

CME Mission Statement

The Continuing Medical Education (CME) mission of AO North America (AONA®) is to provide comprehensive multidisciplinary needs-based education to surgeons, fellows, and residents in the specialties of orthopedic, hand, craniomaxillofacial, spine, neurosurgery, and veterinary surgery in the areas of trauma (i.e., operative reduction and fixation), degenerative disorders, deformities, tumors, and reconstruction.

- Expected results of AONA's CME activities for surgeons, fellows, and residents are to:
- Increase their knowledge base and surgical skill level
 - Improve competence by applying advances of knowledge in patient care in the areas of trauma, degenerative disorders, deformities, tumors, and reconstructive surgical techniques
 - Address practice performance gaps by improving management of aspects of traumatic injuries and musculoskeletal disorders (i.e., pre-operative planning to post-operative care)

Target Audience

Orthopedic and Neurological Spine Surgeons, Orthopedic Trauma Surgeons, Senior and Chief Residents and Fellows specializing in Spine and Trauma care.

Learner Objectives

- By the conclusion of this Course, the participant should be able to:
- Describe the different models of practice available for practicing general surgeons.
 - Analyze the pros and cons of any employment position and find the best suited position after graduation.
 - Describe the key issues in assessing employment contracts as well as legal aspects of going into practice (malpractice/buy ins/employment models etc.).
 - Discuss the importance of outcomes in spine care and how to implement outcomes assessments in practice.
 - Identify the pearls of the first 12 months of practice: what to do and what not to do.
 - Describe how coding works, the pitfalls and how to do it efficiently and ethically.
 - Employ marketing techniques that will help get your message out the local community.
 - Explain how to run an efficient practice in the operating room and the clinic and the role of utilizing mid-levels.
 - Discuss lifestyle management: how to balance work and life



DATES

November 3 – 4, 2017

VENUE

The Venetian Las Vegas
Las Vegas, Nevada

REGISTRATION

Register online at: www.aona.org
Register deadline: October 12, 2017
For Questions, Call customer service: 1-800-769-1391

TUITION

Day One (November 3, 2017) is aimed at Chief Residents and Fellows. Tuition for Residents and Fellows : \$200.00
Day Two (November 4, 2017) is for Attending Spine and Trauma surgeons in their first three years of practice. Tuition for Attending surgeons: \$240.00
Both Days (November 3–4, 2017) Residents and Fellows: \$360.00
Attending surgeons: \$400.00

AO North America
1700 Russell Road
Paoli, Pennsylvania 19301

©2017 AO North America. All rights reserved. 06/17 N17U55363PP



Preliminary Program

Practice Essentials: Learn how to be successful in today’s changing healthcare environment!

Master non-clinical competencies that are essential for trauma and spine surgeons today.

November 3 – 4, 2017

The Venetian Las Vegas
Las Vegas, Nevada

Welcome to AOSpine North America and AOTrauma North America

Message from the Co-Chairpersons

Dear Colleagues,

Join us for the inaugural AOSpine North America and AOTrauma North America Practice Essentials course to be held at the Venetian Hotel in Las Vegas, NV on November 3 – 4, 2017. This course is designed to address the needs of orthopedic and neurosurgeons just starting out in their careers and those in their first three year of practice. In today’s environment, a successful practice not only involves good patient outcomes but also strong business practices and marketing strategies. We have assembled a team of nationally renowned faculty whose goal is to share their knowledge and present a highly interactive educational program regarding practice management.

See you in Las Vegas!



Joseph Cheng, MD



Paul Gladden, MD



Lali Sekhon, MD

Course Overview

AOSpine North America and AOTrauma North America Practice Essentials Event is the first AO North America event aimed at non-clinical competencies that are essential for every practicing Spine and Trauma surgeon to master in order to have a successful and thriving practice. This inaugural event will offer participants an opportunity to learn from experts in the field in health care economics, contracting, coding, marketing and lifestyle management. Topics will cover the gamut of non-clinical skills needed to succeed in practice today. The modular format of the course will combine lectures by leaders in the field with small group roundtable breakouts to explore presented material in a more personalized fashion.

Day One for Chief Residents and Fellows Topics: Aspects relating to securing a position after Residency/Fellowship and focusing on how to evaluate a job, contracts, malpractice and the first twelve months of practice.

Day Two for spine surgeons in their first three years of practice. Topics: Methods to ensure your practice thrives. There are a wide variety of topics covered including marketing and work/life balance..

