrat
- ProScan Reading Services
- Rayence, Inc.
- ▶ Viztek

EDU

Education-Patient & Physician

- ▶ DoctorsManagement, LLC
- ▶ Healthcare Compliance Pros, Inc.
- Healthcare Information Services, LLC
- ▶ MedSafe
- ▶ Professional Office Services
- SpineSearch LLC
- Venel

EHR/EMR

Electronic Health / Medical Records

- Agfa HealthCare
- AllMeds Specialty Practice Services
- ▶ athenahealth
- ▶ CME 1st Dragon
- Bonafide Management Systems
- eClinicalWorks
- Exscribe, Inc.
- ▶ MedSafe
- ▶ MedTunnel
- NextGen Healthcare
- Origin Healthcare Solutions
- ▶ Phoenix Ortho
- Pulse Systems, Inc.
- RRS Release of Information Service
- ScribeAmerica
- ▶ SRSsoft

SurgiMate

- Systemedx Healthcare Technology, Inc.
- Transdyne
- ▶ TransPortal
- TriMed Technologies, Corp.

FIN

Financial Planning / Investments

- CMAC—Capital Markets Access Company
- ▶ D1 Sports Medicine
- ▶ Neenan Company (The)
- ▶ PCI | HealthDev

FP

Facility Planning

- ▶ ApexNetwork Physical Therapy
- BBL Medical Facilities
- ▶ DoctorsManagement, LLC
- ▶ Neenan Company (The)
- ▶ PCI | HealthDev

HIT

Health Information Technology

- BACTES Imaging Solutions
- Breg, Inc.
- Exscribe, Inc.
- ▶ Netgain
- Nuance Communications, Inc.
- Systemedx Healthcare Technology, Inc.
- Transdyne

I

Implants

- Blue Belt Technologies

IMG

Image Guiding / Navigation Systems

- Blue Belt Technologies
- ▶ Phoenix Ortho

JOB

Job Placement Services

- SpineSearch LLC

MI

Medical Insurance

- Black ROCC
- Fulcrum Strategies
- Horton Group (The)

2015 Exhibiting Companies — Product Category

MK

Market Research

- ▶ DoctorsManagement, LLC
- ▶ Loyalty Grades, LLC
- ▶ Neenan Company (The)
- Socius Marketing, Inc.
- Venel

MktSvcs

Marketing Services

- Custom Medical Design Group
- ProScan Reading Services

MLINS

Professional Malpractice Liability Insurance

- Ancillary Care Strategies
- Black ROCC
- Horton Group (The)
- ▶ Keane Insurance Group, Inc. (The)
- Medical Protective
- NORCAL Mutual Insurance

MRI

Magnetic Resonance Imaging

- All-American Teleradiology, LLC
- Block Imaging International, Inc.
- Esaote North America
- ProScan Reading Services

MS

Medical Supplies

- Ancillary Advantage, Inc.
- Black ROCC
- Breg, Inc.
- Compression Solutions
- DeRoyal
- ▶ McKesson Corporation
- ▶ Professional Office Services
- ▶ Rx Development/Doctors Medical

O

Orthoses

- Ancillary Advantage, Inc.
- Black ROCC
- Compression Solutions
- DeRoyal
- ▶ Össur Americas
- Physicians Rehab Solutions
- ▶ Rx Development/Doctors Medical
- Townsend Design

OM

Office Management

- Black ROCC
- Bonafide Management Systems
- Breg, Inc.
- ▶ CME 1st Dragon
- DeRoyal
- ▶ DoctorsManagement, LLC
- ▶ Healthcare Compliance Pros, Inc.

Healthcare Information Services, LLC

- ▶ McKesson Corporation
- ▶ Professional Office Services
- QGenda, Inc.
- ScribeAmerica
- Secure Bill Pay
- ▶ Solutions Team (The)
- ▶ SRSsoft
- Varitronics, Inc.

OTH

Other

- Ancillary Care Strategies
- ▶ athenahealth
- ATI Physical Therapy
- BACTES Imaging Solutions
- Breg, Inc.
- HealthPort
- Integrity Rehab Group
- ▶ Loyalty Grades, LLC
- ▶ Össur Americas
- ▶ PCI | HealthDev
- ▶ Phoenix Ortho
- Physician Assistants in Orthopaedic Surgery (PAOS)
- ▶ Professional Office Services
- ▶ Somerset CPAs and Advisors
- SullivanLuallin Group
- Transdyne
- ▶ TransPortal
- Trellis Healthcare
- TriZetto Provider Solutions
- Venel

P

Prostheses

- Black ROCC
- ▶ Össur Americas

PACS

Picture Archiving & Communication System

- ▶ Blue Ridge X-Ray, Co.
- ▶ FUJIFILM Medical Systems
- USA Inc.
- RadmediX, LLC

PH

Pharmaceuticals

- FreedomLink Rx
- ▶ Rx Development/Doctors Medical

PM

Practice Management

- AllMeds Specialty Practice Services
- Ancillary Advantage, Inc.
- ▶ athenahealth
- Bonafide Management Systems
- Breg, Inc.
- ▶ CME 1st Dragon
- CodeHERO
- Coding Network, LLC (The)

DeRoyal

- ▶ DJO Global
- ▶ DoctorsManagement, LLC
- eClinicalWorks
- Exscribe, Inc.
- Fulcrum Strategies
- ▶ Healthcare Compliance Pros, Inc.
- Healthcare Information Services, LLC
- ▶ MedSafe
- NextGen Healthcare
- Origin Healthcare Solutions
- ▶ Össur Americas
- Patient Prompt
- Pulse Systems, Inc.
- ScribeAmerica
- Secure Bill Pay
- ▶ Solutions Team (The)
- ▶ SRSsoft
- SurgiMate
- Systemedx Healthcare
- Technology, Inc.
- TeleVox
- Townsend Design
- TriMed Technologies, Corp.
- Varitronics, Inc.

PR

Physician Recruitment

- ▶ DoctorsManagement, LLC
- JBJS
- SpineSearch LLC

PT

Physical Therapy

- Ancillary Care Strategies
- ▶ ApexNetwork Physical Therapy
- ATI Physical Therapy
- Integrity Rehab Group
- Physicians Rehab Solutions

PUB

Publisher

- Ancillary Care Strategies
- Custom Medical Design Group
- ▶ Healthcare Compliance Pros, Inc.

RCM

Revenue Cycle Management

- AllMeds Specialty Practice Services
- Bonafide Management Systems
- Exscribe, Inc.
- Healthcare Information Services, LLC
- NextGen Healthcare
- Secure Bill Pay

REHB

Rehabilitation & Exercise Equipment

- ▶ D1 Sports Medicine
- ▶ DJO Global
- Integrity Rehab Group
- Physicians Rehab Solutions

ROI

Release of Information

BACTES Imaging Solutions
HealthPort
RRS Release of Information Service

SCC

Surgery Center Consultant

- DeRoyal
- ▶ DoctorsManagement, LLC
- Fulcrum Strategies
- ▶ MedSafe
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Physician Assistants in Orthopaedic Surgery (PAOS) is the only national organization that represents physician assistants (PAs) practicing in orthopaedics and in all orthopaedic employment settings. It is an official specialty organization of the American Academy of Physician Assistants, and provides an official liaison to the American Academy of Orthopaedic Surgeons.

