

GO | GI
OUTLOOK
2018

THE PRACTICE MANAGEMENT CONFERENCE

NO LIMITS TO ACHIEVING PROSPERITY IN GI PRACTICE

AUSTIN, TEXAS
AUGUST 10-12, 2018
FAIRMONT AUSTIN

COURSE DIRECTORS

Costas H. Kefalas, MD, MMM, FASGE
Akron Digestive Disease Consultants, Inc.
Akron, OH

Colleen M. Schmitt, MD, MHS, FASGE
Galen Medical Group
Chattanooga, TN

Joseph J. Vicari, MD, MBA, FASGE
Rockford Gastroenterology Associates
Rockford, IL

Early Registration Discounts
End June 28, 2018

asge.org/GO3





JOIN YOUR COLLEAGUES FOR GI OUTLOOK 2018

No matter your practice size. No matter your arrangement.
No matter your setting. There are no limits to achieving
prosperity in your practice.

Despite the record changes in this increasingly complex healthcare system, GI practices are finding ways to not only survive but also prosper in this new healthcare environment. Regulatory, operational, and financial challenges are requiring physician leaders to take a closer look at the business side of their practice and to harness their entrepreneurial spirit in re-visioning the GI practice of the future.

Through pre-conference workshops, practice case studies, breakouts, and interactive discussions, GO 2018 will offer practical solutions in GI practice operations and skill-building opportunities tailored to your practice size, arrangement, and GI team role.



WHO SHOULD ATTEND

GI Outlook is designed for all individuals involved in or who are seeking a future in GI practice business leadership, including healthcare executives, physicians, nurse managers, and practice administrators.

WHAT YOU WILL LEARN

Upon completion of this educational activity, participants will be able to:

- Build high-functioning GI teams and nurture future physician leaders
- Demonstrate value to payers by using data to differentiate your practice from the competition by having lower costs, increased efficiencies and better healthcare outcomes
- Utilize technology to drive innovation in operational efficiency
- Apply new techniques in patient engagement
- Understand how health care and payment reform will affect your practice
- Manage physician burn-out and team transitions in the modern healthcare system
- Explore opportunities to increase the profitability of your practice through new practice models, payment models, and service lines

HEAR FROM RENOWNED EXPERTS AND THOUGHT LEADERS

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Galen Medical Group
Chattanooga, TN

Joseph J. Vicari, MD, MBA, FASGE
Rockford Gastroenterology Associates
Rockford, IL



INVITED KEYNOTE SPEAKERS

Thomas M. Deas Jr., MD, MMM, FASGE
Director, Physician Development
North Texas Specialty
Fort Worth, TX

David S. Nilasena, MD, MSPH, MS
Chief Medical Officer,
Region VI
Centers for Medicare &
Medicaid Services
Dallas, TX

Daniel O'Connell, PhD
Training, Coaching and
Consultation
Seattle, WA

FACULTY

Camille Bonta, MHS
Summit Health Care
Consulting
Washington, DC

Brett B. Bernstein, MD, FASGE
Phillips Ambulatory Care
Center
New York, NY

Frank J. Chapman, MBA
Chief Operating Officer
Ohio Gastroenterology
Columbus, OH

Raymond K. Cross, MD, MS
University of Maryland
School of Medicine
Baltimore, MD

Steven A. Edmundowicz, MD, FASGE
University of Colorado
Denver
Aurora, CO

Glenn M. Eisen, MD, MPH, FASGE
Oregon Clinic PC
Portland, OR

Alejandro Fernandez, MBA, CMPE
Gastro Health, PL
Miami, FL

Darrell M. Gray II, MD
Ohio University
Wexner Medical Center
Columbus, OH

Bruce L. Hennessy, MD, FASGE
Ohio Gastroenterology
Group, Inc.
Columbus, OH

Reed B. Hogan II, MD
GI Associates &
Endoscopy Center
Jackson, MS

Ron Howrigan
President
Fulcrum Strategies
Raleigh, NC

Caroll D. Koscheski, MD
Gastroenterology
Associates, P.A.
Hickory, NC

Lawrence R. Kosinski, MD, MBA
Illinois Gastrointestinal
Group
Elgin, IL

James S. Leavitt, MD
Gastro Health PL
Miami, FL

Glenn D. Littenberg, MD, MACP, FASGE
InSite Digestive
Health Care
Pasadena, CA

Klaus Mergener, MD, PhD, MBA, FASGE
Digestive Health Associates
Tacoma, WA

Richard E. Moses, DO, JD
Philadelphia
Gastroenterology
Consultants, Ltd.
Philadelphia, PA

