

GO | GI OUTLOOK 2019

THE PRACTICE MANAGEMENT CONFERENCE



Charting a Course through Rough Waters and
Putting Your Practice on a Solid Foundation

August 2-4, 2019 • Hollywood, CA
Loews Hollywood Hotel

Conference Directors

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

Klaus Mergener, MD, PhD, MBA, FASGE
Washington Gastroenterology, Tacoma, WA

Early Registration Discounts end June 27, 2019
asge.org/go



American Society for
Gastrointestinal Endoscopy

Join Your Colleagues for GI Outlook 2019

The pace of change in U.S. healthcare, in general, and gastroenterology practice, in particular, continues to be accelerating. Regulatory, financial, strategic and operational challenges are requiring physician leaders and GI practice administrators to take a closer look at the business side of their practices to continue to position their GI groups in a way that guarantees the continued provision of high-quality care in an economically viable fashion.

Through pre-conference workshops, practice case studies and interactive sessions, GO 2019 will offer practical solutions in GI practice operations and skill-building opportunities tailored to your practice size, arrangement, and GI team role.

GO 2019 attendees will gain an in-depth understanding of current healthcare reform efforts and state-of-the-art practical solutions techniques, enabling them to improve their practice performance through increased provision of cost-efficient care and a specific emphasis on high-quality, evidence-based care, thereby improving patient outcomes.

Who Should Attend

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

What You Will Learn

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

- Understand how healthcare and payment reform will affect your practice
- Describe value to payers, health systems and referring providers by using data to differentiate your practice from the competition by achieving cost-efficient care and superior health outcomes
- Identify opportunities to increase the economic viability of your practice through new practice models, service lines and payment models



**“Solutions are key—keep bringing them.
This is the hallmark of GO.” – 2018 GO Participant**

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Washington Gastroenterology
Tacoma, WA



Keynote Speakers

Theodore R. Levin, MD
Chief of Gastroenterology
The Permanente Medical
Group
Walnut Creek, CA

John C. (Jack) Lewin, MD
Lewin and Associates, LLC
Washington, DC

John Mulchaey, PhD
Director, Carnegie
Observatories
Los Angeles, CA

**Bret T. Petersen, MD,
FASGE**
Mayo Clinic
Rochester, MN

**James C. Robinson, PhD,
MPH**
UC Berkeley School of
Public Health
Berkeley, CA

Faculty

Frank Chapman, MBA
Ohio Gastroenterology
Columbus, OH

Randy Farber
InSite Digestive Health Care
Pasadena, CA

**Harish Gagneja, MD,
FASGE**
Austin Gastroenterology
Austin, TX

Joseph M. Garcia, MBA
Gastro Health
Miami, FL

Martine Henry
inSite Digestive Health Care
Glendale, CA

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

**Scott R. Ketover, MD,
FASGE**
Minnesota Gastroenterology
Plymouth, MN

**Lawrence R. Kosinski, MD,
MBA**
Illinois Gastroenterology
Group
Elgin, IL

James S. Leavitt, MD
Gastro Health
Miami, FL

**Jill Olmstead, MSN,
ANP-BC, FAANP**
St. Joseph Health
Fullerton, CA

**David H. Robbins, MD,
MSc, FASGE**
Manhattan Endoscopy
New York, NY

Scott Roman, JD
Scott Roman Attorney at
Law
San Clemente, CA

**Edward Sun, MD, MBA,
FASGE**
Stony Brook University
Hospital
Stony Brook, NY

Barbara Tauscher, MHA
The Oregon Clinic
Portland, OR

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

James J. Weber, MD
Texas Digestive Disease
Consultants
Dallas, TX

Friday, August 2, 2019

Pre-Conference Workshops

Small Craft Advisory: How Small Practices Can Weather the Squall (members of larger practices welcome to participate)

Chair: Joseph J. Vicari, MD, MBA, FASGE

*Faculty: Randy Farber, Harish Gagneja, MD, FASGE,
Scott Roman, JD, Costas H. Kefalas, MD, MMM, FASGE*

6:00 am	Registration Opens
7:00–8:00 am	Breakfast (Pre-conference Workshop Participants)
8:00 – 11:30 am	PRE-CONFERENCE WORKSHOPS (A+B) Attend both or individually
8:00–9:30 am	Workshop A: Practice Foundations • Associate and Partner Contracts: A Look from Both Sides • Is Outsourcing the Answer? • HR, Staff Leasing • MSO for Revenue Cycle and Other Management Services • Comp Models in Small Practices: How Do Ancillaries Figure In? • Building Bigger and Stronger
9:30–10:00 am	Refreshment Break
10:00–11:30 am	Workshop B: Practice Transitions • Retirement • Phasing In, Phasing Out • Recruiting and Retaining • Cutting Back Without Getting Out • Buy Ins and Buy Outs