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It shall be the policy of the American Association of Orthopaedic Executives (AAOE) to be in strict compliance with all Federal and State Antitrust laws, rules, and regulations. Therefore:

These policies and procedures apply to all membership, board, committee, and other meetings of the AAOE, and all meetings attended by representatives of the AAOE.

Discussions of prices or price levels are prohibited. In addition, no discussion is permitted of any elements of a company's operations which might influence price such as:

- ▶ Cost of operations, supplies, labor, or services;
- ▶ Allowance for discounts;
- ▶ Terms of sale including credit arrangements; and,
- ▶ Profit margins and mark ups, provided this limitation shall not extend to discussions of methods of operation, maintenance, and similar matters in which cost or efficiency is merely incidental.

It is a violation of Antitrust laws to agree not to compete, therefore, discussions of division of territories or customers or limitations on the nature of business carried on or products sold are not permitted.

Boycotts in any form are unlawful. Discussion relating to boycotts is prohibited, including discussions about blacklisting or unfavorable reports about particular companies including their financial situation.

It is the AAOE's policy that all meetings attended by representatives of the AAOE where discussion can border on an area of antitrust sensitivity, the AAOE's representative request that the discussion be stopped and ask that the request be made a part of the minutes of the meeting being attended. If others continue such discussion, the AAOE's representative should excuse himself from the meeting and request that the minutes show that he left the meeting at that point and why he left. Any such instances should be reported immediately to the President and staff of the AAOE.

It is the AAOE's policy that a copy of these Antitrust Compliance Policies and Procedures be given to each officer, director, committee member, official representative of member companies and AAOE employees annually and that the same be read, or understood at all meetings of the membership of the AAOE.

Digital Recording Policy

Portions of the AAOE Annual Conference are going to be electronically recorded by the AAOE. By participating in the discussions, the AAOE registrants agree that AAOE may electronically copy or audio tape their attendance at and involvement in any program. No individual or entity may electronically record any portion of the AAOE Annual Conference without prior written consent.

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Photographs of the AAOE Conference and the events will be taken throughout the program. By attending the events, the AAOE registrants agree that their photograph may be used in AAOE member communications and promotional materials.

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Mission Statement

The mission of the Annual Conference Committee is to bring speakers representing both experts in the industry and experts from the AAOE membership, together with outstanding companies, to create an educational experience that benefits every level of expertise.

AAOE 2015

Annual Conference
April 25–28, 2015 | Chicago, IL



2014 — 2015 AAOE Board of Directors



Donald A. Schreiner, MBA

AAOE President

Practice Name: Rockford Orthopaedic Associates

City/State: Rockford, IL

Group Size: 14 Orthopaedic Surgeons, 2 Podiatrists, 3 Rheumatologists, 2 PM&R, 1 FP Sports Medicine

Undergraduate Degree: BS in Marketing from the University of Toledo

Post Graduate Degree: MBA in Finance from the University of Toledo

Since 1999, Donald A. Schreiner has served as the CEO for the Rockford Orthopaedic Associates, LTD, a 31 physician, multi-specialty clinic located in North Central Illinois with over 320 employees. Don has overseen the addition of 26 physicians, 20 PAs, 7 physical therapy centers, 3 MRIs, DME services, an outpatient surgery center, a clinical research department, and fully implemented EMR and PAC systems since 2006. He is responsible for all aspects of the clinic and surgery center operations. Prior to this position, Don was a managed care executive for 18 years, for John Deere Health, Blue Cross/Blue Shield, and two large regional health systems. His experience covers all aspects of development, marketing and operations with extensive experience in managed care pricing, and contracting. Don has a very positive and straight forward leadership approach. He sets high standards for his people and helps them obtain them. Don has been a mentor of AAOE since 1999 and has served on the Board for the last 5 years and has held the position as the AAOE Treasurer and is currently President Elect for 2014. He served on the membership committee and as chairman of the Annual Conference Committee. Don has been a regular presenter at 2 AAOE Annual Conferences, the AAOE Practice Management Symposiums and other medical association meetings.



Jim P. Kidd, CMPE

AAOE President-Elect

Practice Name: Advanced Bone & Joint

City/State: St. Peters, MO

Group Size: 4 Orthopaedic Surgeons, 1 Sports Medicine Non-Surgical, 1 part-time Podiatrist, 1 Pain Management, 1 NP, 1 PA

Undergraduate Degree: BS in Education from the International Institute

Jim P. Kidd has more than 20 years of healthcare management experience. He spent 12 years in surgical administration at universities, and now more than 10 years in private practice with Advanced Bone & Joint. He holds a bachelor's degree in education.

He has been a member of the American Association of Orthopaedic Executives (AAOE) since 2003, serving as Board Member, Member of the Practice Management Committee (Chair in 2009), the Education Council, as well as various other committees and task forces; a member of the Midwest American Association of Orthopaedic Executives since 2005, where he served as Secretary/Treasurer and President; and a member of MGMA St. Louis periodically since 2006, and is currently serving as President.

Jim is currently the Chief Executive Officer of Advanced Bone & Joint. The practice has 7 physicians, 2 mid-level providers, and one location in St. Charles County, Missouri. During his time at ABJ, Jim has also been the Executive Director and subsequently a consultant to St. Peters Ambulatory Surgery Center. He continues in his role as Manager of four real estate entities involving practice physicians, and serves as Business Manager for Imaging Partners of St. Peters.

Jim is the proud father of 3 daughters, and has been married to his lovely wife, Kathy for 28 years. When not concentrating on the changes in healthcare, he enjoys fishing and gardening.



George D. Trantow, FACHE, CMPE

AAOE Past President

Practice Name: Aspen Orthopaedic Associates

City/State: Aspen, CO

Group Size: 10 Orthopaedic Surgeons

Undergraduate Degree: BS in Biology from the University of Wisconsin

Post Graduate Degree: MHA in Healthcare Administration from Baylor University

George D. Trantow is the Executive Director of Aspen Orthopaedic Associates as well as the Midvalley Ambulatory Surgery Center and Midvalley Imaging Center. He has spent over 27 years in healthcare leadership positions including 9 years of active duty in the US Army Medical Service Corps. He has a varied background including serving in U.S. Army field medical positions, hospital administration, integrated health systems, multi-specialty group practice, surgery centers and imaging centers. His expertise in strategic planning, managed care negotiations, business development and finance have resulted in very successful organizations and many accolades.

George was tapped as an upcoming leader in 1989 when he received the US Army Medical Service Corps, "Outstanding Junior Officer Award" and in 1990 he received a scholarship to attend the prestigious US Army-Baylor University MHA Program. He is a Fellow in the American College of Healthcare Executives, certified by the American College of Medical Practice Executives and a member of Colorado AAOE.

His commitment to service translates to participation on several boards/committees including the Aspen Sports Medicine Foundation, Community Health Plan of the Roaring Fork Valley, Midvalley Trails of Eagle County, and Town of Basalt Mayor's Cabinet.

George enjoys leading his sons and wife on trips skiing, hunting, fishing, camping and biking.