Directly Provided by
 AO North America

Time	Agenda Item
07:30 – 08:00	Welcome / Course Objectives / AONA / Pre-Assessment
08:00 – 09:30	MODULE A: Healthcare Options
08:00 – 08:45	Module A, Part 1: Different Practice Models: Private, Academics, Hospital Based
08:45 – 09:30	Module A, Part 2: How to Determine What is the Right Opportunity for you? Know Thyself
09:30 – 09:45	Coffee/Networking Break with Vendors
09:45 – 10:40	MODULE B: “Planning Your Career” Workshop
10:40 – 10:55	Coffee/Networking Break with Vendors
10:55 – 12:55	MODULE C: “GETTING A JOB”
10:55 – 11:55	Module C, Part 1: How to Find Opportunities (recruiters, networking)
11:55 – 12:55	Module C, Part 2: The Interview Process
13:25 – 14:10	Lunch Lecture: Preparing to Practice
14:10 – 14:20	Travel to Breakouts

Time	Agenda Item
14:20 – 15:05	MODULE D: “The Interview Process”
15:05 – 15:20	Networking Break with Vendors (Transition to General Session)
15:20 – 16:20	MODULE E: “Contracts and Legal Implications”
15:20 – 15:50	Module E, Part 1: Dissecting Contracts: What Does it Mean and What to Watch Out For?
15:50 – 16:20	Module E, Part 2: The Legal Pitfalls of Going Into Practice – Contracts / Malpractice etc. What to Watch Out For?
16:20 – 17:35	MODULE F: “The First 12 Months”
16:20 – 17:35	What I Wish I Knew Before I Took My Job
17:35 – 18:35	MODULE G: Managing Patient Care and Stress: The Importance of Mentors and Family
18:35 – 18:45	Post Assessment Survey / Closing Remarks
18:45 – 20:30	Networking Reception and Social

Time	Agenda Item
07:30 – 08:00	Welcome/Course Objectives/AOSpine/ Pre-Assessment
08:00 – 10:15	MODULE A, PART 1: “Why Outcomes Matter”
08:00 – 08:30	Module A, Lecture 1: Changes in Healthcare: MACRA, APM, Bundled Payments
08:30 – 09:00	Module A, Lecture 2: How to Collect and use Outcome Measures: AOPOC
09:00 – 09:10	Travel to Breakouts
09:10 – 10:15	Module A, Part 2: Breakouts
10:15 – 10:30	Coffee/Networking Break with Vendors
10:30 – 13:25	MODULE B (PART 1): “How Appropriate Reimbursement Effects Your Practice”
10:30 – 11:00	Module B, Lecture 1: Basics of Coding and the Revenue Cycle
11:00 – 11:30	Module B, Lecture 2: Insurance Payors: ICD-10, Insurance Policies, and the Surgery Certification Process
11:30 – 11:40	Travel to Breakouts
11:40 – 12:40	Module B, Part 2: Breakouts
12:55 – 13:25	Lunch Lecture: What am I Worth? Salary vs. Compensation

Time	Agenda Item
13:25 – 15:40	MODULE C: The Importance of Marketing Yourself (If You Don’t, No One Will)
13:25 – 13:55	Module C, Lecture 1: “Starting a Practice: How to get the Message Out”
13:55 – 14:25	Module C, Lecture 2: “The Importance of Managing Your Online Reputation”
14:25 – 14:40	Travel to Breakouts
14:40 – 15:40	Breakouts
15:40 – 15:55	Transition to Module D Breakouts
15:55 – 17:50	MODULE D: “How to Have an Enjoyable, Efficient and Thriving Practice”
15:55 – 16:25	Module D, Topic 1: Running an Effective Practice – Effective Patient Scheduling, Follow Up and Navigation Through Effective Practices Using Mid-Levels
16:25 – 16:55	Module D, Topic 2: Hospital Administrator/OR Team Training/ How to Lead a Team
16:55 – 17:25	Module D, Topic 3: Managing Your Money/Financial Advice
17:25 – 17:50	Post Assessment Survey/Closing Remarks
17:50 – 19:30	Networking Reception with Vendors

Preliminary program subject to modification.

