

**ACG 2018 Practice Management Course**  
***Managing Challenges to Independence***  
**Philadelphia, PA**  
**Friday, October 5, 2018**

**Course Directors:**

*Ralph D. McKibbin, MD, FACC*

*Jay N. Yepuri, MD, MS*

**Up to 8 hours of CME & 8 MOC points**

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7:00 am Continental Breakfast

7:30 am Welcome Remarks and Announcements

*Ralph D. McKibbin, MD, FACC, and Jay N. Yepuri, MD, MS*

**Session 1: MACRO TRENDS IN THE HEALTHCARE LANDSCAPE**

7:40 am **Reading the Tea Leaves – A Federal Legislative Update**

Discuss current political climate and policy priorities shaping the healthcare legislative process and the potential impacts of the 2018 elections.

8:00 am **How Will the ACG Help Us Deal With Change?**

*Irving M. Pike, MD, FACC, ACG President*

Identify how to access relevant ACG materials, services, and activities that support practice growth and development.

8:20 am **Practice Models: Are Clinically Integrated Networks the Answer?**

*Frank Chapman, MBA*

Evaluate possible adoption of the clinically integrated network practice model.

8:40 am Q & A

- Session 2: REVENUE OPTIMIZATION PRACTICES**
- 9:00 am **Quick Tidbit #1: Fee Schedule Optimization**
- 9:05 am **How to Jumpstart the Revenue Cycle in the Era of Rising Deductibles**  
*David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP*  
Discuss how practices can organize their revenue cycles to allow earlier collection of revenue.
- 9:25 am **Revenue Losses: Undercoding and Denials - Tips and Tricks**  
*Shelley L. Colon*  
Identify and adopt tools to limit and prevent revenue losses due to undercoding and denials.
- 9:45 am **Report Cards, Metrics, and Reporting in Your Practice**  
*Ralph D. McKibbin, MD, FACG*  
Recognize key characteristics of successful quality reporting programs.
- 10:05 am Q & A
- 10:25 am Refreshment Break (20 min)
- Session 3: GROWING VALUE IN YOUR PRACTICE**
- 10:45 am **Quick Tidbit #2: No-Show Patients: To Charge or Not to Charge?**
- 10:50 am **Incorporating Efficiency and Best Practices in the Endoscopy Center**  
*Jay N. Yepuri, MD, MS*  
Propose strategies for improving efficiency and optimizing work flow in the endoscopy center.
- 11:10 am **Advanced Practice Providers – The Value-added Proposition**  
*Daniel J. Pambianco, MD, FACG*  
Recognize job training trends for Advanced Practice Providers that can add value to the gastroenterology practice.
- 11:30 am **Negotiating Payer Contracts in the Age of Cost and Quality**  
*Costas H. Kefalas, MD, MMM, FACG*  
Apply strategies to improve payment for services.
- 11:50 am Q & A

- 12:10 pm Break / Lunch
- 12:40 pm **Working Luncheon Presentation: What Practices Need to Know About Finance**
- Session 4: PATIENT-CENTERED CARE DEVELOPMENT**
- 1:20 pm Quick Tidbit #3: **Password Protection Policies**
- 1:25 pm **Generational Differences in the Expectations of Employees, Patients, and Practitioners**  
*Eva Szigethy, MD, PhD, FACG*  
Identify the differences in healthcare priorities for stakeholders from various generations.
- 1:45 pm **Employee Engagement Improves Patient Satisfaction**  
*Suriya V. Sastri, MD, FACG*  
Explain strategies to enhance employee engagement.
- 2:05 pm **Patient-centered Care: Growing Your Practice Culture**  
*Amy S. Oxentenko, MD, FACG*  
Describe the concept of patient-centered care, and develop strategies for staff development that support this care.
- 2:25 pm Q & A
- 2:45 pm Break
- Session 5: PROFESSIONAL DEVELOPMENT UPDATE**
- 3:00 pm Quick Tidbit #4: **Identity Theft**
- 3:05 pm **Practitioner Satisfaction: Lessons From the RAND Research Report**  
*Christina M. Surawicz MD, MACG*  
Describe the process for the optimization of practitioner satisfaction and wellness.
- 3:25 pm **Planning for Retirement – The “Big Picture”**  
*Harish K. Gagneja, MD, FACG*  
Identify successful retirement planning strategies and review alternative employment models that can be a “win-win” for medical practices.
- 3:45 pm **Leadership: Creating a Written Personal Development Plan**  
*Louis J. Wilson, MD, FACG*  
Discuss the PDP as a way to build and maintain a successful practice.
- 4:05 pm Q & A
- 4:25 pm Course Wrap-up and Take-away Points  
*Ralph D. McKibbin, MD, FACG, and Jay N. Yepuri, MD, MS*
- 4:40 pm Course Adjourns