Ron Chorzewski, PT, MBA

AAOE Treasurer

Practice Name: Agility Orthopedics
City/State: Stoneham, MA
Group Size: 4 Orthopedic Surgeons
Undergraduate Degree: BS in Physical Therapy from Quinnipiac College
Graduate Degree: MBA in Business Administration from Suffolk University

With 24 years of experience in the healthcare field, Ron Chorzewski has served as the Executive Director of Agility Orthopedics in Stoneham, Massachusetts since 2009. Agility has 4 orthopedic surgeons, 4 physician assistants, and a complement of physical and occupational therapists. Starting his career as a physical therapist, Ron began his administrative career in rehabilitation and then evolved into orthopedic administration.

A member of the AAOE since 2009, Ron has served on the Communications Council for one year and is presently a member of the Education Council. Ron proudly serves on the Board of Trustees for the Georgetown Peabody Library where he is presently the chairperson. Also, he is a member of the Parish Council, Head Usher, and a Religious Education Teacher at St. Mary's Parish in his hometown of Georgetown, Massachusetts.

When not working, Ron enjoys spending time outdoors with his wife Maria and their three children Jaclyn, a nursing student at the University of Massachusetts, Kristen and Kyle.



Rebecca Dean, MA, FACMPE

AAOE Secretary

Practice Name: Sportsmedicine & Orthopaedics Fairbanks
City/State: Fairbanks, AK
Group Size: 1 Surgeon
Graduate Degree: MA in Business Administration from Webster University

Rebecca Dean is the CEO of Sportsmedicine & Orthopaedics Fairbanks, an Orthopaedic Care and Surgical Practice Clinic in Fairbanks, Alaska. She is a Healthcare Executive Consultant and principal of Dean & Associates. Ms. Dean holds a Masters Degree in Business Administration and Fellow Status in the American College of Medical Practice Executives. Rebecca has more than 25 years of experience in healthcare management with a broad based proficiency in all aspects of practice operations, efficiency, governance and leadership.

Rebecca lectures on Leadership, Governance, Business Operations, Strategic Planning, Risk Management/ Compliance, Contracting, and Physician and Physician Assistant Creative Contracting at the national level.

In addition to her Medical Practice and Consulting responsibilities, Rebecca serves on several Boards for national business industries including AAOE.



Kitchi Joyce

Practice Name: OrthoAtlanta
City/State: Atlanta, GA
Group Size: 18 Physicians, 10 Physician Assistants
Undergraduate Degree: BS in Education from University of Georgia

Kitchi Joyce is the Director of Practice Informatics for OrthoAtlanta, an 18 physician orthopaedic group with 8 locations throughout Metro Atlanta, Georgia. She has more than 18 years of orthopaedic management experience both at the clinic and corporate levels. Kitchi has held the title of Practice Administrator, Director of Marketing, and Director of Administrative Services. She is experienced with the integration of Finance, Business Development, Human Resources, Information Technology, Marketing and all other aspects of practice management.

Kitchi has been a member of the American Association of Orthopaedic Executives since 2010, serving on the Annual Conference Committee for three years and the Elections Council twice. She currently serves on the Membership Committee.

In addition to AAOE, Kitchi is also an active member of MGMA. She is a member of the Board of Directors of the Georgia Association of Orthopaedic Executives (GAOE), most recently serving as President of the organization.

In her free time, Kitchi loves being "Aunt Chi Chi" to four-year old twins and enjoys traveling, indoor cycling, tennis, and most importantly, Georgia Bulldog Football. Go Dawgs!!

2014 — 2015 AAOE Board of Directors



Cindy Keene, CPA, FACMPE, MBA, CEO

Practice Name: Lewiston Orthopaedic Associates, PA and Lewis & Clark Orthopaedic Institute, LLC

City/State: Lewiston, ID

Group Size: 6 Orthopaedic Surgeons, 4 Physician Assistants

Undergraduate Degree: BS in Business/Accounting from Minot State University

Graduate Degree: MBA in Healthcare from the University of St. Thomas

Cindy Keene has been the CEO for Lewiston Orthopaedic Associates, PA (a six-physician orthopaedic group) and Lewis & Clark Orthopaedic Institute, LLC, an orthopaedic ambulatory surgery center (ASC) for ten years. The orthopaedic practice includes the specialties of spine, sports medicine, hand, and foot/ankle and serves the region around Lewiston with outreach clinics. The practice provides in-house digital radiology (DR and CR) MRI services, and a PACS system. The surgery center is a multi-specialty facility including orthopaedics, ophthalmology, and gastroenterology. Cindy has over fifteen years of experience in healthcare management and attained the designation as Fellow in the American College of Medical Practice Executives, the credentialing body of Medical Group Management Association. Cindy is also a Certified Public Accountant with previous experience in tax and audit services.

In addition to AAOE, Cindy is a member of the Medical Group Management Association (MGMA), a member of the Idaho Medical Group Management Association (IMGMA), and a Past President of IMGMA. She is a member of the Idaho Ambulatory Surgery Center Association and Past President of that organization.

Cindy has been married for over 35 years to Leroy, an Orthopaedic Physician Assistant and together they have one grown daughter. She enjoys exercise (especially running and biking), camping, and looking forward to finally being a grandmother!



Mona Reimers, CPC, FACMPE

Practice Name: Ortho NorthEast

City/State: Fort Wayne, IN

Group Size: 18 Physicians

Undergraduate Degree: BS in Management from Indiana Wesleyan University

Mona Reimers is currently the Director of Revenue Services for Ortho NorthEast, in Fort Wayne, Indiana. She has a BS in Management from Indiana Wesleyan University, is a Fellow of the American College of Medical Practice Executives and a Certified Professional Coder.

She is the co-author of "Better Data, Better Decisions: Using Business Intelligence in the Medical Practice," published by MGMA in 2013. Mona has worked as a manager and consultant in medical practices in a variety of specialties for over 25 years.

Mona has served on the Midwest Section Committee and former chair of the Government Affairs Committee for the Medical Group Management Association. She is a board member for the American Association of Orthopedic Executives and is active on the Political Advisory Committee. Mona has served on the board for the Indiana Association of Orthopedic Executives. She is a former board member and President for the Indiana MGMA. Mona is a board member for the Fort Wayne Women's Bureau which provides counseling to rape victims and transitional housing for recovering addicts with children.

Mona is a frequent speaker and advisor to physician practice managers and related organizations. She has testified to the Small Business Committee of the U.S. House of Representatives in Washington D.C. on behalf of MGMA members on Medicare physician payment rates and Medicare Advantage plan issues. Mona testified twice to the CMS National Committee on Vital and Health Statistics regarding ICD-10 implementation and administrative simplification.



Barbara Sack, MHSA, CMPE

Practice Name: Midwest Orthopaedics, PA

City/State: Shawnee Mission, KS

Group Size: 4 Orthopaedic Surgeons, 2 Physician Assistants

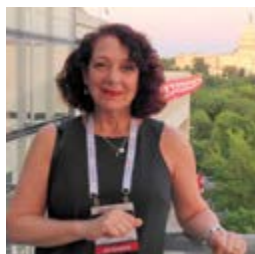
Undergraduate Degree: BS in Business Administration from University of Kansas

Post Graduate Degree: MS in Health Services from University of Kansas

Since 2004 Barbara Sack has been Executive Director for Midwest Orthopaedics, PA a practice over 40 years old in suburban Kansas City. The practice has three general orthopaedic surgeons, one foot and ankle surgeon and two PAs. She previously worked in geriatric primary care in a hospital-owned practice and an academic medical center program.

