



4th ANNUAL PAs IN CLINICAL MANAGEMENT AND ADMINISTRATION CONFERENCE

NOVEMBER 14 - 15, 2013 • Intercontinental Hotel • Cleveland, Ohio

REGISTER NOW!
aapa.org/clevelandclinic

COURSE DESCRIPTION

Nov. 14-15, 2013

The meeting will begin at 7:45 a.m. on Thursday, Nov. 14, with opening remarks from AAPA's CEO Jenna Dorn and the Cleveland Clinic's Josanne Pagel, Executive Director of PA Services, who oversees almost 400 PAs. The meeting will end by 4:30 p.m. on Friday, Nov. 15. Other nationally known speakers, such as Dr. Toby Cosgrove, CEO and President of CCHS, will speak at the conference and/or facilitate interactive lectures and discussions on a variety of timely topics including:

- Demonstrating how PAs can reduce costs, increase coordination and improve care transition
- The business of medicine
- Business planning and development
- Workforce issues
- Administrative survey results
- Serving leadership
- Engaging your staff
- Compensation and salary surveys
- Self-Assessment and PI CME update
- What is PAAMS, and how can it help you?
- Patient satisfaction issues and productivity

This program is not yet approved for CME credit. Conference organizers plan to request 15 hours of AAPA Category 1 CME credit from the Physician Assistant Review Panel. Total number of approved credits yet to be determined.

EDUCATIONAL OBJECTIVES

The goal of this PA administrative conference is to provide education, training and exposure to the latest healthcare management and administration concepts that will increase the knowledge base and effectiveness of PAs who have management, supervisory or leadership roles within their respective hospital, group practice or healthcare organization.

At the conclusion of this conference, participants will be able to:

- Discuss what medicine as a business entails
- Identify administrative resources in your peers
- Discuss and create business plans to meet your needs
- Identify workforce issues with compensation
- Review the role of the PA administrator
- Discuss the new NCCPA CME guidelines for the 10-year recert and what you can do now
- Review what PAAMS is and how it can impact your leadership skills; identify engagement markers of your employees and how to work with difficult personnel
- Continue to identify champions in your workplace and what makes a champion

YOU MUST BE AN AAPA MEMBER TO ATTEND. THE COST IS \$350 (INCLUDING MEALS).

CONFERENCE SCHEDULE

WEDNESDAY, NOV. 13 *(Arrival Wednesday evening)*

5 – 8 p.m. **Welcome Reception:** Falcon Room (or 6 Continents Room)
Intercontinental Hotel

THURSDAY, NOV. 14

7 – 7:45 a.m. Registration And Full Breakfast Buffet

7:45 – 8:00 a.m. **Opening Remarks**
Jenna Dorn, Chief Executive Officer, AAPA
Josanne Pagel, Executive Director, PA Services, Cleveland Clinic

8 – 9 a.m. **Welcome:** The Business of Medicine

Toby Cosgrove, MD, CEO, President, Cleveland Clinic
Steve Glass, Chief Financial Officer

9 – 10 a.m. **Who Are Your Resources? Identifying Leaders & Mentors In The Room**

10 – 10:30 a.m. Break

10:30 – 11:30 a.m. **AMGA Update: Productivity Data**
Don Fisher, PhD, President and CEO American Medical Group Association AMGA

11:30 – 12:30 p.m. **Business Development: How to Do a Business Plan**
Angela Bricks & Jessica Kroman, Business Development

12:30 – 1:30 p.m. Lunch

1:30 – 2:30 p.m. **Compensation: Salary Surveys; What to Ask, Who to Ask; Examples**
Frank Costanza, Compensation

2:30 – 3:30 p.m.	The Administrative Role in Your Workplace; Review Survey Results Breakouts: Ballroom C, 207, 204 a. Large Practices b. Medium Practices c. Small Practices Report Back To Group
3:30 – 3:45 p.m.	Break
3:45 – 4:25 p.m.	Update and Examples of Self-Assessment and Performance Improvement for Non Clinical Leaders <i>Greg Thomas, Physician Assistant Education Association (PAEA)& National Commission on Certification of Physician Assistants (NCCPA)</i>
4:25 – 5:05 p.m.	Identifying What You Can Put in Place to Address the New CME Requirements Table Work: 30 Minutes, Then Report Out
5:05 – 5:45 p.m.	Update on PA Education, providing the correct skill set: Are we meeting your employers' needs? <i>Tony Miller, M.Ed., PA-C Sr. Director, Education Policy & Strategy</i>
6 – 8:30 p.m.	Dinner in CAFÉ (InterContinental Hotel)

FRIDAY, NOV. 15

7 – 7:45 a.m.	Breakfast Buffet
8 – 9:00 a.m.	PAAMS: What It Is and How It Can Help You <i>Todd Pickard, PA Program Director, MD Anderson</i>
9 – 10:00 a.m.	Regulations You Need to Know <i>Tricia Marriott, PA-C, MPAS, AAPA</i>
10 – 10:30 a.m.	Break
10:30 – 11:30 a.m.	Workforce Issues; Professional Development; PA Staffing Models Examples from the Front: Deb Yolin, Lynn Pagliaccio, Heather Trafton
11:30 – 12:30 p.m.	Engaging Your PA: Working with Different Generations and Sometimes Difficult People Examples from the Front <i>PA Leaders</i>
12:30 – 1:30 p.m.	Lunch
1:30 – 2:30 p.m.	Why Patient Satisfaction Is Important to Your System and What You Must Do About It as Leaders <i>James Merlino, MD, Chief Experience Officer</i>

Office of Patience Experience

2:30 – 3:30 p.m.	Leaders Panel: Q & A <i>Cindy Hundorfean, Chief Administrative Officer, Clinical Affairs</i> <i>Jan Murphy, RN, BSN, MSN, President, Fairview Hospital</i> <i>David Bronson, MD, Pres., Regional Hospital Systems & Pres. Elect of the American College of Physicians</i> <i>Joseph Hahn, MD, Chief of Staff</i>
3:30 – 4:30 p.m.	Wrap Up <i>Michael Powe, Vice Pres Reimbursement and Professional Advocacy, AAPA</i> <i>Josanne Pagel, Executive Director, PA Services, Cleveland Clinic</i>
5 – 7 p.m.	Reception: Falcon Room

Schedules are tentative and subject to change without notice.

HOUSING

Rooms can be reserved at the InterContinental Hotel on the campus of the Cleveland Clinic. A housing block has been secured for conference attendees at a group rate of \$159 plus tax per night. This block will be held until Oct. 14, 2013.

Hotel Address:

InterContinental Hotel
9801 Carnegie Avenue
Cleveland, OH 44106

To book your housing please visit the Intercontinental Hotel site or call 877-707-8999 and be sure to mention the physician assistants-clinical leaders block.

TRANSPORTATION

- Shima Limousine Service is the most cost-effective ground transportation. They can be reached at 888-546-6288 or www.shimalimo.com. The cost is approximately \$44 each way from Cleveland Hopkins International Airport.
- Thomas Limo can be reached at 330-733-5372.
- Taxis are also available from Cleveland Hopkins International Airport.

Cancellation/Refund Policy/Disclaimer

1. For cancellations received by CCHS at least 60 days prior to a conference or seminar, a full refund, less a 25 percent processing fee, will be provided to the registrant.
2. For cancellations received at least 30 days prior to a conference or seminar, a 50 percent refund is given.
3. For cancellations received within 30 days prior to a conference, no refunds will be given.
4. No refunds or credits will be provided for no-shows and cancellation notifications received after the conference or seminar is held.