

EARLY REGISTRATION DISCOUNTS END JULY 9, 2015 | ASGE.ORG/GO2015

GO | GI OUTLOOK 2015

THE PRACTICE MANAGEMENT CONFERENCE

THRIVING IN A CHANGING HEALTH CARE DELIVERY SYSTEM



KEYNOTE SPEAKERS

Congressman Phil Roe, MD

United States House of Representatives
Tennessee District 1

G. Anton Decker, MBBCH, MRCP, FACG, MHA, CPE

President, Mercy Health Physicians

Christopher A. Holden

President and CEO, AmSurg

Christopher L. Laubach, MBA

Center for Management Programs



AUGUST 7–9, 2015

FAIRMONT CHICAGO

MILLENNIUM PARK | CHICAGO, IL



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AND THE AGA INSTITUTE

A LETTER FROM

THE GI OUTLOOK 2015 COURSE DIRECTORS

Dear Colleague,

A comprehensive practice management conference, GO 2015 will provide the essentials needed to not only help GI practices survive the changing health care delivery system but thrive in it. GO 2015 will provide real examples of new approaches to providing GI services that continue to deliver high quality patient care while demonstrating increased value. GO 2015 will introduce you to new innovative payment delivery models and provide case studies on their successful integration into GI practices.

In today's health care delivery system, it is more important than ever that GI physicians and practice administrators know their practice and the market in which it operates. GO 2015 will give you the tools you need to become a leading GI practice in your area. This year, GO will introduce a new in-depth session focused on mastering the business skill of negotiations. This half-day session on the last day of the conference will concentrate on negotiating techniques that can be used daily in practices with payers, vendors, staff, patients and integrated health systems.

Beyond what you learn in the sessions, GO 2015 also offers an excellent opportunity to network, problem-solve and share ideas with your colleagues from around the country.

This brochure provides all of the details about the conference that you will need to plan your trip to the Windy City, or you can visit asge.org/GO2015 for more information. Register soon to save with early registration discounts. We look forward to having you join us in Chicago for GI Outlook 2015: The Practice Management Conference.



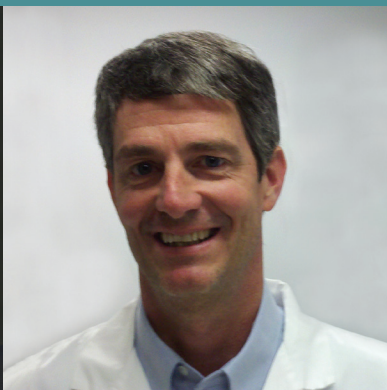
James S. Leavitt, MD
Gastro Health
Miami, FL



John L. Petrini, MD,
FASGE
Sansum Clinic
Santa Barbara, CA



F. Taylor Wootton, MD,
FACP, FACG, AGAF
Eastern Virginia
Medical School
Norfolk, VA



OVERVIEW

Physicians are being faced with unprecedented changes in the health care delivery system. Moving from a payment model focused on fee-for-service to value-based payment will challenge GI practices to evaluate their current reimbursement landscape and adopt new approaches in order to stay viable.

GI Outlook 2015 will provide you with the necessary tools and new approaches to help your GI practice easily adjust and be at the forefront of GI practices operating under this new paradigm in health care delivery.

GO 2015 faculty will discuss the most pressing topics affecting GI practices in the coming years, including:

- The value of physician services
- New innovative payment delivery models
- The importance of patient-centered care
- The demonstration of value and quality of care
- Approaches to assess your practice and market
- Negotiation strategies: a core business skill for GI practices

WHO SHOULD ATTEND

GI Outlook 2015 is designed for all individuals involved with managing GI practices, including gastroenterologists, nurse managers, and practice administrators.

LEARNING OBJECTIVES

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

- Discuss the changes in regulatory compliance and GI reimbursement in the current and future health care delivery system for both private and public payers.
- Utilize tools to assess the value of your practice including practice capacity, marketability, and capabilities in this changing health care delivery system.
- Apply key negotiating principles in order to utilize negotiating strategies in your daily practice with vendors, staff, partners, payers, and integrated health systems.
- Assess and identify opportunities for growth, consolidation, or changes in approach to ensure that your practice continues to thrive.
- Optimize coding and billing in practice.
- Apply new information learned by adopting innovative approaches in health care delivery in the office and ASC settings that continue to provide high quality and cost effective care.