Barbara has a Bachelor's Degree in Business Administration and a Master's Degree in Health Services Administration, and is a Certified Medical Practice Executive (CMPE) certified with the American College of Medical Practice Executives. She has worked in the healthcare field for over 30 years. She is currently also a member of the Board of Directors of the United States Bone and Joint Initiative (USBJI), and is on the AAOS Now Forum Steering Committee. She has previously served on the Board of Directors of the Greater Kansas City Medical Manager's Association (GKCMMA) and as President of Midwest AAOE. She also serves on the Board of Trustees of Brown Mackie College.

Barbara has been a frequent presenter at medical association meetings, including the AAOE Annual Conferences, the AAOS Practice Management Symposium, MGMA Annual Conferences, the AOFAS Annual Summer Meeting, and the California Orthopedic Society and C-Bones meetings. Barbara is married and has one grown son. She enjoys kick-boxing, travel, and spending time with her large extended family.



Karen Sollar, CMPE

Practice Name: OrthoNorCal, Inc.

City/State: Campbell, CA

Group Size: 10 Orthopaedic Surgeons,
3 Physician Assistants

Undergraduate Degree: BS in
Management focusing on Health Care
Administration from St. Mary's College

Karen Sollar entered the field of HealthCare administration more than 30 years ago. During the initial phase of her career, Karen's focus was on Internal Medicine. After successfully growing a solo practice into a 7 physician Internal Medicine Group practice, she transitioned into the specialty group arena.

Since 1994, Karen served as the Practice Administrator for The Orthopaedic Group of San Francisco and moved into the role of Chief Administrative Officer for Sports Orthopedic and Rehabilitation Medical Group in 2003.

Recently Karen assumed the position as Chief Executive Officer for OrthoNorCal, Inc., a newly formed group consisting of 10 Orthopedic Surgeons specializing in Sports Medicine. With 4 locations in Northern California Karen is responsible for all aspects associated with leading a specialty Group Practice.

As a means of remaining current on industry trends, for the past 6 years Karen has consistently maintained an active leadership role in the AAOE. Karen began her volunteer role as the Chair of the Membership Committee. With her guidance the committee was successful in increasing membership by 20 percent. For the past 3 years Karen has served as the AAOE Annual Conference Chair. Each year resulted in enhanced educational content, collaborative vendor relationships, focused approaches to networking, solid processes for member participation and increased member satisfaction. As Karen continues her leadership on the board of the AAOE it reinforces her ongoing commitment to the association and the profession.



Jan Vest, MGMA, MBA

Practice Name: Signature Medical Group

City/State: St. Louis, MO

Group Size: 59 Physicians

Undergraduate Degree: Bachelor of
Science from Southern Illinois University

Graduate Degree: MBA in Business
Administration from Lindenwood
University

Jan Vest is the Chief Executive Officer of Signature Medical Group, a multi-specialty physician group with 125 physicians practicing in St. Louis, Kansas City and Southwest Missouri. Signature Medical Group employs 800 employees working at 28 locations. Signature's 59 orthopedic surgeons, along with physical medicine, OB/GYN, gastroenterology, colorectal surgery, dermatology, family practice, pediatrics and allergy physicians, provide more than 420,000 patient visits annually.

Jan has more than 20 years of executive leadership and operations management at medical practices in four states. He works as a medical practice consultant with a special interest and experience in organizational development and business practice management. Jan was previously the director of clinic operations for Valley Wide Health Services, a community health center in Colorado. He was an original Board member of the Galen Malpractice Insurance Company. He has consulted with major university medical centers and health systems. He was on the National Committee for Quality Assurance Advisory Committee developing the NCQA Spine Physician Recognition Program. Jan is a past member of the Health Care Industry Council of The Federal Reserve Bank of St. Louis. Most recently he was asked to introduce the honorable Don Berwick, MD at the Signature Healthcare Foundation in St. Louis. Signature Orthopedic Department is the only private practice orthopedic group in the country awarded the Model II Bundled payment project from CMS centers of innovation which will begin January 1, 2014.

2014 — 2015 Councils and Committees

The AAOE Councils and Committees have been hard at work throughout the year to bring AAOE members the best information, resources, and education possible. These volunteers participate in conference calls, meetings, and spend a lot of their personal time working on AAOE projects. Our leaders represent practices of varied size and have a wide variety of experience, creating the perfect blend for representing the AAOE membership.

Thank you all for your hard work and dedication!

Advocacy Council

Paul Bruning, DHA, ATC, Chair
Kathy Ackerman
Jennifer Ale-Ebrahim, BSBA, BSSTL
Michael Berkowitz
Chris Dugger, MHSA
Christian Galan
Joel James
MaryEllen Jurgensen
Joseph Mathews, PT, DPT, CSCS
Ronald O'Neal, MPH, FACHE
David Schlactus, MBA, CMPE
Tim Smith
Karen Simonton, CPA
Mona Reimers, FACMPE, CPC,
Board Liaison
Jamie Gregorian, Esq., AAOS

ALPS (AAOE Leaders in Practice Success) Committee

Quinten Davis, MBA, Chair
Linh Huynh, CMOM
Michael Morrison, MBA, CMPE
Sheryl Toburen, CRNFA
Cindy Keene, CPA, MBA, FACMPE, Board
Liaison

2015 Annual Conference Committee

Kim Wishon, MBA, FACMPE, Chair
Brian Bizub, BSHA
Patricia Brewster, MHA, FACMPE
Suzann Crowder, MBA, CMPE
Jerald Forrester, MBA, FACMPE
Diane Hartzner
George Hernandez, FACHE, CMPE
Joseph Mathews, PT, DPT, CSCS
John Nosek, MPA, CMPE
Rebekah Phillips, RN, BSN, MBA
William Whelehan
Karen Sollar, CMPE, Board Liaison
Donald Schreiner, MBA, AAOE President

Audit Committee

Jerald Forrester, MBA, FACMPE, Chair
Stacey Halverson, CPA
Christine Moss
Ron Chorzewski, MBA, Board Liaison

Benchmarking Committee

Chad Sackman, RN, MBA, Chair
David Batulis
Jennifer Griffard
Nicole Horn, MBA, CMPE
Meredith Robicheaux, RHIA
Ronald Whiting, CPA
William Weik, Jr.
Barry Weybright
Barbara Sack, MHSA, CMPE, Board Liaison
Jan Vest, MBA, Board Liaison

Communications Council

Jennifer Ale-Ebrahim, BSBA, BSSTL, Chair
Jessica Metros
Jennifer Monto, JD, RN
Jack Morana, MS, MSHA, FACHE, DHA
Jeanie Neumeyer, MBA, MSA
Kalen Privatsky, MBA, CMPE
William R. Pupkis, CMPE
Sheila Tally
Zelda Tehophilus-Hanna, MS, MBS/HCM
Schuyler Thompson, MHA, ATC
Sandra Umana
Rebecca Dean, MA, FACMPE,
Board Liaison

Education Council

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CPMA, CMRS, Chair
Joyce Anderson, MAcc, CPA, CPC
Desiree Bauer
Jennifer Boyer, MBA, RN
Jim Carr, MS, LAT, ATC, MHA
Denise Dula, CPC, COSC
Jana Foor
Robin Green
Jason McCormick, MHA
Stephanie Swan, CMPE, CPC
Ron Chorzewski, MBA, Board Liaison
Jim Kidd, CMPE, Board Liaison

