



**Georgia Chapter
American College of Cardiology
Practice Administrators' Seminar
May 8-9, 2008
Ritz-Carlton Lodge
Reynolds Plantation at Lake Oconee
Greensboro, Georgia**

Schedule

Thursday, May 8, 2008

12:00 - 1:00pm	Registration	Reynolds Ballroom Foyer
1:00 - 1:15pm	Welcome Remarks	Reynolds Ballroom
1:15 - 2:00pm	“Current Federal Legislative Issues Impacting Cardiology” Molly Nicholson, Federal Grassroots Specialist American College of Cardiology, Washington, DC	Reynolds Ballroom
2:00 - 3:00pm	“Are Your Physicians Capturing Everything They Earn?” Deborah Hogg, Senior Consultant Michelle Gilbert, Senior Consultant MedCath Consulting and Management, Charlotte, North Carolina	Reynolds Ballroom
3:00 - 3:30pm	Break	Reynolds Ballroom Foyer
3:30 - 5:00pm	“Key Drivers” for Physician-Hospital Affiliations” Ronald L. Vance, J.D., Principal Alex Hunter, Principal EthosPartners, Suwanee, Georgia	Reynolds Ballroom
6:00 pm	Reception	Salon III
6:30 pm	Dinner	Salon III

Friday, May 9, 2008

7:00 - 8:00am	Registration/Continental Breakfast	Reynolds Ballroom Foyer
8:00 - 9:00am	“Regaining Financial Control of Your Practice” Steve Adams, CPC, CPC-H, PCS, FCS, COA MAG Mutual HSI, Atlanta, Georgia	Reynolds Ballroom
9:00 - 10:00am	“Benchmarking for Cardiology” Patrick White, President MEDAxiom, Northville, Michigan	Reynolds Ballroom
10:00 - 10:30am	Break	Reynolds Ballroom Foyer
10:30 - 11:30am	“Current Issues in Cardiac Imaging ” Cathleen Biga, CEO Cardiovascular Management, Woodridge, Illinois	Reynolds Ballroom
11:30 - 12:00pm	<i>Group Discussion & Planning</i>	Reynolds Ballroom

PROGRAM COMMITTEE

Mary Daniels, Chair, Emory Heart & Vascular Center, Atlanta
Rick Siegel, Cardiovascular Medicine, PC, Atlanta
Allene Lee, Cardiovascular Consultants, Savannah
Steve Davidson, Cardiovascular Associates, Augusta



Patrick J. White
President
MEDAxiom

Pat joined MEDAxiom in January 2003 and is responsible for managing the growth and development of MEDAxiom. Pat has been in the health care management field for over 35 years, 17 of which have been in medical group practice management. He spent 13 years

with the Henry Ford Health System in Detroit in various management positions including five years as the Administrator for the Department of Internal Medicine. He spent 12 years as the CEO of Michigan Heart, a 36-physician cardiology practice with 275 employees in Ann Arbor, Michigan. Pat received his Bachelor's degree from Madonna University in Livonia, Michigan and his Master of Public Health degree from the University of Michigan in Ann Arbor. He most recently attended Stanford's Executive Program for Growing Companies in Palo Alto. In 2001, Pat was the president of the Cardiology Leadership Alliance. He was active with the Washtenaw Chapter of the American Heart Association and served as its president in 2000. Pat is also a member of the Board of the Cardiology Advocacy Alliance.

“Benchmarking for Cardiology”

The presentation will focus on the use of national benchmarking data to assist practice executives as they manage their practice in today's challenging environment. The attendee will learn how to interpret both benchmarking and trending data. National trends will be discussed in detail.



Cathleen Biga
President and CEO
Cardiovascular Management of Illinois

Cathleen Biga is president and CEO of Cardiovascular Management of Illinois a 47 FTE cardiology practice. She has over 30 years experience in health care and has been active in practice management for the last 10 years. In her current practice

she is responsible for strategic planning, growth and development of several cardiology practices, their operational efficiencies, and the development/implementation of new technologies. She has been active nationally with advocacy issues and lectures widely on the implementation of cardiac CTA in practices. She serves on the advisory board of Medaxiom, is President of CSCA, and President elect of Cardiology Advocacy Alliance. With her background in hospital administration she is able to bring a unique perspective to practice management in these complex times.

“Current Issues in Cardiac Imaging”

This session will give you the latest in cardiovascular imaging reimbursement. From the national coverage decision on cardiac CTA to ultrasound reimbursement we will cover the critical factors necessary to ensure appropriate coding, reimbursement, and appropriateness criteria for CV testing. Cardiologists need to appropriately, effectively and efficiently care for their patients in these times of declining reimbursement and high overhead. We will explore best practices to help you accomplish this in your office setting.

