

VISIT www.asge.org/go2013

AUGUST 9-11, 2013
FAIRMONT CHICAGO MILLENNIUM PARK
CHICAGO, ILLINOIS

GO | GI OUTLOOK 2013

The Practice Management Conference

This is a co-sponsored program
of ASGE and the AGA Institute

EARLY
BIRD
DEADLINE
JUNE 25

COURSE DIRECTORS

Frank J. Chapman, MBA
Asheville Gastroenterology
Associates, P.A.
Asheville, North Carolina

Rajeev Jain, MD, FASGE, AGAF
Texas Digestive Disease
Consultants
Dallas, Texas

Glenn D. Littenberg, MD
Southern California
Gastroenterology Associates
Pasadena, California



THE AGA INSTITUTE

GO | GI OUTLOOK 2013

"The best part of the course was hearing ideas from the leading physicians and administrators in the field."

– GI OUTLOOK (GO) 2012
PARTICIPANT

The Practice Management Conference

From the heart of downtown Chicago at the Fairmont Chicago Millennium Park Hotel, the GI Outlook 2013 Conference (GO 2013) will provide you practical advice and how-tos for solo, small and large group GI practices. For gastroenterologists, nurse managers and practice administrators, the GO 2013 conference will offer the unique learning and networking you need to adapt to rapid change in the GI field and enhance your practice's efficiency, performance and service quality.

During this conference you will learn practical lessons including:

- + Meeting the challenges of 2014 health care reform
- + Using new technologies and social media to position yourself in the marketplace
- + Financial and staff management
- + Quality reporting
- + Contracting
- + Coding
- + Value-based purchasing
- + ACOs and the challenges to GI practice
- + Optimal deployment of ancillary services and mid-level professionals in the practice



LEARNING OBJECTIVES

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

- + Discuss health care reform efforts and how they may affect their practice.
- + Apply team approaches, staff management, and strategic planning in the office and ASC setting.
- + Improve practice efficiency and service quality.
- + Integrate ancillary services such as anesthesia and pathology.
- + Utilize positioning and negotiating strategies vis-à-vis integrated health systems and payors.
- + Optimize coding and billing in their practice.
- + Improve return on your EMR and discover new online practice resources.
- + Identify ambulatory surgery center (ASC) challenges and opportunities.
- + Assess market opportunities for new programs.
- + Learn about the latest technology in the marketplace.

TARGET AUDIENCE

This course is designed for all individuals involved with managing GI practice, including gastroenterologists, nurse managers and practice administrators.

COURSE DIRECTORS



Frank J. Chapman, MBA
Asheville Gastroenterology Associates, P.A.
Asheville, NC



Rajeev Jain, MD, FASGE, AGAF
Texas Digestive Disease Consultants
Dallas, TX



Glenn D. Littenberg, MD
Southern California Gastroenterology Associates
Pasadena, CA

INVITED FACULTY

Lee A. Aase
Director, Mayo Clinic Center for Social Media
Rochester, MN

Rebecca Armato
Physicians and Interoperability Services
Huntington Hospital
Pasadena, CA

Joel V. Brill, MD, FASGE, AGAF, CHCQM
Predictive Health
Paradise Valley, AZ

Michael E. Chernew, PhD
Professor of Health Care Policy
Harvard Medical School
Boston, MA

Thomas M. Deas Jr., MD, MMM, FASGE
Gastroenterology Associates of North Texas
Fort Worth, TX

Opella Finley Ernest, MD
VP, Chief Medical Officer
Blue Cross Blue Shield of Illinois, Chicago, IL

Randy Farber, MSHA
Southern California Gastroenterology Associates
Farber Consulting Group, Inc.
Los Angeles, CA

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

David N. Gans, MSHA, FACMPE
Medical Group Management Association (MGMA)
American College of Medical Practice Executives (ACMPEE)
Englewood, CO

Brian C. Jacobson, MD, MPH, FASGE, AGAF
Boston University Medical Center
Boston, MA

Serena Keshishi
Southern California Gastroenterology Associates
Los Angeles, CA

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

James Leavitt, MD
Gastro Health, PL
Miami, FL

Robert W. Liles, MBA, MS, JD
Health Law Attorney, Liles Parker, PLLC
Washington, DC

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

Kathleen A. Mueller, RN, CPC, CCS-P, CMSCS, PCS
AskMueller Consulting, LLC
Lenzburg, IL

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

Joel Shalowitz, MD, MBA, FACP
Clinical Professor and Director, Health Industry Management Kellogg School of Management
Professor of Preventive Medicine
Feinberg School of Medicine
Northwestern University

Michon Villanueva, MHA
Accreditation Association for Ambulatory Health Care, Inc. (AAAHC)
Skokie, IL

"The entire course was excellent – great discussions, timely topics."
– GI OUTLOOK (GO) 2012 PARTICIPANT

AGENDA (Subject to Change)