Membership Council

Sam Santschi, JD, Chair
Craig Henry, MHA
Marian McCann, RN, BSN, MBA, CNOR
Vivian Ransom
Jeffrey Smith, CPA, MBA
Jill Yates, RN, ONC
Kitchi Joyce, Board Liaison

Technology Committee

Chris Greenman, MBA/MHA, CMPE, Chair
Brian Bizub, BSHA
Heather Duhr
Jerald Forrester, MBA, FACMPE
Joseph Granneman, MBA, CISSP
Stephen Maddock
Tom McNeil, MHA
George Nyktas, CPA, MBA
Patricia Thompson, MBA, CPC, CPC-H
Dennis Viellieu, CPA, CMPE
George Trantow, FACHE, CMPE, Board
Liaison

Industry Relations Committee

Catherine Armstrong, *Director of Communications, SRSsoft*

Eric Christensen, *Director of Client Services, Healthcare Compliance Pros, Inc.*

Jon McCune, *Chief Operating Officer, Phoenix Ortho*

Amy McInerney, *Senior Manager Event Marketing, athenahealth*

Reggie Roy, *Healthcare Recruiter, SpineSearch*

Andy Salmen, *Business Development, Healthcare Information Services, LLC*

Sean M. Weiss, *Vice President & Chief Compliance Officer, DoctorsManagement, LLC*



New AAOE Member?

First-time attendee?



Receive
\$50 off

your 2015 conference registration!



Conference Mentor Program

AAOE will match up new members or first-time attendees with a fellow member who can show you the ropes.

The mentor will be in touch with you before the conference to give you tips and tricks in preparation for the conference. Once at the conference, you will be able to meet your mentor/mentee as often as you would like.

Get Involved: Interested participants, mentors and mentees, please select the options designated on the registration form.



GENERAL/REGISTRATION INFORMATION

Important Dates

- ▶ March 2 Early Bird Rate Deadline (Save \$100!)
- ▶ March 27 Deadline for registration cancellations and refunds
- ▶ April 3 Deadline for Opening Reception RSVP and additional ticket purchases
- ▶ April 23 Housing deadline

Mobile App

Manage Your Schedule

On February 15, you can download the FREE mobile app, made possible by an educational grant from DJO Global. Search for AAOE 2015 in your mobile app store.

The app will include the schedule, speaker and exhibitor information, maps, course descriptions, course handouts, surveys, and more!

Made possible by an educational grant from





American Association of
Orthopaedic Executives
Phone: 800-247-9699
(8:00 am–5:00 pm EST)
Email: info@aaoe.net
Web: www.aaoe.net

Attire

The AAOE Conference attire for attendees is business casual. As a reminder, the meeting rooms tend to run cold, so you may want to dress in layers or bring a sweater.

Continuing Education Units (CEUs)

AAOE courses are eligible for CEUs through these accredited providers:

- ▶ American Association of Professional Coders (AAPC)
- ▶ American College of Medical Practice Executives (ACMPE)
- ▶ American Health Information Management Association (AHIMA)
- ▶ Board of Certification for the National Athletic Trainers' Association (BOC/NATA)
- ▶ Healthcare Billing and Management Association (HBMA)

Updates and further detail on how to obtain your CEUs will be forthcoming via the annual conference section at aaoe.net and the Annual Conference Final Program.

Housing

Reservations will need to be made directly with the Hilton Chicago. Booking at the conference hotel helps keep AAOE registration and housing costs down! Once you are registered for the conference, a reservation link for hotel reservations will be sent with your confirmation email.

The conference negotiated rate is \$249.00 per night (plus tax) for single or double occupancy. All reservations must be made by April 23 to guarantee the negotiated rate. Reservations made after this date will be based on availability and may not be at the negotiated room rate. All requests for sleeping rooms will be accommodated; however after April 23, deposits for canceling rooms may be nonrefundable.

The Hilton Chicago is located in the heart of downtown Chicago. Lake Michigan and Grant Park—Chicago's largest public park—are right outside your window. The Hilton Chicago has inhabited the city for 88 years. Since its opening in 1927, the Hilton Chicago has housed every president of the United States. While staying at the Hilton Chicago, you can also take advantage of the amenities it has to offer. Each room features HDTVs, in-room concierge computers and high-speed internet access. The hotel offers free WiFi in its business class rooms, health club access, and a refrigerator.

Transportation

Arriving from Chicago O'Hare International Airport:

Shuttle Service: Go Airport Express

The Chicago Hilton does not offer a shuttle service to or from the airport. There is a shuttle service supplied by the airport called Go Airport Express. With this service you are able to request a shuttle for the time of your flight arrival and departure.

Be sure to reserve your shuttle online at their website: www.airportexpress.com. Prices range from \$28.00–\$108.00 for a one-way trip to the Chicago Hilton Hotel and \$86.00–\$108.00 for a round-trip from the airport to the Chicago Hilton Hotel and then back to the airport on the date of your departure.

Shuttle Service: Omega Shuttle

The Omega Shuttle boards at the Bus/Shuttle Center (Door 4). The Bus/Shuttle Center is centrally located between Terminals 1, 2, and 3. Follow the overhead signs in the Baggage Claim areas of each Domestic Terminal to the nearest underground Pedestrian Walkway. Proceed to Elevator Centers 3 or 4 and press the Bus/Shuttle Center button. The price is \$30.00 one-way for one passenger from the South Side. Contact Omega Shuttle Service to reserve your shuttle service at 773-734-6688.

Taxicab Services

There are taxi stands at the lower-level curb front (outside baggage claim) at each terminal. Taxi service is available to the city of Chicago and suburban destinations. Please make sure to use the designated taxi stands to ensure you have a licensed driver.

Shared ride service is available to those who wish to share a ride and pay a flat rate to certain destinations if multiple parties are available for the trip. Shared ride fares from downtown are approximately \$24.00 per person.

For a single-person taxi ride, the base fare is \$3.25. Each mile is \$1.80, with a \$.20 charge for every 36 seconds.

Hilton Chicago

720 South Michigan Avenue
Chicago, IL 60605
312-922-4400
www.hiltonchicagohotel.com

Arriving from Chicago Midway International Airport

Shuttle Service: Go Airport Express

The Chicago Hilton does not offer a shuttle service to or from the airport. There is a shuttle service supplied by the airport called Go Airport Express. With this service you are able to request a shuttle for the time of your flight arrival and departure.

Be sure to reserve your shuttle online at their website: www.airportexpress.com. Prices range from \$28.00–\$108.00 for a one way trip to the Chicago Hilton Hotel and \$86.00–\$108.00 for a round trip from the airport to the Chicago Hilton Hotel and then back to the airport on the date of your departure.

Shuttle Service: Omega Shuttle

The Omega Shuttle boards at Door 3 LL outside of the Southwest baggage claim. Shuttles leave every 15 minutes. The price is \$17.00 one-way for one passenger. Contact Omega Shuttle Service to reserve your shuttle service at 773–734–6688.

Taxicab Services

Chicago Midway International Airport is about a 23-minute drive to the Chicago Hilton. Taxi stands are located on the lower level curb in front of the terminals. Please make sure to use the designated taxi stands to ensure you have a licensed driver.

Shared ride service is available to those who wish to share a ride and pay a flat rate to certain destinations if multiple parties are available for the trip. Shared ride fares from the Midway to downtown are approximately \$18.00 per person.