General Conference

Friday, August 2, 2019

1:00–1:15 pm

Welcome and Program Overview
Conference Directors

Session 1

Climate Change is for Real

1:15–2:15 pm

KEYNOTE

Pharma Prices: Phixable or Phubar?
James C. Robinson, PhD, MPH

2:15–2:45 pm

Panel Discussion:
Value-Based Contracts and Market Consolidation—The GI Perspective
Moderator: Glenn D. Littenberg, MD, FASGE
Panelists: Harish Gagneja, MD, FASGE, Scott R. Ketover, MD, FASGE, James C. Robinson, PhD, MPH, James J. Weber, MD

2:45–3:05 pm

Slip through MIPS: Minimal Effort for Maximal Effect
Costas H. Kefalas, MD, MMM, FASGE

3:05–3:35 pm

Break and Exhibits

Session 2

Shake, Rattle & Roll

3:35–4:20 pm

KEYNOTE

**"Beyond 80% in 2018":
CRC Prevention in the Next 10 Years**
Theodore R. Levin, MD



General Conference

Friday, August 2, 2019 (continued)

4:20–5:00 pm	Panel Discussion: Colonoscopy and Colorectal Cancer Prevention—Protecting Your ‘Bread and Butter’ <i>Moderator: Klaus Mergener, MD, PhD, MBA, FASGE</i> <i>Panelists: Theodore R. Levin, MD, James S. Leavitt, MD, Jill Olmstead, MSN, ANP-BC, FAANP, Bret T. Petersen, MD, FASGE</i>
5:00–6:30 pm	Digesting Day #1: Networking Reception & Exhibits
6:30 pm	Conference Adjourns Day #1

Saturday, August 3, 2019

7:00–8:00 am	Continental Breakfast and Exhibits
8:00–8:10 am	Announcements Day #2 <i>Conference Directors</i>

Session 3 Shake-ups Ahead: Seismic Retrofits

8:10–9:00 am	KEYNOTE Healthcare Reform: 20-20 Vision <i>John C. (Jack) Lewin, MD</i>
9:00–10:15 am	Your Business Dashboard: Recognizing Broken Processes <i>Joseph M. Garcia, MBA</i>
	Your Biggest Compliance Risks <i>Martine Henry, Barbara Tauscher, MHA</i>
	Panel Discussion <i>Joseph M. Garcia, MBA, Martine Henry, Barbara Tauscher, MHA</i>
10:15–10:45 am	Break and Exhibits

Session 4 Stronger Space

10:45–11:45 am	Own Your Own? Build or Lease? <i>Frank Chapman, MBA</i>
	Making the Most of the Lease <i>Randy Farber</i>
	Panel Discussion <i>Frank Chapman, MBA, Randy Farber, Scott R. Ketover, MD, FASGE</i>
11:45 am–12:45 pm	Lunch and Exhibits

General Conference

Saturday, August 3, 2019 (continued)

12:45 – 1:15 pm **KEYNOTE**
From Hollywood to the (Other) Stars
John Mulchaey, PhD

Session 5 Stronger ASCs

1:15 – 1:45 pm **KEYNOTE**
Endoscope Reprocessing and Infection Transmission — An Update
Bret T. Petersen, MD, FASGE

1:45 – 2:45 pm **Fix or Replace? The Aging Endoscope and 'Real' Scope Costs per Case**
Frank Chapman, MBA

Can We Do Advanced Endoscopy in the ASC? Should We?
David H. Robbins, MD, MSc, FASGE

Panel Discussion
Frank Chapman, MBA, David H. Robbins, MD, MSc, FASGE, Bret T. Petersen, MD, FASGE

2:45 – 3:15 pm **Break and Exhibits**

Session 6 Stronger Teams

3:15 – 4:30 pm **Staff Productivity: What to Expect, How to Assess & Use in Reviews**
Barbara Tauscher, MHA

Best Practices for Advanced Practice Professionals (APPs)
Jill Olmstead, MSN, ANP-BC, FAANP

Panel Discussion
Jill Olmstead, MSN, ANP-BC, FAANP, David H. Robbins, MD, MSc, FASGE, Barbara Tauscher, MHA

Session 7 Stronger Partners

4:30 – 5:15 pm **The Late Debate**
Taking in a Private Equity Partner — A Must!
James S. Leavitt, MD, James J. Weber, MD

Taking in a Private Equity Partner — A Bust!
Glenn D. Littenberg, MD, FASGE, Joseph J. Vicari, MD, MBA, FASGE

5:15 pm **Conference Adjourns Day #2**

General Conference

Sunday, August 4, 2019

7:00–8:00 am Continental Breakfast

8:00–8:10 am Announcements Day #3
Conference Directors

Session 8

Fixing Your Fault Lines

8:10–8:50 am The Road from Anarchy to Effective Teams
Edward Sun, MD, MBA, FASGE

8:50–9:30 am Can We Extend our Staff and Advanced Practice Providers?
Moderator: James J. Weber, MD
Panelists: Joseph M. Garcia, MBA, Jill Olmstead, MSN, ANP-BC, FAANP, David H. Robbins, MD, MSc, FASGE, Edward Sun, MD, MBA, FASGE