INVITED KEYNOTE SPEAKERS

CONGRESSMAN PHIL ROE, MD

United States House of Representatives | Tennessee District 1

Implications of Health Care Reform on GI

G. ANTON DECKER, MBBCH, MRCP, FACG, MHA, CPE

President, Mercy Health Physicians | Cincinnati, OH

A Private Payer's Perspective on the Changing Landscape in Health Care Delivery

CHRISTOPHER L. LAUBACH, MBA

Center for Management Programs | Agoura Hills, CA

The Power of Negotiating

CHRISTOPHER A. HOLDEN

President and CEO, AmSurg | Nashville, TN

Consolidation and Alliances in Health Care: Where Should We Be Heading?

INVITED FACULTY

Charles A. Accurso, MD, FACG

Digestive Health Care Center
Hillsborough, NJ

John I. Allen, MD, MBA, AGAF

Yale School of Medicine
New Haven, CT

Joel V. Brill, MD, FACP, AGAF, FASGE

Fair Health, Inc.
Paradise Valley, AZ

Thomas M. Deas Jr., MD, MMM, FASGE

North Texas Specialty Physicians
Fort Worth, TX

Kristy Gay, BBA

Press Ganey Associates
Knoxville, TN

Reed B. Hogan II, MD

GI Associates & Endoscopy Center
Jackson, MS

David A. Johnson, MD, MACG, FASGE, FACP

Eastern Virginia Medical School
Norfolk, VA

Leonard A. Kalman, MD

Miami Cancer Institute
Miami, FL

Lawrence R. Kosinski, MD, MBA, AGAF, FACG

Illinois Gastroenterology Group
Elgin, IL

Glenn D. Littenberg, MD, MACP

Gastroenterology Associates
Pasadena, CA

Kathleen A. Mueller, RN, CPC, CCS-P, CGCS, CMSCS, PCS, CCC

AskMueller Consulting, LLC
Lenzburg, IL

David T. Rubin, MD, AGAF, FASGE

Digestive Diseases Center,
The University of Chicago Medicine
Chicago, IL

Colleen M. Schmitt, MD, MHS, FASGE

Galen Medical Group
Chattanooga, TN

Fernando J. Valverde, MD

Humana, Inc.
Miramar, FL

DAY ONE

FRIDAY, AUGUST 7, 2015



THE CURRENT ENVIRONMENT: LEARNING AND ASSESSING

Value, Transparency, and Innovation: Pathway to Fair Reimbursement

1:00 – 1:10 pm	Welcome and Announcements Course Directors
1:10 – 1:30 pm	Breaking News ICD 10: It's Too Late to Turn Back Now — Preparing to Turn on the New Codes Kathleen A. Mueller, RN, CPC, CCS-P, CGCS, CMSCS, PCS, CCC
1:30 – 2:15 pm	Keynote Speaker A Private Payer's Perspective on the Changing Landscape in Health Care Delivery G. Anton Decker, MBBCH, MRCP, FACG, MHA, CPE
2:15 – 2:30 pm	Questions and Answers
2:30 – 3:15 pm	Keynote Speaker Consolidation and Alliances in Healthcare: Where Should We Be Heading? Christopher A. Holden
3:15 – 3:30 pm	Questions and Answers
3:30 – 4:00 pm	Break and Exhibits
4:00 – 4:20 pm	Seismic Shifts: Can We Land on Our Feet? Glenn D. Littenberg, MD, MACP
4:20 – 4:40 pm	The Future of GI Reimbursement: A Shifting Landscape Joel V. Brill, MD, FACP, AGAF, FASGE
4:40 – 5:00 pm	Beyond Bundles: High Value Care of the Complex GI John I. Allen, MD, MBA, AGAF
5:00 – 5:30 pm	Panel Discussion: Implications of Reimbursement Changes to GI James S. Leavitt, MD (Moderator) John I. Allen, MD, MBA, AGAF Joel V. Brill, MD, AGAF, FASGE Glenn D. Littenberg, MD, MACP
5:30 – 6:30 pm	Reception and Exhibits

DAY TWO

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SATURDAY, AUGUST 8, 2015



NEW APPROACHES: ADAPTING TO THE CHANGING ENVIRONMENT OF HEALTH CARE DELIVERY

Payment Reform: Medical Home, Bundled Payment, Population Management

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

8:00 – 8:10 am **Announcements**
Course Directors

8:10 – 8:30 am **Know Your Practice, Know Your Strength**
Thomas M. Deas Jr., MD, MMM, FASGE