Walter G. Park, MD
Stanford University
Medical Center
Stanford, CA

David H. Robbins, MD, FASGE
Lenox Hill Hospital, Center
for Advanced Endoscopy
New York, NY

Laura W. Synnott, MHSA
Associate Teaching
Professor
Health Care Policy and
Management Carnegie
Mellon University
Pittsburgh, PA

Karen L. Woods, MD, FASGE
Houston Methodist
Gastroenterology
Underwood Center for
Digestive Disorders
Houston, TX

PRE-CONFERENCE WORKSHOPS

FRIDAY, AUGUST 10 • 7:00 – 11:30 AM

7:00–8:00 am

Breakfast & Registration

8:00–11:30 am

WORKSHOP 1

Principles in the Business of GI Practice

Presenter: Ron Howrigan

In today's environment, the prosperity of a medical practice is no longer solely dependent on high-quality patient care. Today, leaders on the business side of medical practices must acquire new tools for their business toolbox to be successful and sustain the competitive advantage. You will gain the tools needed to translate complex business principles into the day-to-day operations. Topics covered include:

- Health Care is a Business
- Mastering Revenue Cycle Management
- Understanding Financial Statements
- Negotiation Tips for the Stars
- Practice Dashboards: Analyzing Data

Learning Objectives

- Implement complex business tools in a real-world environment
 - Improve ability to conduct successful payer contract negotiations
 - Use financial reports to evaluate the performance of your practice
 - Use dashboards to monitor the position of your practice
-

8:00–11:30 am

WORKSHOP 2

Strategic Planning for GI Practice Leaders

Presenter: Laura W. Synnott, MHSA

This workshop will help you gain the skills needed to strategically position your practice to have a competitive advantage. You will learn the essentials of strategic planning for leaders in GI and its benefits for the organization and team. Topics covered include:

- Strategic Planning in a Dynamic Healthcare Environment
- Strategic Plan Implementation
- Communication and Your Team of the Future
- Change Management: Leading the Way

Learning Objectives

- Understand how strategy will help your practice to prosper in this dynamic healthcare environment
- Explain components of the strategic planning process
- Identify the various analysis tools used in strategic planning
- Examine strategies to help you quickly move from development to implementation
- Improve ability to get team buy-in regarding potential changes in strategic direction



GENERAL CONFERENCE DAY 1

FRIDAY, AUGUST 10 • 1:00–6:30 PM

1:00–1:05 pm Welcome and Announcements
Course Directors

THE POWER OF LEADERSHIP

1:05–1:25 pm Leading from your Strengths
Karen L. Woods, MD, FASGE

1:25–1:45 pm The Leadership Team: A Path to Success
Steven A. Edmundowicz, MD, FASGE

1:45–2:05 pm Developing Your Leadership Potential
Colleen M. Schmitt, MD, MHS, FASGE

2:05–2:30 pm Developing the Future Leaders in Your Practice
Glenn M. Eisen, MD, MPH, FASGE

2:30–2:50 pm Administration Roles for GI Physicians
Costas H. Kefalas, MD, MMM, FASGE

2:50–3:10 pm Succession Planning—Use It or Lose
Joseph J. Vicari, MD, MBA, FASGE

3:10–3:30 pm Panel Discussion: The Power of Leadership

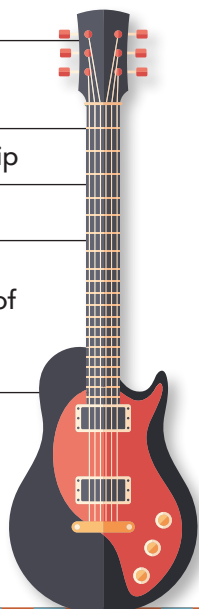
3:30–4:00 pm Break and Exhibits

4:00–5:00 pm **KEYNOTE**
How to Redefine Success During a Time of
Extreme Change in Health Care Delivery
Thomas M. Deas Jr., MD, MMM, FASGE

5:00–6:30 pm Networking Reception and Exhibits

Agenda subject to change.