9:30–10:00 am Can Economics Drive the Triple Aim in the Office? Lessons from Project SONAR
Lawrence R. Kosinski, MD, MBA

10:00–10:30 am Break

Session 9

GO (2019)-ING, GO-ING, GONE

10:30–11:00 am Squares and Towers: Where Are Physicians in the Power Struggle?
Lawrence R. Kosinski, MD, MBA

11:00–11:50 am Production Pressure and Burn-Out: Strategies for Improving the Health of Your Practice, Your Providers, and Your Staff
Moderator: Klaus Mergener, MD, PhD, MBA, FASGE
Panelists: Glenn D. Littenberg, MD, FASGE, Joseph J. Vicari, MD, MBA, FASGE, Scott R. Ketover, MD, FASGE

11:50 am–Noon Wrap Up
Conference Directors

Noon Conference Adjourns

Exhibit Marketplace Hours

Friday, August 2

3:05–3:35 pm Break and Visit Exhibits

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

Saturday, August 3

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

10:15–10:45 am Break and Exhibits

11:45 am–12:45 pm Lunch and Exhibits

2:45–3:15 pm Break and Exhibits

Visit the Exhibit Marketplace and learn about the latest products and services for GI clinicians and practices.



Welcome to Hollywood, CA

The chic 20-story Loews Hollywood Hotel is located in one of the most iconic neighborhoods in all of the United States. It boasts some of the best views in the city, including panoramas of the landmark Hollywood sign, the glittering city lights, the Capitol Records building and the TCL Chinese Theatre.

Just steps away is the bustling Hollywood & Highland, the place to window shop, grab a quick bite or enjoy the occasional outdoor concert. Take a stroll down the Hollywood Walk of Fame or visit the Madame Tussauds Wax Museum. For a different sort of stargazing, head to the Griffith Observatory. Kids of all ages will love a trip to Universal Studios®. It features a theme park, multi-screen theatre, working film studio and CityWalk®, where you'll find great shopping and wonderful restaurants.

Hotel Information

Loews Hollywood Hotel
1755 Highland Avenue
Hollywood, CA 90028

Hotel Reservations

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.

The GI Outlook 2019 Conference will be held at the Loews Hollywood Hotel. ASGE has arranged a room block for this course at **\$229 Single/Double** occupancy per night plus applicable taxes and fees. ***This discount is only valid if the reservation is made before July 5, 2019.***

Please contact the Reservation Department directly to make reservations by calling 323.856.1200 or 855.563.9749 (Toll Free) and reference **"ASGE GO-GI OUTLOOK Conference."**





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 17.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Pre-Conference Workshops: 1.50 AMA PRA Category 1 Credits™ each
GO 2019 Conference: 14.25 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 education 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 19, 2019 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 19, 2019. 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: vmore@asge.org). In compliance with ACCME guidelines, industry representatives may not ask questions during a CME course.

Support the Foundation

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



GI Outlook 2019 Registration Form

Course Rates

	Pre-Conference Workshops		GO Conference only	Combined Pre-Conference Workshops and GO Conference	
Before June 27 After June 27	Workshop A: Practice Foundations	Workshop B: Practice Transitions		1 Pre-Conf. Workshop & GO Conf.	Both Pre-Conf. Workshops & GO Conf.
Physician Member	☐ \$249 ☐ \$349	☐ \$249 ☐ \$349	☐ \$850 ☐ \$950	☐ \$999 ☐ \$1,199	☐ \$1,248 ☐ \$1,548
Physician Non-Member	☐ \$449 ☐ \$549	☐ \$449 ☐ \$549	☐ \$995 ☐ \$1,095	☐ \$1,344 ☐ \$1,544	☐ \$1,793 ☐ \$2,093
Nurse/Practice Manager Member	☐ \$149 ☐ \$249	☐ \$149 ☐ \$249	☐ \$695 ☐ \$795	☐ \$744 ☐ \$944	☐ \$893 ☐ \$1,193
Nurse/Practice Manager Non-Member	☐ \$249 ☐ \$349	☐ \$249 ☐ \$349	☐ \$795 ☐ \$895	☐ \$944 ☐ \$1,144	☐ \$1,193 ☐ \$1,493

Best Value!

Select Your Pre-Conference Workshop ☐ Pre-Conference A: Practice Foundations
☐ Pre-Conference B: Practice Transitions

NOT AN ASGE MEMBER? Save even more when you join ASGE prior to registering for the course. Visit www.asge.org/join to join today!

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.

* Must register for conference or conference + workshops. Pre-conference workshops alone 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/go2019

Phone 630.573.0600

Fax completed form to 630.963.8332 Mail completed form 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.