NEW APPROACHES IN PAYMENT

8:30 – 8:50 am **Implementing a Bundled Colonoscopy Payment Program In Your Practice**
Charles A. Accurso, MD, FACG

8:50 – 9:10 am **Lessons Learned From an Oncology-Specific ACO — Are They Referable to Gastroenterology?**
Leonard A. Kalman, MD

9:10 – 9:30 am **Payment Reform: Contracting for Population Management-IBD**
Lawrence R. Kosinski, MD, MBA, AGAF, FACG

9:30 – 9:50 am **What Does a Payer Find Attractive About a GI Specialty?**
Fernando J. Valverde, MD

9:50 – 10:10 am **Panel Discussion: New Approaches to Payment**
Thomas M. Deas Jr., MD, MMM, FASGE (Moderator)
Charles A. Accurso, MD, FACG
Leonard A. Kalman, MD
Lawrence R. Kosinski, MD, MBA, AGAF, FACG
Fernando J. Valverde, MD

10:10 – 10:40 am **Break and Exhibits**

NEW APPROACHES IN MARKETING YOUR PRACTICE

10:40 – 11:00 am **Understanding Physician Online Reputation: Boot Camp for the Gastroenterologist**
David A. Johnson, MD, MACG, FASGE, FACP

11:00 – 11:20 am **Case Studies in Social Media: Dos and Don'ts**
David T. Rubin, MD, AGAF, FASGE

11:20 – 11:40 am **Website Presence for the GI**
Reed B. Hogan, II, MD

DAY TWO

CONTINUED

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SATURDAY, AUGUST 8, 2015



11:40 am – Noon	Patient Satisfaction: The Ultimate Patient Engagement Strategy Kristy Gay, BBA
12:00 – 12:30 pm	Panel Discussion: Approaches to Patient Engagement Strategies John L. Petrini, MD, FASGE (Moderator) Kristy Gay, BBA Reed B. Hogan II, MD David A. Johnson, MD, MACG, FASGE, FACP David T. Rubin, MD, AGAF, FASGE
12:30 – 1:30 pm	Lunch and Exhibits
1:30 – 1:50 pm	Tennessee's Experiment with Payment Reform: Keep Your Seat at the Table and Your Napkin in Your Lap Colleen M. Schmitt, MD, MHS, FASGE
1:50 – 2:00 pm	Questions and Answers
2:00 – 2:45 pm	Keynote Speaker Implications of Health Care Reform on GI Congressman Phil Roe, MD (TN-01)
2:45 – 3:00 pm	Questions and Answers
3:00 – 3:30 pm	Break and Exhibits (Last day for Exhibits)
3:30 – 4:00 pm	GI Practice Management Hot Topics John I. Allen, MD, MBA, AGAF Colleen M. Schmitt, MD, MHS, FASGE Glenn D. Littenberg, MD, MACP David A. Johnson, MD, MACG, FASGE, FACP
4:00 – 4:20 pm	Major Challenges for Gastroenterologists in 2015 F. Taylor Wootton, MD, FACP, FACG, AGAF
4:20 – 4:40 pm	The Federal Trade Commission: A Hospital and Doctor Dilemma John L. Petrini, MD, FASGE
4:40 – 5:00 pm	Consolidation: Docs Will Prevail James S. Leavitt, MD
5:00 – 5:30 pm	Questions and Answers

DAY THREE

SUNDAY, AUGUST 9, 2015



POWER OF NEGOTIATIONS: BUSINESS SKILLS TO TAKE HOME AND THRIVE

7:00 – 8:00 am Continental Breakfast

8:00 – 8:10 am Announcements
James S. Leavitt, MD

8:10 – 9:30 am Keynote Speaker
The Power of Negotiating Workshop
Christopher L. Laubach, MBA

9:30 – 10:00 am Break

10:00 – 11:30 am **The Power of Negotiating Workshop** (continued)
Christopher L. Laubach, MBA

11:30 am – Noon Questions and Answers
Christopher L. Laubach, MBA
Course Directors

12:00 pm Meeting Adjourns



EXHIBIT MARKETPLACE HOURS

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

FRIDAY, AUGUST 7

3:30 – 4:00 pm

5:30 – 6:30 pm

SATURDAY, AUGUST 8

7:00 – 8:00 am

10:00 – 10:30 am

12:00 – 1:00 pm

PHOTOGRAPHY WAIVER

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WHAT PAST ATTENDEES HAVE TO SAY ABOUT GI OUTLOOK

95 percent of GI Outlook 2014 conference attendees rated the conference as **excellent** with **93 percent** saying they would **recommend** the conference to a colleague.