Day One

FRIDAY, AUGUST 9

1

1:00 – 1:10 pm

Welcome and Announcements
Course Directors

1:10 – 2:00 pm

KEYNOTE PRESENTATION
Has the Dust Settled? GI Practice in 2014 & Beyond
Joel Shalowitz, MD, MBA, FACP

2:00 – 3:00 pm

Panel Discussion and Response
Klaus Mergener, MD, PhD, MBA, FASGE
Lawrence R. Kosinski, MD, MBA, AGAF, FACG

Questions and Answers

3:00 – 3:30 pm

Break and Exhibits

PLAYING NICE WITH THE GORILLAS I:
HOSPITALS

3:30 – 4:30 pm

How to Serve 2 Masters
Lawrence R. Kosinski, MD, MBA, AGAF, FACG

What can GI Groups Deliver?
Klaus Mergener, MD, PhD, MBA, FASGE

PLAYING NICE WITH THE GORILLAS II:
PAYORS

4:30 – 5:00 pm

What do Payors Want, What do They Know?
Opella Finley Ernest, MD

Becoming the Group of Choice (without losing your shirt)
James Leavitt, MD

5:00 – 5:30 pm

Questions and Answers

5:30 pm – 7:00 pm

Reception and Exhibits

Day Two

SATURDAY, AUGUST 10

7:30 – 8:00 am

Continental Breakfast and Exhibits

8:00 – 8:05 am

Welcome and Introductions

8:05 – 8:45 am

KEYNOTE PRESENTATION
Exchanges: 2014 is here; Where will you be?
Michael E. Chernew, PhD

8:45 – 9:00 am

Questions and Answers

GREAT EXPECTATIONS I

9:00 – 9:30 am

Accreditation for your Center: Minding the Ps & Qs
Michon Villanueva, MHA

9:30 – 9:50 am

ASC Operations Survey: How are we doing?
Frank J. Chapman, MBA

9:50 – 10:00 am

Questions and Answers

10:00 – 10:30 am

Break and Exhibits

QUESTIONS?

For more information regarding this conference, email ASGE Customer Care at info.asge.org or call (630) 573-0600.



2

10:30 – 11:15 am

IT: When will Use get Meaningful?

Rebecca Armato

11:15 am – 12:00 pm

Social Media: Doing it Right (so it does it for you, not to you)

Lee A. Aase

12:00 – 12:30 pm

Questions and Answers

12:30 – 1:30 pm

Lunch in Exhibit Hall

COMING STORMS & GOLDEN OPPORTUNITIES

1:30 – 2:00 pm

Reimbursement Storm Clouds

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

2:00 – 2:15 pm

Evaluation and Management (E&M) Opportunities

Glenn D. Littenberg, MD

2:15 – 2:30 pm

GI Code Changes Pending

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

2:30 – 3:00 pm

Perspective on Path Economics / Q&A

Klaus Mergener, MD, PhD, MBA, FASGE

3:00 – 3:30 pm

Break and Exhibits (Last day for Exhibits)

3:30 – 4:15 pm

Web Resources your Practice will Love

Serena Keshishi

4:15 – 4:30 pm

Questions and Answers

4:30 – 5:00 pm

ICD10: It's Nearly Here!

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

5:00 – 5:30 pm

So what are we doing? – Response, Q&A

Alejandro Fernandez, MBA, CMPE and

Randy Farber, MSHA

“I enjoyed listening to an explanation on where the medical economic landscape is heading.”

– GI OUTLOOK (GO) 2012 PARTICIPANT

Day Three

SUNDAY, AUGUST 11

6:30 – 7:30 am

Continental Breakfast

7:30 – 7:35 am

Announcements and Introductions

ACCOUNTABLE CARE “R” US

7:35 – 8:00 am

Update on CMS initiatives (carrots or sticks)?

Brian C. Jacobson, MD, MPH, FASGE, AGAF

8:00 – 8:30 am

Developing a Practice Dashboard

Rajeev Jain, MD, FASGE, AGAF

8:30 – 9:00 am

The High Performing Practice

David N. Gans, MSHA, FACMPE

9:00 – 9:15 am

Questions and Answers

GREAT EXPECTATIONS II

9:15 – 10:15 am

Compliance: who expects what, who's out to get you?

Robert W. Liles, MBA, MS, JD

10:15 – 10:30 am

Questions and Answers

Breakout Sessions (choose one to attend)

10:45 – 11:30 am

1) Practical Solutions for solo/small groups

Randy Farber, MSHA and Robert W. Liles, MBA, MSHA, JD

2) What are larger groups doing?

James Leavitt, MD, and Klaus Mergener, MD, PhD, MBA, FASGE

FINAL SESSION & WRAP UP

11:45 am – 12:30 pm

Motivating the Right Stuff

Daniel O'Connell, PhD

3

MARKET PLACE

Visit the Market Place to learn about the latest products and services for GI clinicians.

FRIDAY, AUG. 9

HOURS

+ 3:00–3:30 pm

+ 5:30–7:00 pm

SATURDAY, AUG. 10

HOURS

+ 7:30–8:00 am

+ 10:00–10:30 am

+ 12:30–1:30 pm

+ 3:00–3:30 pm

ASGE courses have a history of selling out. 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.