Photography Waiver: ASGE takes photographs and/or video during our educational courses and events, and reproduces them in ASGE educational, news or promotional material, in print, electronic or other media, including the ASGE website. By participating in this course, you grant the right to use your name and photograph for such purposes to ASGE. All postings become the property of ASGE.



GENERAL CONFERENCE DAY 2

SATURDAY, AUGUST 11 • 7:00 AM– 5:30 PM

7:00–8:00 am Continental Breakfast and Exhibits

8:00–8:05 am Announcements
Course Directors

NAVIGATING THE QUALITY PAYMENT PROGRAM

8:05–8:30 am Advanced APMs for Specialty Providers:
Where Do We Stand?
Camille Bonta, MHS

8:30–9:00 am MIPS: What's in It for My Patients and Practice
Walter G. Park, MD

9:00–9:20 am The Cost Category—Episode Evolution
Caroll D. Kocheski, MD

9:20–10:00 am **KEYNOTE**
CMS Quality Payment Program: What We Have
Learned
Kate Goodrich, MD, MHS

10:00–10:20 am Panel Discussion: Navigating the Quality
Payment Program

10:20–10:45 am Break and Exhibits

EVOLVING PAYMENT MODELS

10:45–11:05 am What's on the Horizon—The 2018 Bundled
Payment
Bruce L. Hennessy, MD, FASGE

11:05–11:25 am Risk Adjustment and the Impact on Payment
Specialists
Caroll D. Kocheski, MD

11:25–11:45 am Opportunities in Care Coordination, Transition of
Care and Chronic Care Management
Glenn D. Littenberg, MD, MACP, FASGE

11:45 am–Noon Panel Discussion: Evolving Payment Models

Noon–1:00 pm Lunch with Exhibitors

ESSENTIALS FOR A HIGH PERFORMING GI PRACTICE

1:00–1:20 pm Navigation, Access and Satisfaction: Tools and
Metrics to Maximizing Patient Experience
David H. Robbins, MD, FASGE



1:20–1:40 pm	Practice Forward: Advance Practice Providers <i>Frank J. Chapman, MBA</i>
1:40–2:00 pm	Decreasing Variability in Care—Carrots, Sticks and Other Ways to Align Your Practice <i>Brett B. Bernstein, MD, FASGE</i>
2:00–2:20 pm	Contract Negotiation <i>Alejandro Fernandez, MBA, CMPE</i>
2:20–2:40 pm	Using Analytics to Increase Practice Efficiency <i>Frank J. Chapman, MBA</i>
2:40–3:00 pm	Panel Discussion: Essentials for a High Performing GI Practice
3:00–3:30 pm	Break and Exhibits

Breakout 1: Increasing Practice Innovation Through Technology

3:30–3:55 pm	Telemedicine—Onward, Outward <i>Raymond K. Cross, MD, MS</i>
3:55–4:15 pm	Patient Portals
4:15–4:30 pm	Questions and Answers

Breakout 2: Boost Practice Revenue Through Service Lines

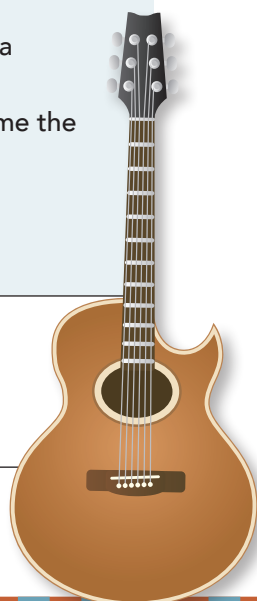
3:30–3:55 pm	Ancillary Services from A to Z <i>Reed B. Hogan II, MD</i>
3:55–4:15 pm	Centers of Excellence in IBD <i>Lawrence R. Kosinski, MD, MBA</i>
4:15–4:30 pm	Questions and Answers

Breakout 3: GIQuIC Users Workshop

3:30–3:55 pm	Getting the Most Out of GIQuIC Data <i>Glenn M. Eisen, MD, MPH, FASGE</i>
3:55–4:15 pm	Case Studies: Using GIQuIC to Become the Go-to Community Practice <i>Brett B. Bernstein, MD, FASGE</i> <i>Colleen M. Schmitt, MD, MHS, FASGE</i>
4:15–4:30 pm	Questions and Answers