About the Conference

CONFERENCE REGISTRATION

To register for the 2008 Georgia Chapter /ACC Practice Administrators' Seminar, fill out the enclosed registration form and mail it along with the appropriate payment to the GA/ACC office at 4850 Golden Parkway, Suite B-418, Buford, GA 30518. The conference registration desk will open Thursday afternoon at 12:00 p.m. to be followed by the program at 1:00pm. On Friday, the registration desk will open at 7:00am with breakfast and followed by the program at 8:00am.

HOTEL ACCOMMODATIONS

We have reserved a block of rooms at the Ritz Carlton Lodge featuring several restaurants, a championship golf course, tennis center, indoor and outdoor pools, a full service spa, fitness center, on site cultural and historical center with activities, children and teen programs, water sports, a nearby equestrian center and clay shooting range.

Set on 8,000 wooded acres along the banks of Lake Oconee, the Ritz-Carlton Lodge, Reynolds Plantation draws on local history and tradition. With its spectacular natural settings and gracious Southern hospitality, it's an experience like no other. We encourage everyone to stay overnight to enjoy all the activities that the resort has to offer. For the Ritz-Carlton experience, log on to www.ritzcarlton.com.

For hotel reservations, call 800.241.3333 or 706.467.0600. The rate is \$265 per night, single or double. Our rooming block is registered under the Georgia Chapter/American College of Cardiology. **Deadline for hotel reservation is May 1st.** Rooms are limited, so we urge you to respond today.

DIRECTIONS

The Ritz-Carlton Lodge is located just more than an hour from Atlanta. Detailed directions can be located on their website at www.ritzcarlton.com/resorts/reynolds_plantation/ under resort overview. Parking – Valet parking only at \$15 per day.

RESORT AMENITIES

Arrangements for babysitting, and all other resort amenities can be made by calling the concierge at 706.467.7130.

ATTIRE

Resort attire is appropriate throughout the conference.

WEBSITE

Information regarding this meeting can be found on our website at www.accga.org

About our Speakers and Program



Molly Nichelson
Federal Grassroots Specialist
American College of Cardiology (ACC)

Molly Nichelson oversees the ACC's CardioAdvocacy Program (CAN), where she recruits and trains members to advocate on behalf of their profession, practices and patients. Molly guides ACC members' congressional advocacy on critical issues such as Medicare payment, medical imaging and physician-sponsored quality initiatives. In addition, Ms. Nichelson oversees grassroots communications, lobby days, constituent visits and the Legislative Conference.

“Current Federal Legislative Issues Impacting Cardiology”

As the federal government's Medicare budget gets tighter, it's imperative for practice administrators and cardiologists to work together to convince Congress to adopt fair Medicare payment and medical imaging policies. This lecture will provide an update on the latest news regarding Medicare reimbursement and medical imaging from Capitol Hill and explain how you and your practice can get involved in the ACC's advocacy efforts.



Debbi Hogg, CPC
Senior Consultant
MedCath Consulting and Management

In the 18 years Debbi has worked in the health care field, she has developed proficiency in group practice front desk operations enhancement, cardiology coding and reimbursement, operations improvement, and physician marketing. Debbi began her career with Presbyterian

Healthcare Systems in Charlotte, NC, where she focused on improving insurance reimbursement. She then worked with one of the largest cardiology groups in North Carolina primarily in the area of reconciling & recovering missing hospital charges, enhancing business operations, and developing and implementing long-range public relations and marketing strategies. Debbi joined MedCath in 2000.



Michelle D. Gilbert, CPC
Senior Consultant
MedCath Consulting and Management

With 22 years of combined insurance and health care experience, Michelle has become proficient in all business office operations, accounts receivable management, cardiology coding, compliance, physician education, and personnel management. Michelle entered the health care field working for Presbyterian Healthcare Systems in Charlotte, NC where she became highly experienced in front office operations. She then worked for 10 years with one of the largest cardiology groups in North Carolina, initially working on improving practice revenue, managing both front and business offices, and later serving as the Business Services Director. Michelle joined MedCath in 2002.

“Are Your Physicians Capturing Everything They Earn?”

Learn how evaluation and management coding, charge capture, and EMR can all impact your bottom line. We will also address the complexities of procedure coding, and share our findings from a typical cardiology practice. How important is it to code your procedures accurately? Do you need to hire a certified coder? With the recent reimbursement cuts and future cuts looming, now is the time to work smarter and ensure that all services are paid appropriately for the services being provided.