Faculty

Co-Chairpersons

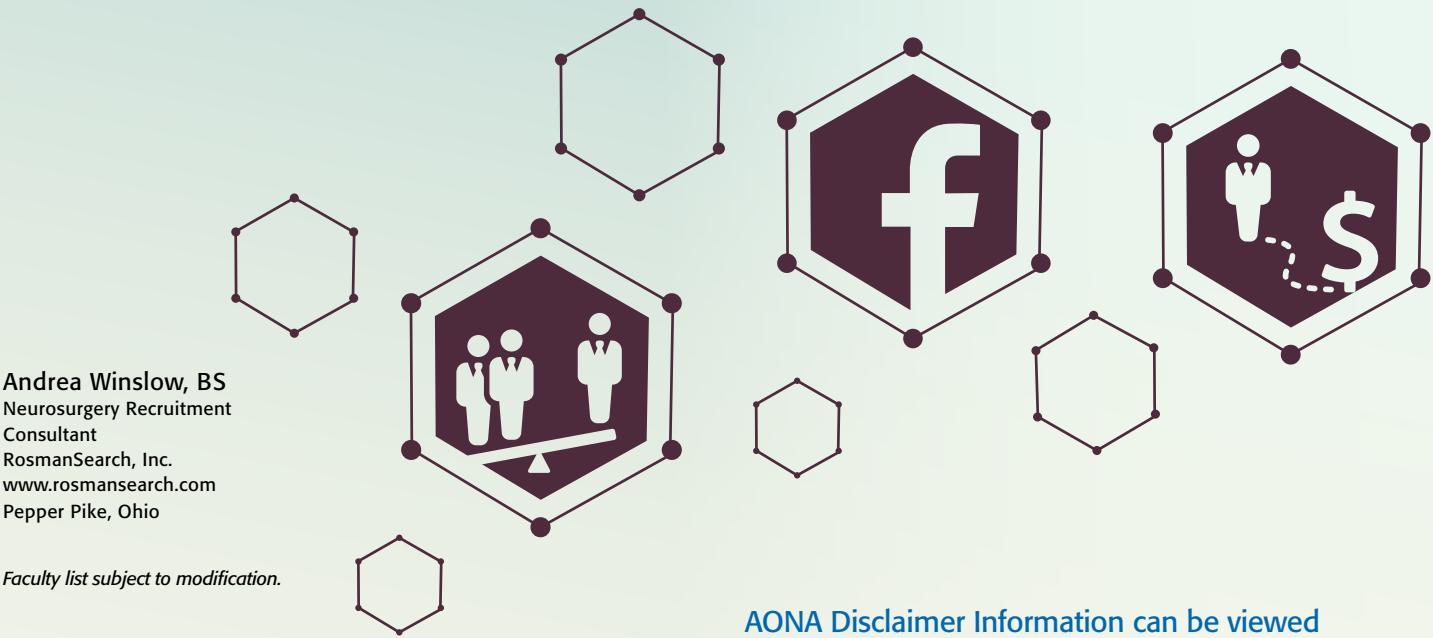
Joseph Cheng, MD, MS Professor and Vice Chair Department of Neurosurgery Yale University New Haven, Connecticut	Paul Gladden, MD Chief of Orthopaedic Trauma Surgery Residency Program Director Associate Professor Tulane University School of Medicine New Orleans, Louisiana	Lali Sekhon, MD, PhD, FRACS, FACS Sierra Neurosurgery Group Reno, Nevada
--	---	---

Invited Faculty

Richard Bransford, MD Professor Spine Fellowship Director Department of Orthopedics and Sports Medicine Department of Neurosurgery Harborview Medical Center University of Washington Seattle, Washington	Norman Chutkan, MD Executive Director Banner University Medical Center Orthopedic and Spine Institute Director of Research and Education CORE Professor University of Arizona College of Medicine Phoenix Phoenix, Arizona	Michael D. Daubs, MD Professor and Chairman Department of Orthopaedic Surgery UNLV School of Medicine Las Vegas, Nevada
Matthew R. Camuso, MD Orthopaedic Trauma Surgery Maine Medical Center Portland, Maine	Nancy Cusick, BS RosmanSearch Pepper Pike, Ohio	Jennifer Hagen, MD Assistant Professor Department of Orthopedics University of Florida Gainesville, Florida

Education Advisor

John DeVine, MD Professor Chief of Spine Surgery Department of Orthopaedic Surgery Medical College of Georgia Augusta University Augusta, Georgia	Samir Mehta, MD Associate Professor of Orthopaedic Surgery Chief, Orthopaedic Trauma and Fracture Service University of Pennsylvania Health System Philadelphia, Pennsylvania	Dick Pepper, BSc (ENG) President VoxMD Healthcare Marketing and Technology Hendersonville, Tennessee
Michael A. Miranda, MD Associate Clinical Professor of Orthopaedics University of Connecticut Director of Orthopaedic Trauma Hartford Hospital Chair, Community Development Commission AO Foundation Hartford, Connecticut	John Ratliff, MD Associate Professor Stanford University Department of Neurosurgery Stanford, California	L. Erik Westerlund, MD, FACS St Francis Hospital & Health System Columbus, Georgia



Faculty list subject to modification.

AONA Disclaimer Information can be viewed by visiting this event online at www.aona.org

Acknowledgement:
AO North America gratefully acknowledges funding for its educational activities from the AO Foundation. The AO Foundation receives funding for education from Synthes GmbH.