

FRIDAY COURSES

Friday, October 5, 2018

PRACTICE MANAGEMENT COURSE

Friday, October 5, 2018 | 7:30 am – 4:40 pm | Terrace Ballroom 4

Course Directors: Ralph D. McKibbin, MD, FACG, and Jay N. Yepuri, MD, MS, FACG

COURSE DESCRIPTION

Healthcare delivery is transforming at an accelerating rate, but opportunities in the field of gastroenterology remain strong for private practice physicians to claim ownership of their practices and their careers. Managing challenges to independence will be even more important during these changing times, but that alone will not be enough for success. Participants in the ACG 2018 Practice Management Course will learn from colleagues about new and innovative ways to improve the operations, enhance productivity, and guarantee success of their practices.

The 2018 Practice Management Course will provide up-to-date information about the state of practice management.

Rapid Fire Quick Tidbit Sessions will feature information on:

- ✓ Fee Schedule Optimization
- ✓ No-Show Patients: To Charge or Not to Charge?
- ✓ Password Protection Policies
- ✓ Identity Theft

FACULTY

Frank J. Chapman, MBA

Chief Operating Officer, Ohio Gastroenterology Group, Inc., Columbus, OH

Shelley L. Colon, MHA, CMPE

Operations Director, Digestive Health Associates of Texas, P.A., Dallas, TX

Harish K. Gagneja, MD, FACG

Partner Physician, Austin Gastroenterology, Austin, TX

Costas H. Kefalas, MD, MMM, FACG

Partner, Akron Digestive Disease Consultants, Inc., Akron, OH

Ralph D. McKibbin, MD, FACG

Director of Strategic Planning and Business Development, Blair Gastroenterology Associates, Altoona, PA

Amy S. Oxentenko, MD, FACG

Professor of Medicine; Residency Program Director and Associate Chair, Department of Medicine, Mayo Clinic, Rochester, MN

Daniel J. Pambianco, MD, FACG

Associate, Charlottesville Gastroenterology Associates, Charlottesville, VA

Irving M. Pike, MD, FACG

Senior Vice President and Chief Medical Officer, John Muir Health, Walnut Creek, CA

Suriya V. Sastri, MD, FACG

Director, Midwest Endoscopy Center, Willowbrook, IL

Christina M. Surawicz, MD, MACG

Professor of Medicine; Associate Dean for Faculty Development, University of Washington School of Medicine, Seattle, WA

Eva Szigethy, MD, PhD, FACG

Professor of Psychiatry, Medicine, and Pediatrics, University of Pittsburgh School of Medicine, Pittsburgh, PA

Louis J. Wilson, MD, FACG

Managing Partner, Wichita Falls Gastroenterology Associates, Wichita Falls, TX

Jay N. Yepuri, MD, MS, FACG

Partner, Digestive Health Associates of Texas, P.A.; Medical Director, Texas Health Harris Methodist HEB Hospital GI Lab, Bedford, TX

David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC, CMAP, CMAPA, CMMP

Consultant, Zetter HealthCare, Mechanicsburg, PA

COURSE AGENDA

6:30 am Continental Breakfast

7:30 am Welcome and Announcements

Ralph D. McKibbin, MD, FACG, and Jay Yepuri, MD, MS

SESSION 1: Macro Trends in the Healthcare Landscape

7:40 am Reading the Tea Leaves—A Legislative Update

Discuss the 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, FACG, 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 J. 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, PESC, CMAP, CMAPA, CMMP

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, MHA, CMPE

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 Break

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.

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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 / Box Lunch Provided

12:40 pm Working Luncheon Presentation: What Practices Need to Know About Finance

SESSION 4: Patient-Centered 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, FACG

4:40 pm Course Adjourns

ACG 2018 Meeting App

Included with your registration is complimentary access to the course presentations via the ACG 2018 Meeting app, which is within the ACG Mobile app.

(NOTE: A printed syllabus will not be provided.) The app can be used to view faculty presentations on tablets, mobile devices, and laptops, and offers note-taking and highlighting capabilities. Pre-registrants will receive access to the app prior to the meeting, to view, download, or print the presentation slides. See page 6 for more information.



THE ONLINE ITINERARY PLANNER IS OPEN!

Register today and start building your personal schedule for the ACG 2018 meeting.

Use the Itinerary Planner to prioritize your time by planning your onsite activities in advance. Browse and bookmark the sessions, view presentations, posters, and events, and explore the Exhibit Hall layout and exhibitors.

Once registered for the meeting, you will be able to create your Planner account, which allows you to build, access, and update your itinerary at any time. When the meeting app is available in September, your saved itinerary and bookmarked items will sync to the app on your device for use at the meeting in Philadelphia.

VISIT THE ITINERARY PLANNER: eventscribe.com/2018/ACG

Note: Only registered attendees will be able to create accounts and save itineraries that will sync to the ACG 2018 meeting app.