4:40–5:30 pm	KEYNOTE Lighting the Flame on Physician Burn-Out <i>Daniel O’Connell, PhD</i>
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5:30 pm	Adjourn
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GENERAL CONFERENCE DAY 3

SUNDAY, AUGUST 12 • 7:30 AM-NOON

7:30–8:00 am	Continental Breakfast
8:00–8:05 am	Announcements <i>Course Directors</i>

SOLIDIFYING YOUR PATIENT BASE THROUGH MARKETING BEST PRACTICES

8:05–8:25 am	Reaching New Patients and Markets <i>Reed B. Hogan II, MD</i>
8:25–8:45 am	Using and Managing Technology in Practice— Dos and Don'ts <i>Richard E. Moses, DO, JD</i>
8:45–9:05 am	Owning Your Social Media to Enhance Your Practice <i>Darrell M. Gray II, MD</i>
9:05–9:20 am	Panel Discussion: Solidifying Your Patient Base Through Marketing Best Practices
9:20–9:40 am	Break

THE GIFT OF INDEPENDENCE

9:40–10:20 am	Marry or Merge? <i>Glenn D. Littenberg, MD, MACP, FASGE</i> <i>James S. Leavitt, MD</i>
10:20–10:40 am	Locums as a Part-Time Option or Going Part-Time <i>Thomas M. Deas Jr., MD, MMM, FASGE</i>
10:40–11:20 am	Get with It—Employment vs. Independence <i>Klaus Mergener, MD, PhD, MBA, FASGE</i> <i>Karen L. Woods, MD, FASGE</i>
11:20–11:40 am	Panel Discussion: The Gift of Independence
11:40 am–Noon	Final Words from the Course Directors
Noon	Adjourn

EXHIBIT MARKETPLACE HOURS

FRIDAY, AUGUST 10

3:30–4:00 pm	Break and Exhibits
5:00–6:30 pm	Networking Reception and Exhibits

SATURDAY, AUGUST 11

7:00–8:00 am	Continental Breakfast and Exhibits
10:20–10:45 am	Break and Exhibits
Noon–1:00 pm	Lunch with Exhibitors
3:00–3:30 pm	Break and Exhibits





WELCOME TO AUSTIN, TEXAS!

As each day of the conference winds down, you'll have the opportunity to soak up the vibrant, eclectic and artsy atmosphere of Austin. Home to more than 200 restaurants in the downtown area and a vibrant music scene, there is no shortage of entertainment options.

HOTEL INFORMATION

Fairmont Austin
101 Red River Street
Austin, TX 78701



Opening early 2018, the Fairmont Austin will feature 37 floors with 1,048 guest rooms and suites. You'll be captivated by picturesque vistas of Lady Bird Lake, a dramatic cityscape and the State Capitol.

HOTEL RESERVATIONS

ASGE has arranged a room block for this conference at \$199 Single/Double occupancy per night plus applicable taxes and fees. *This discount is only valid if the reservation is made before July 6, 2018.*

To receive the conference room pricing, please contact the Fairmont Austin Reservation Department directly to make reservations by calling 888.240.7773 (toll free) and reference "**ASGE GO—GI OUTLOOK Conference.**"

It is recommended that you make your hotel reservations as soon as possible. However, you may want to wait to make your airline reservations until you receive confirmation of registration from ASGE.

GETTING TO AUSTIN

Just 7.5 miles from downtown, Austin-Bergstrom International Airport offers direct flights to and from dozens of cities in North America. **Bonus:** Passengers can catch live performances daily at stages located around the airport!



CONTINUING MEDICAL EDUCATION

Physicians—The American Society for Gastrointestinal Endoscopy (ASGE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASGE designates this live activity for a maximum of 17.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Pre-Conference Workshops: 3.5 AMA PRA Category 1 Credits™ each

GO 2018 Conference: 14 AMA PRA Category 1 Credits™

Pre-Conference Workshop and GO 2018 Conference: 17.5 AMA PRA Category 1 Credits™

Nurses will receive a certificate of participation specifying hours of education accredited for AMA PRA Category 1 Credits™. This certificate can be used toward nursing requirements.