H. Alex Hunter
Principal
EthosPartners Healthcare Management Group

Mr. Hunter has over 22 years of health care experience and has worked with physician groups and hospitals on physician compensation planning, business strategy, medical staff development, and market development. He has led projects

for some of the largest hospital and physician groups in the country on issues such as compensation plans for multi-specialty groups in a combined capitation and fee-for-service model, market development for integrated healthcare delivery systems, streamlining clinical operations, and developing methodologies for distributing global capitation revenue among multi-specialty physicians. Prior to co-founding EthosPartners Healthcare Management Group, he served as the Managing Partner for Cejka Consulting for over 12 years where he consulted with health care organizations in the design and implementation of physician – hospital compensation methodologies, fair market value analyses, and strategic medical staff development planning. Mr. Hunter has spoken extensively on the topic of physician compensation planning and published articles in *AMGA Journal*; *Journal of Oncology*; and *MGMA Journal*.



Ronald Vance
Principal
EthosPartners Healthcare Management Group

Ron Vance has over 21 years of healthcare industry experience and provides EthosPartners' clients with expertise in physician strategic/business planning, compensation, performance improvement, organizational development, governance and leadership design. Ron's primary focus is on inter-relationships between physicians, physician organizations, and other healthcare providers and payers, including hospitals and academic medical centers. Ron also has extensive experience in the assessment and valuation of clinical, teaching research and medical administrative physician services; advanced medical staff development planning' and related physician affiliation/integration strategies and tactics to meet organizational priorities for hospitals, health systems, payers, and medical practices. Ron is a frequent national speaker and author regarding physician services strategy and physician compensation issues.

“Key Drivers for Physician-Hospital Affiliations”

In this session, the participants will be presented with summaries of key national and regional market trends affecting cardiac practices and hospital-physician affiliation relationships. The participants will also be requested to provide “group” feedback regarding their own experiences and perspectives relative to the “key drivers” affecting successful physician affiliation models/relationships.



Steve Adams
Certified Professional Coder
MAG Mutual Insurance Company

Steve Adams is a certified professional coder for both office (CPC) and hospitals (CPC-H) with more than 14 years experience in military, multi-specialty, hospital, and the private sector practice of medicine. He has both training and knowledge as a technician, educator, lecturer, and medical group practice manager. His experience includes the evaluation of managed care agreements, fee schedule development, and the implementation of policies to optimize compliance and medical insurance reimbursement. Mr. Adams is also a licensed Certified Professional Coding instructor for the American Academy of Professional Coders (AAPC) and provides consulting for more than 100 physicians nationwide, consisting of more than 20 specialties; facility-based, rural health, and multi-specialty medical practice billing reviews and restructuring; and the Professional Medical Coding Curriculum (PMCC) course for the AAPC. He conducts key note addresses and presentations on Human Resources, Medicare/Medicaid billing, coding, and compliance. Steve was a contributing author to *Fraud & Abuse*, the Physicians' Resource for Managing Compliance Efforts, and has written articles on coding, compliance, and practice management.

“Regaining Financial Control of Your Practice”

This seminar will cover five ways to regain financial control of your medical practice. 1) Reimbursement Process; 2) Understanding EO(M) Bs; 3. Decreasing Denials; 4) Revenue, Collections & Overhead; and 5) Accounts Receivable, Standard Collection Policy, Collection Policy with ARMS.

Registration

Meeting Registration

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Practice Administrators' Seminar
May 8 & 9, 2008
Ritz Carlton Lodge at Lake Oconee
Greensboro, Georgia

Please check one: Administrator Practice Manager Other

1. Name _____ Degree: _____
Badge Name _____

Please check one: Administrator Practice Manager Other

2. Name _____ Degree: _____
Badge Name _____

Practice Name _____

Practice Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Please check here if you are disabled and require special services. Attach a description of needs.

Is your physician a Georgia Chapter Member?

Yes No Name of physician _____

Meeting Fees Include

All Lectures, Breaks on Thursday and Friday, Thursday Reception/Dinner and Friday Continental breakfast

If your physician is a Chapter member \$195 x _____ \$ _____

If your physician is not a Chapter member \$295 x _____ \$ _____

Total Enclosed \$ _____

Will you be attending dinner on Thursday? _____ Yes x _____
_____ No x _____

***Deadline to make hotel accommodations is May 1. Rooms are based upon availability so reserve early.
Ritz Carlton Lodge – 706.467.0600 Single/double occupancy \$265 per night**

Complete this form, enclose your check and mail to:
Georgia Chapter of the American College of Cardiology
4850 Golden Parkway, Suite B-418
Telephone: 770.271.0798 Fax: 770.271.0634

Please Note: Refunds will be issued for cancellations received before April 30 and will be subject to a \$25.00 administrative processing fee.