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 15.5 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 Credit™.

This certificate can be used toward nursing requirements.

Practice Administrators

The GI Outlook 2013 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.

CANCELLATION AND CHANGE POLICY

Cancellations and requests for refunds must be received in writing no later than Friday, July 19, 2013 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 19, 2013. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

REGISTRATION

Corporate representatives interested in attending this course must contact Linda Kay Tyler, sales and business development director, at (630) 570-5601 or lyler@asge.org. In compliance with ACCME guidelines, corporate representatives may not participate in hands-on training or ask questions during a CME course.



ASGE EDUCATION ACHIEVEMENT PROGRAM

This program is designed to recognize and reward endoscopists who are dedicated to their own professional development and furthering their ability to provide the most effective patient care.

Participants in this program will receive discounts on ASGE courses and products, as well as a Certificate of Achievement in Endoscopy Education. For additional information on the criteria and application process, please visit the Training and Education web page at www.asge.org.

HOTEL INFORMATION

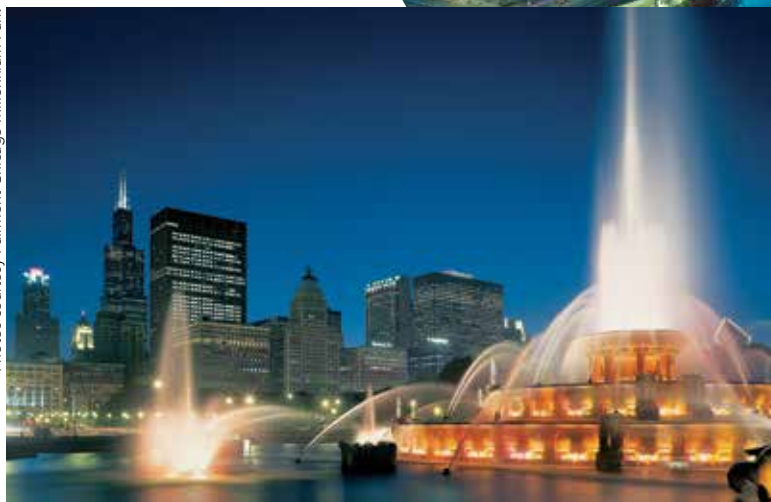
The GI Outlook 2013 will be held at the **Fairmont Chicago Millennium Park**, 200 North Columbus Drive, Chicago, IL 60601. For additional information on this hotel, please visit www.fairmont.com/chicago.

ASGE has arranged a room block for this course at \$239 Single/Double occupancy per night plus applicable taxes and fees. This discount is only valid if the reservation is made before **June 28, 2013**. Please contact the hotel directly to make reservations by calling toll free (800) 526-2008 or (312) 565-7400. Ask for in-house reservations and reference "GO 2013."

The Fairmont Chicago Millennium Park is pleased to offer you access to the Fitness Studio at mySpa for \$10 per person per day. All guests

enrolled in the Fairmont President's Club will receive daily complimentary Fitness Studio access, given enrollment is completed prior to arrival. Please visit www.fairmont.com to register for the Fairmont President's Club.

Photos courtesy Fairmont Chicago Millennium Park



"The best part of this course was seeing real-world examples with dollar amounts."

– GI OUTLOOK (GO) 2012 PARTICIPANT

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The Practice Management Conference

REGISTRATION FEES

	On or before June 25	After June 25
Education Achievement Program Member	☐ \$675	☐ \$775
ASGE / AGA Physician Member	☐ \$750	☐ \$850
Physician Non-member	☐ \$850	☐ \$950
ASGE / AGA Nurse/Practice Manager Member	☐ \$550	☐ \$650
Nurse/Practice Manager Non-member	☐ \$650	☐ \$750

REGISTRATION FORM (Please print information as you would like it on your conference registration.)

Name

Title

Academic Degree(s)

Institution

Address

City

State

Zip

Country

Specialty

Email

Phone

Fax

ASGE Member? ☐ Yes ☐ No

AGA Member? ☐ Yes ☐ No

FOUR EASY WAYS TO REGISTER

1. Online at www.asge.org/go2013

2. Fax: (630) 573-0691

Credit Card ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Cardholder Name (please print)

Card Number

Expiration Date

Signature

3. Phone: (630) 573-0600

4. Mail: I've enclosed a check for \$_____ made payable to:
American Society for Gastrointestinal Endoscopy,
Dept. CH16927, Palatine, IL 60055-6927

For all registration
inquires contact
ASGE Customer Care
at info@asge.org or
(630) 573-0600.

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

www.asge.org/join

FOR ASGE MEMBERSHIP

OR

www.gastro.org/membership

FOR AGA MEMBERSHIP



American Society for
Gastrointestinal Endoscopy
1520 Kensington Road, Suite 202
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JUNE 25

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GI
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The Practice Management Conference

- + Coding
- + Contracting
- + Value-based purchasing
- + Healthcare reform
- + Quality reporting and more!

REGISTER AT
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