For a single-person taxi ride, the base fare is \$3.25. Each mile is \$1.80, with a \$.20 charge for every 36 seconds.

Chicago Transportation

Trains & Buses

Navigating around Chicago can be simple and quick, thanks to the many buses and the “L,” a system of elevated trains operated 24 hours a day by the Chicago Transit Authority (CTA). Grab a CTA System Map, available at most subway stations and visitor center or from the CTA office, located on the seventh floor of the Merchandise Mart. Buses run every 5 to 15 minutes during rush hour and every 8–20 minutes at most other times. Lines are specifically color-coded and denoted by route rather than by destination. A single ride costs \$2.25. For a one-day unlimited ride pass the cost is \$10.00, for a three-day unlimited rides pass the cost is \$20.00, and for a seven-day unlimited rides pass the cost is \$28.00. A ride on the “L” train to O’Hare costs \$5.00.

Divvy Bike Services

Divvy is a bike sharing transit system with 3,000 bikes and 300 stations across Chicago. The bikes are locked into a network of docking stations located throughout the city. The bicycles can be rented from and returned to any station in the system. Before you ride, you’ll need to purchase a twenty-four hour pass for \$7.00. 24-hour passes are available for purchase at any of the Divvy bike docking stations. You will receive a code that can be typed into the keypad on any dock with an available bike. Divvy bikes will need to be checked at one of the Divvy dock stations every 30 minutes. Once you are done using the bike, lock the bike at any station and wait for the green light to confirm the bike is secure. www.divvybikes.com

Taxicab Services

Chicago taxicabs are \$1.50 for base fare, \$1.20 per mile, and \$0.50 for each additional passenger. Cabs can be hailed at any time.

Frequently used taxi companies and their phone numbers are:

American United Cab Association	773–327–6161
Checker Taxis	312–243–2537
Chicago Carriage Cab	312–326–2221
5 Star Taxi Association, Inc.	773–866–9933
Yellow Cab Affiliation, Inc.	773–907–0020

Town Car Services

Frequently used town car companies and their phone numbers are:

Chicago Town Cars, Inc.	312–799–9191
Chicago Town Car Services	630–308–4300
Chicago My Town Car Service	773–279–8599



Registration Information

Save \$100 by registering early! Early bird registration ends **March 2**, and the cost is \$595 for AAOE members, their physicians, and their staff. If you register after **March 2**, the cost for registration will increase to \$695.

Purchase your VIP Package at an early bird member rate of \$734 (\$834 after March 2) for optimal conference value and receive:

- ▶ Full conference registration.
- ▶ Express check-in at on-site registration.
- ▶ Unlimited access to the 2015 AAOE Annual Conference session recordings.
Don't miss out on a single session!

Relax and enjoy your conference experience without feeling rushed.

Access over 70 hours of conference session recordings (as released for Inclusion) online via the AAOE Live Learning Center following the conference. These sessions contain the audio recorded LIVE at the conference and fully synchronized to the PowerPoint presentations to provide you with a true multimedia recreation of the event.

Downloadable handouts, MP3, and MP4 files are included.

- ▶ **Does your staff need CEUs?**
Have them utilize the session recordings at the office too!
Use the session recordings for physician and/or staff training. Just set up a conference room, invite everyone, and play the session of your choosing!
- ▶ **Access to the VIP Lounge**
The VIP Lounge allows for an added networking opportunity. This year's private VIP Lounge provides an area where you can stop in for coffee, other beverages or a snack. Check your email, or relax and chat with your peers. We will also be including a dedicated computer and printer for use in printing conference materials and boarding passes.

Complete conference session recordings will be available for purchase on-site at a higher rate.

Online registration is quick and easy. Go to www.aaoe.net/annualconference and follow the prompts. We accept Visa, MasterCard, and American Express. To register online you will need your AAOE ID number or email address we have on file for you. If you do not know your AAOE ID number, or need additional information, please contact the AAOE staff by phone at 800-247-9699. We are open Monday through Friday from 8:00 am-5:00 pm EST. You can also contact us via email at info@aaoe.net.

You may also mail your registration along with your check* or credit card information to:**

AAOE Registration
3925 River Crossing Parkway, Suite 300
Indianapolis, IN 46240

***Please be sure to make your check payable to American Association of Orthopaedic Executives or AAOE.**

****We accept Visa, MasterCard, and American Express. To protect your credit card information, please mail your registration form with credit card information to the address above or call AAOE at 800-247-9699 to process your registration over the phone.**

Cancellations & Refunds

All cancellations must be submitted in writing to AAOE and are subject to the following:

Cancellations received by **March 27** will be granted, less a \$100 processing fee. **No refund or credit** will be issued after **March 27** regardless of registration date or for no-shows. Substitutions from the same practice will be accepted if requested in writing, without penalty.

Special Needs

If you require auxiliary aids or services identified in the Americans with Disabilities Act, please be sure to contact AAOE staff at info@aaoe.net or 800-247-9699.

The Best Way to Network is In-Person!

As noted on pages 8-17, the AAOE Annual Conference provides many rare opportunities to connect with your colleagues.

Have you thought about volunteering for a committee but weren't sure who to ask? Did you think about running for the Board of Directors, but didn't know what type of time commitment there might be? Not sure what to expect at your first conference? Our color-coded name badges will help you CONNECT.

Badge Colors

Red	Board of Directors
Purple	Leadership
Lime	New Members
Yellow	Speakers
Orange	Guests

Ask questions of AAOE Leadership, meet other new members, and let board members know what's keeping you up at night.

Weather (Averages)

Temperature: 59°/42° F

Monthly Rainfall: 3.65 inches

Parking at Chicago Hilton

Self-parking: \$52.00

Valet parking: \$68.00

Registration Form

If you are registering additional staff, please use one registration form per person.

AAOE ID#	First Name	Last Name
Practice Name	Address	
City	State	Zip Code
Email	Phone Number	Fax Number

AAOE 2015

Annual Conference
April 25–28, 2015 | Chicago, IL

Registration Rates	Early Bird	After March 2	On-Site
AAOE Member	☐ \$595	☐ \$695	☐ \$745
Staff of AAOE Member	☐ \$595	☐ \$695	☐ \$745
Non-Member	☐ \$1,095	☐ \$1,195	☐ \$1,245

VIP Registration Rates	Early Bird	After March 2	On-Site
AAOE Member	☐ \$734	☐ \$834	☐ \$884
Staff of AAOE Members	☐ \$734	☐ \$834	☐ \$884
Non-Member	☐ \$1,234	☐ \$1,334	☐ \$1,384

Purchase Your VIP Package NOW and optimize the value of your conference experience! You'll receive a full conference registration; express check-in at on-site registration; unlimited access to the 2015 AAOE Annual Conference session recordings to be used by you and your staff throughout the year, and access to the on-site VIP lounge—beverages, snacks, and wifi!

Saturday Sessions

- Physician and Administrator Team Alignment: Strategy and Balance for Successful Practice Leadership ☐ \$200
- Practical Excel for the Intermediate User ☐ \$100
- Utilizing Dashboards and Benchmarking to Manage and Grow your Practice ☐ \$100

For more information see page 19.