SEE WHAT SOME OF OUR 2014 PARTICIPANTS HAD TO SAY WHEN ASKED ABOUT THE BEST PART OF THE CONFERENCE:

- ▶ "The faculty members are outstanding and their insight into the world of GI is invaluable."
- ▶ "I was really interested in the opportunities to create physician dashboards (monthly/quarterly) and achieve more transparency on our quality metrics and benchmarking."
- ▶ "A very well organized event, and the presenters were all obviously knowledgeable in their specialty areas."

QUESTIONS?

For more information regarding this conference, email ASGE Customer Care at info@asge.org or call **630.570.0600**.



ACCOMMODATIONS

GI Outlook 2015 will be held at the Fairmont Chicago Millennium Park, 200 North Columbus Drive, Chicago, IL 60601. Tel: 312.565.8000. For additional information on this hotel, please visit www.themillenniumparkhotel.com

ASGE has arranged a room block for this course at \$249 Single/Double occupancy per night, plus applicable taxes and fees. This discount is only valid if the reservation is made before June 30, 2015. Please contact the Reservation Department directly to make reservations by calling toll free Tel: 1.800.526.2008 or Email: reservations@fairmont.com and reference "GO2015."

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 course registration from ASGE.

CANCELLATION AND CHANGE POLICY

Cancellations and requests for refunds must be received in writing no later than **Friday, July 17, 2015** to education@asge.org. Refunds requested before this date will be subject to an administrative fee of \$100. Refunds will not be issued after July 17, 2015. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time, at its discretion.

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

NURSES — All nurse participants will receive a certificate of attendance specifying hours of education accredited for *AMA PRA Category 1 Credits*.™ This certificate can be used toward nursing requirements.

PRACTICE ADMINISTRATORS — The GI Outlook 2015 Conference is eligible for American College of Medical Practice Executive (ACMPE) Credit Hours. To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the *My Transcript* area of mgma.com.

ASGE CONFLICT OF INTEREST POLICY

ASGE requires all individuals who are in a position to control the content of an educational activity to disclose all relevant financial relationships with any commercial interest, which is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. Disclosures are made in written form prior to the start of the educational activity and any potential conflicts of interest that exist are resolved prior to the start of the activity through the ASGE Conflict of Interest Resolution Policy Process. All disclosures are made available and communicated to the learner prior to the activity starting.

GI OUTLOOK 2015: THE PRACTICE MANAGEMENT CONFERENCE

REGISTRATION FEES

	BEFORE JULY 9	AFTER JULY 9
ASGE/AGA Physician Member	☐ \$795	☐ \$895
Physician Non-Member	☐ \$950	☐ \$1,050
ASGE/AGA Nurse/ Practice Manager/Trainee Member	☐ \$595	☐ \$695
Nurse/Practice Manager/Trainee Non-Member	☐ \$695	☐ \$795
Industry Representative	☐ \$1,095	☐ \$1,195

REGISTRATION FORM (Please print legibly)

NAME		ACADEMIC DEGREE(S)	
TITLE		NPI #	
INSTITUTION			
ADDRESS			
CITY		STATE	ZIP
COUNTRY		SPECIALTY	
EMAIL	PHONE	FAX	

THIS INFORMATION IS MY: ☐ HOME ☐ WORK

ASGE MEMBER? ☐ YES ☐ NO AGA MEMBER? ☐ YES ☐ NO

NOT A MEMBER? Save even more when you join ASGE or AGA prior to registering for the conference. Submit a membership application with your registration form and receive the discounted member rate. [Visit asge.org/join](http://asge.org/join) for ASGE membership or gastro.org/membership for AGA membership.

FOUR EASY WAYS TO REGISTER



Online: asge.org/go2015



Phone: 630.573.0600



Fax: 630.963.8332 Credit Card:
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

CARDHOLDER NAME (PLEASE PRINT)	
CARD NUMBER	EXPIRATION DATE
SIGNATURE	



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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OUTLOOK
2015

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