Practice Managers and other healthcare professionals will receive a certificate of participation specifying hours of accredited for AMA PRA Category 1 Credits™.

CANCELLATION AND CHANGE POLICY

Cancellations and requests for refunds must be received in writing no later than Friday, July 20, 2018 to info@asge.org. Refunds requested before this date will be subject to an administrative fee of \$100. Refunds will not be issued after July 20, 2018. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

INDUSTRY REPRESENTATIVES

Industry representatives interested in attending this course must contact Vanita Jordan-Moore, Senior Manager, Sales and Business Development (Tel: 630.570.5625; email: vmoore@asge.org) or Linda kay Tyler, Senior Director, Sales and Business Development (Tel: 630.570.5601; email: lt Tyler@asge.org). In compliance with ACCME guidelines, industry representatives may not ask questions during a CME course.

SUPPORT THE ASGE FOUNDATION

ASGE educational programming is supported, in part, by the ASGE Foundation. To donate, visit www.asge.org/foundation.



GI OUTLOOK 2018 REGISTRATION FORM

COURSE RATES

Early Registration Deadline: June 28, 2018	Pre-Conference Workshop Rates	GO Conference Rates	Combined Pre-Conference & GO Conference
Physician Member	☐ \$395	☐ \$850	☐ \$1,195
Course fee if registered after June 28	☐ \$495	☐ \$950	☐ \$1,395
Physician Non-Member	☐ \$595	☐ \$995	☐ \$1,490
Course fee if registered after June 28	☐ \$695	☐ \$1,095	☐ \$1,690
Nurse/Practice Manager Member	☐ \$295	☐ \$695	☐ \$890
Course fee if registered after June 28	☐ \$395	☐ \$795	☐ \$1,090
Nurse/Practice Manager Non-Member	☐ \$395	☐ \$795	☐ \$1,090
Course fee if registered after June 28	☐ \$495	☐ \$895	☐ \$1,290

Best
Value!

Select Your Pre-Conference Course (Additional fee—choose one)

☐ Principles in the Business of GI Practice

☐ Strategic Planning for GI Practice Leaders

TEAM DISCOUNT

Register as a team of three or more and take an extra \$100 off each registration!* Call ASGE Customer Care at 630.573.0600 to register at discounted team pricing.

* \$100 discount applies to conference registrations only. Pre-conference workshops are not eligible for team discount. Teams must register at the same time and be employed by same group.

FOUR EASY WAYS TO REGISTER

- Online** asge.org/GO3
- Phone** 630.573.0600
- Fax** Complete this registration form and fax to 630.963.8332
- Mail** Complete this registration form and mail to address below

Name	Academic Degree/Credentials	
Title	Institution/Affiliation	NPI #
Address	City, State, Zip	Country
Specialty		
Email	Phone	Fax
Credit Card Please charge my credit card: ☐ Visa ☐ Mastercard ☐ Amex ☐ Discover		
Credit card #	Exp. Date (MM/YY)	
Name as it appears on credit card	Signature	

Check I've enclosed a check for \$_____ made payable to:
American Society for Gastrointestinal Endoscopy, P.O. Box 809055, Chicago, IL 60680-9055

For all registration inquiries, email ASGE Customer Care at info@asge.org or call 630.573.0600.

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JOIN YOUR COLLEAGUES!

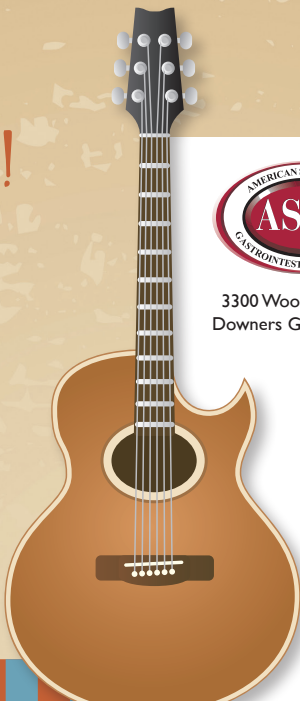
- Network with GI practice leaders
- Attend pre-conference workshops
- Participate in small-group breakout sessions
- Learn practical solutions relevant to your practice size and setting

Early Registration Discounts End June 28, 2018

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