Social Events (included with registration; however please RSVP below)

- 1** Opening Reception: Party at the House of Blues | Sunday, April 26, 7:00–10:00 pm ☐ I will attend ☐ I will not attend
RSVP/tickets required to attend—you must reserve your ticket(s) by April 3
Brought to you, in part, by: 

- 1** Exhibitor Showcase Reception | Monday, April 27, 5:00–7:00 pm ☐ I will attend ☐ I will not attend

Guest Registration

(Includes receptions only; does not include access to ICLs or the Exhibitor Showcase)

Name	☐ \$125
Name	☐ \$125

Children

Please note that wristbands will be handed out at the House of Blues so we must know the child's age upon registration.

Name	Age	☐ \$25
Name	Age	☐ \$25

Payment Information

☐ Check # _____ Credit Card ☐ AMEX ☐ MasterCard ☐ Visa
(Please make your check payable to American Association of Orthopaedic Executives or AAOE)

Total amount: \$

Card Number	Exp. Date	Security Code
Signature	Print Name	
If name on card is different from member, please print the name and billing address of the cardholder.		
Name		
Billing Address	City	State Zip Code



Registration Form

AAOE 2015

Annual Conference
April 25–28, 2015 | Chicago, IL

Are you a member of AAOE? ☐ Yes ☐ No

Is this your first AAOE Annual Conference? ☐ Yes ☐ No

If yes, would you like a conference mentor? ☐ Yes ☐ No

If no, would you like to be a conference mentor? ☐ Yes ☐ No

Are you a new member of AAOE as of June 4, 2014? ☐ Yes ☐ No

(If so, please call AAOE Staff Monday–Friday, 8:00 am–5:00 pm EST at 1–800–247–9699 to receive your new attendee discount code!)

Would you be interested in participating in a room share program for the Annual Conference? ☐ Yes ☐ No

Do you have any special dietary requirements? ☐ Yes ☐ No

If yes, please specify:

Allergy _____

AAOE will not serve any meals or snacks with peanuts. If you have any other life-threatening allergies we should be cognizant of, please call AAOE staff at 800–247–9699

Gluten Free ☐ Yes ☐ No

Vegan ☐ Yes ☐ No

Vegetarian ☐ Yes ☐ No

Would you prefer to receive exhibitor information by: ☐ mail ☐ email

How many mobile devices do you plan on bringing with you? (i.e. cell phone, iPad, laptop, etc.)

What type or brand are the devices you plan on bringing? (i.e. iPhone, windows, blackberry, etc.)

How many orthopaedic surgeons do you represent (work with)?

Were you referred to the AAOE Annual Conference? ☐ Yes ☐ No

If yes, who referred you and what company are they from?

Name

Company

Register:

Online: www.aaoe.net/annualconference

Via phone: 1–800–247–9699

Fax: 317–805–0340

Email completed form to: info@aaoe.net

Mail to: AAOE, 3925 River

Crossing Parkway, Suite 300,
Indianapolis, IN 46240

Housing

Reservations will need to be made using the link provided in your confirmation email. Booking at the conference hotel helps keep AAOE registration and housing costs down.

The conference negotiated rate is \$249 per night (plus tax) for single or double occupancy. All reservations must be made by **April 23, 2015** to guarantee the negotiated rate. Reservations made after this date will be based on availability and may not be at the negotiated room rate. All requests for sleeping rooms will be accommodated; however, after April 23, deposits for cancelling rooms may be nonrefundable.

Hilton Chicago

720 South Michigan Avenue
Chicago, IL 60605
Phone: 312–922–4400
www.hiltonchicagohotel.com

Membership registration rates are contingent upon the member's financial standing for the 2015 year. Renewal dues must be paid by December 31, 2014 to retain AAOE membership status and the annual conference member rate.

Justification Toolkit

At AAOE we understand that sometimes it is difficult to relay the importance of attending a conference, especially the first time! The full Justification Toolkit includes the complete cost comparison, a template letter to management, member testimonials and eight letters of recommendation from our members’ practice, Presidents and leadership!

The Value of the American Association of Orthopaedic Executives (AAOE) Annual Conference

- ▶ 12 education sessions—a \$1188 value
- ▶ 3 Top Notch Keynote Speakers
- ▶ 3 most popular speakers
- ▶ 3 breakfasts—a \$175 value
- ▶ 3 lunches—a \$275 value
- ▶ 7 refreshment breaks—a \$105 value
- ▶ 3 exclusive evening receptions with hors d’oeuvres, beverages and entertainment—a \$350 value
- ▶ Total Value: \$2093
- ▶ 3 dedicated peer-to-peer networking sessions—**Priceless!**
- ▶ Hours of access to the latest products and services in the Exhibit Hall—Huge potential savings to your practice’s bottom line!—**Priceless!**

Registration + Membership

Join AAOE: Cost of membership for one year: \$330

- ▶ Save \$500 on your conference registration + an extra \$100 for early bird registration by March 2, 2015

By the Numbers:	
Value of Annual Conference	\$2093
As a new member, you pay only	\$875
Savings—58%!	\$1218

Purchase your VIP Package at an early bird member rate of \$734 (\$834 after March 2) for optimal conference value and receive:

- ▶ Full conference registration.
- ▶ Express check-in at on-site registration.
- ▶ Unlimited access to the 2015 AAOE Annual Conference session recordings.
Don’t miss out on a single session!

Relax and enjoy your conference experience without feeling rushed.

Access over 70 hours of conference session recordings (as released for Inclusion) online via the AAOE Live Learning Center following the conference. These sessions contain the audio recorded LIVE at the conference and fully synchronized to the PowerPoint presentations to provide you with a true multimedia recreation of the event.

Downloadable handouts, MP3, and MP4 files are included.
- ▶ Does your staff need CEUs?
Have them utilize the session recordings at the office too!

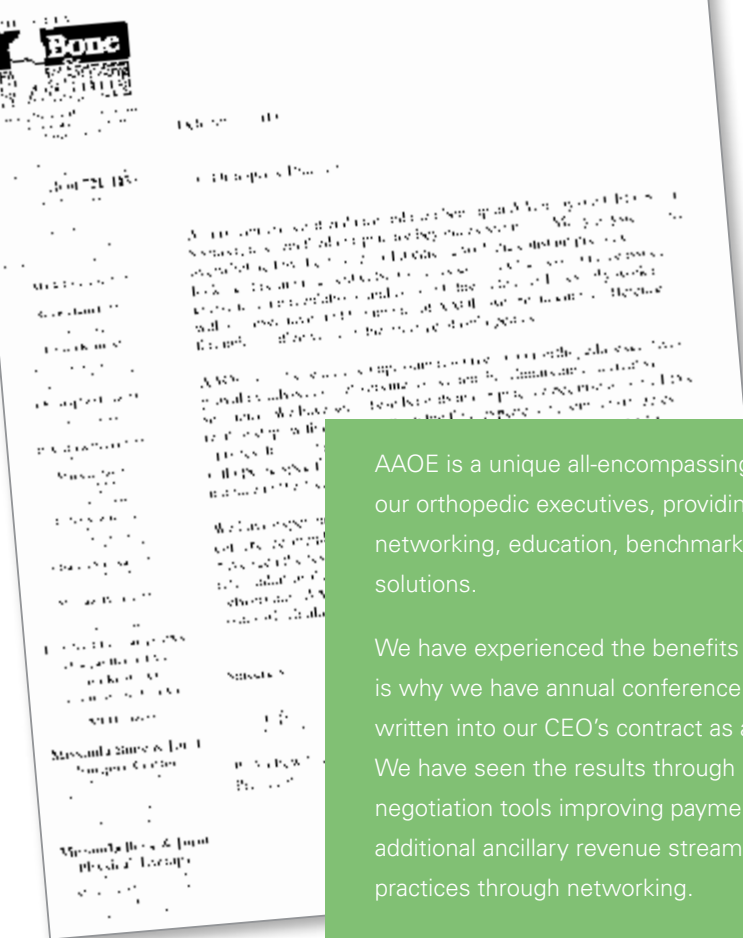
Use the session recordings for physician and /or staff training. Just set up a conference room, invite everyone, and play the session of your choosing!
- ▶ Access to the VIP Lounge
The VIP Lounge allows for an added networking opportunity. This year’s private VIP Lounge provides an area where you can stop in for coffee, other beverages or a snack. Check your email, or relax and chat with your peers. We will also be including a dedicated computer and printer for use in printing conference materials and boarding passes.

Complete conference session recordings will be available for purchase on-site at a higher rate

Best Value! VIP Registration + Membership

By the Numbers:

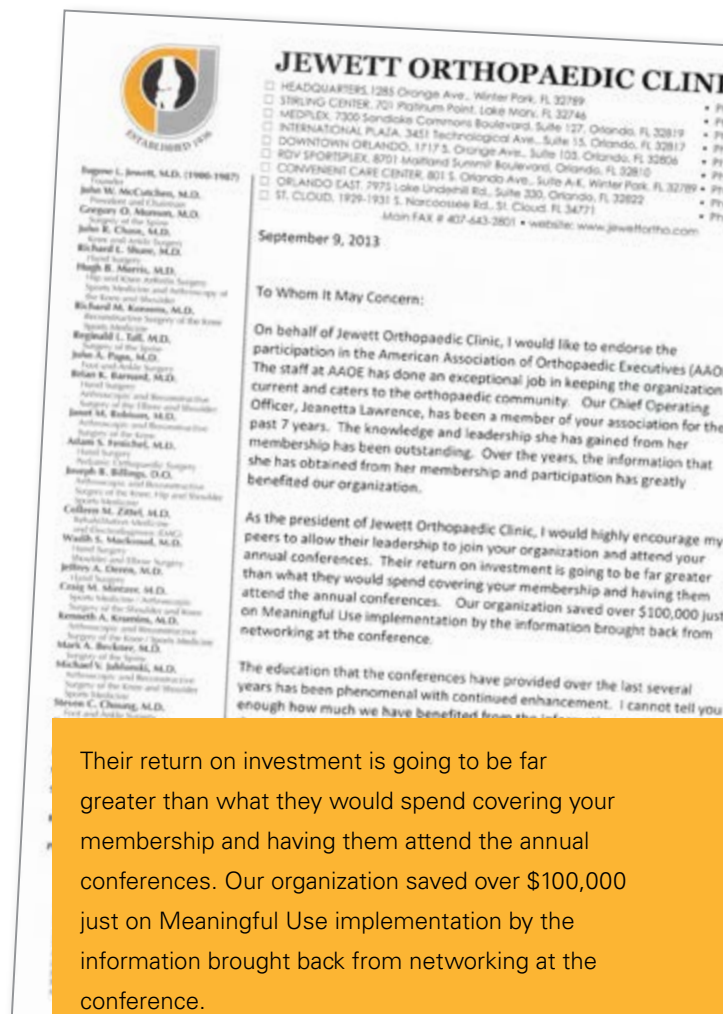
Purchase ALL educational content (Over 70 hours for an additional \$139)	\$7920
Actual value of AAOE Annual Conference	\$2093
Actual member cost as a new member	–\$1014
Actual member savings!	\$8999



AAOE is a unique all-encompassing resource for our orthopedic executives, providing advocacy, networking, education, benchmarking and creative solutions.

We have experienced the benefits of AAOE which is why we have annual conference attendance written into our CEO's contract as a requirement. We have seen the results through contract negotiation tools improving payment rates, additional ancillary revenue streams, and best practices through networking.

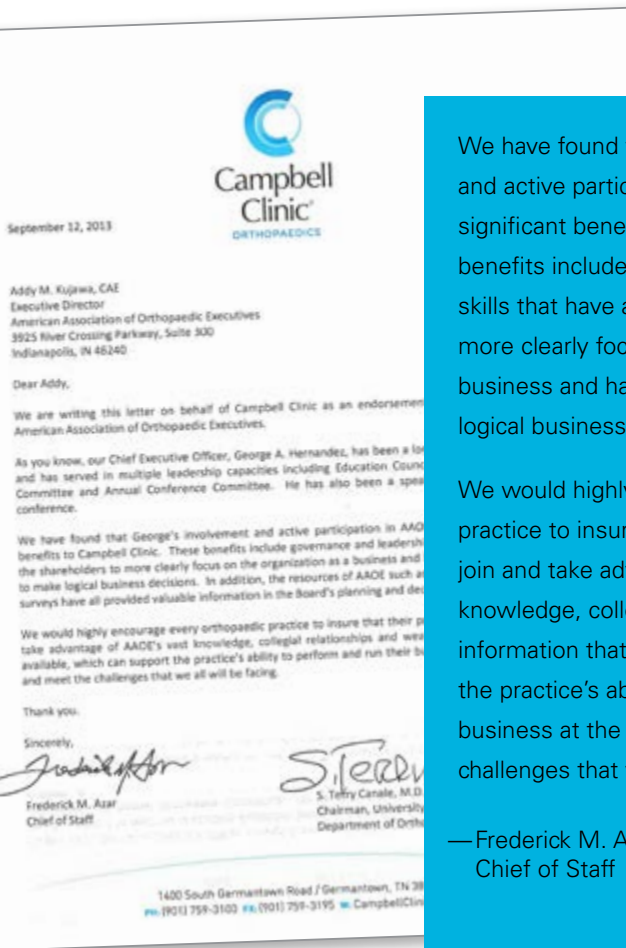
—P. Andrew Puckett, MD
President



Their return on investment is going to be far greater than what they would spend covering your membership and having them attend the annual conferences. Our organization saved over \$100,000 just on Meaningful Use implementation by the information brought back from networking at the conference.

The education that the conferences have provided over the last several years has been phenomenal with continued enhancement.

—John W. McCutchen, MD
President



We have found that George's involvement and active participation in AAOE has brought significant benefits to Campbell Clinic. These benefits include governance and leadership skills that have allowed the shareholders to more clearly focus on the organization as a business and have enhanced our ability to make logical business decisions.

We would highly encourage every orthopaedic practice to insure that their practice executives join and take advantage of AAOE's vast knowledge, collegial relationships and wealth of information that is available, which can support the practice's ability to perform and run their business at the highest level and meet the challenges that we all will be facing.

—Frederick M. Azar
Chief of Staff

S. Terry Canale, MD
Chairman, University of Tennessee
Department of Orthopaedic Surgery



Michael J. Behr, M.D.

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#1

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#1

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(1-10, 11-75 physicians)

#2

EHR

(1-10, 11-75 physicians)

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* 2013 Best in KLAS Awards: Software & Services, January, 2014. © 2014 KLAS Enterprises, LLC. All rights reserved. www.KLASResearch.com



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