

# FRIDAY COURSES

Friday, October 25, 2019

## ROADMAP FOR A SUCCESSFUL COMMUNITY OR ACADEMIC GI PRACTICE COURSE: RAMP-UP YOUR PRACTICE, SUPER-CHARGE YOUR STAFF

Friday, October 25, 2019 | 7:30 am – 5:00 pm | Room 301 (Ballroom Level)

Course Directors: Jay N. Yepuri, MD, MS, FACP, and Harish K. Gagneja, MD, FACP

### 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 2019 Roadmap for a Successful Community or Academic GI Practice Course will hear from colleagues about new and innovative ways to improve the operations, enhance productivity, and guarantee success of their practices.

### ACCREDITATION / CME / MOC

The American College of Gastroenterology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The American College of Gastroenterology designates this live activity for a maximum of 8.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



Successful completion of this CME activity, which includes participation in the evaluation component, enables the participant to earn up to 8.5 MOC points in the American Board of Internal Medicine's (ABIM) Maintenance of Certification (MOC) program. Participants will earn MOC points equivalent to the amount of CME credits claimed for the activity. It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of granting ABIM MOC credit.

### COURSE AGENDA

**6:30 am Continental Breakfast**

**7:30 am Welcome and Announcements**

Jay N. Yepuri, MD, MS, FACP, and Harish K. Gagneja, MD, FACP

**SESSION 1: Critical Aspects of Contemporary GI Practice**

Moderator: Jay N. Yepuri, MD, MS, FACP

**7:40 am Status Update: ABIM, MOC, and Beyond**

Sunanda V. Kane, MD, MSPH, FACP  
Discuss the latest requirements and pathways for ABIM Board Certification status and Maintenance of Certification as well alternatives for Board Certification.

**8:00 am How to Legally Structure an Anesthesiology Provider Agreement for Your Endoscopy Center**

Ann M. Bittinger, JD

Describe important legal considerations when structuring an anesthesiology provider agreement for your endoscopy center.

**8:20 am Social Media in Gastroenterology: The Hashtag is Here to Stay... Avoid Trouble!**

Richard E. Moses, DO, JD, FACP

Identify key legal issues surrounding the use of social media in medical practice.

**8:40 am Q & A**

**SESSION 2: Making Your Mark – Taking Your Organization to the Next Level**

Moderator: Harish K. Gagneja, MD, FACP

**9:00 am Quick Tidbit**

**9:05 am Getting Started on Social Media: Everything You Need to Know to Join the Conversation**

Sophie M. Balzora, MD, FACP

Discuss "Social Media: 101," an introduction for GI practices and providers.

**9:25 am Marketing and Branding in the Era of Social Media**

Diane Baker

Describe strategies for using social media to effectively establish your brand and market your organization.

**9:45 am The "Lesser Known" Ancillaries – Still a Good Opportunity?**

Harry E. Sarles, Jr., MD, MACG

Examine the clinical and economic rationale for ancillaries such as a research division, infusion centers, diagnostic services, and data mining.

**10:05 am Q & A**

**10:25 am Break**

**SESSION 3: Leadership, Administration, and Structure**

Moderator: Jay N. Yepuri, MD, MS, FACP

**10:45 am Quick Tidbit**

**10:50 am Succession Planning for Your Organization**

Joseph J. Vicari, MD, MBA

Provide best practice-based guidance on how your organization can best transition its leadership.

**11:10 am How Do I Hire Good Staff?**

Tania Bolla, CMPE

Review best practices for recruiting and hiring good staff, with recommendations on how to handle HR, benefits, and compensation decisions for your new hires.

**11:30 am APM Guidance: "How To" When Negotiating a Bundled Payment Plan**

Ralph D. McKibbin, MD, FACP

Provide a framework for developing and negotiating a bundled payment plan focusing on the traditional lump-sum bundle and the shared-savings bundle models.

**11:50 am Q & A**

**12:10 pm Break / Pick-up Box Lunches**

**12:30 pm Luncheon Presentation: The Taxonomy of GI Practice in 2019**

Moderator: Jay N. Yepuri, MD, MS, FACP

Panelists: James S. Leavitt, MD, FACP; Neal R. Patel, MD; Jason Porter, MBA; Michael L. Weinstein, MD; and Louis J. Wilson, MD, FACP

Discuss current models of GI practice in the U.S. along with an analysis of private equity's entrance into the GI practice space.

**SESSION 4: Strategic Practice Initiatives – How Can We Do Things Better?**

Moderator:

Harish K. Gagneja, MD, FACP

**1:10 pm Quick Tidbit**

**1:15 pm Getting Your Patient the Medication You Prescribed: Tips and Tricks**

David Choi, MD, PharmD, BCACP

Adapt a methodical approach to obtaining pre-authorizations and appealing denials for pharmaceutical therapies.

**1:35 pm Centers of Excellence in GI Practice – Developing a Team Based Approach to Care**

Corey A. Siegel, MD, MS

Discuss the center of excellence model in IBD and its application to other chronic disease states including GERD and chronic liver disease.

**1:55 pm Effective Leadership, Impactful Networking, and the Importance of Being an Original**

David J. Hass, MD, FACP

Discuss the importance of adaptability as a leader and the importance of networking as a means of reciprocal problem solving in order to help complex organizations succeed in their clinical missions.

**2:15 pm Q & A**

**2:35 pm Break**

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## SESSION 5: Business 101 – The Fundamentals

Moderator: Jay N. Yepuri, MD, MS, FACC

### 2:55 pm Quick Tidbit

### 3:00 pm Panel Presentations: 10 Things You Need to Know from a Business Standpoint...

Moderator: Jay N. Yepuri, MD, MS, FACC

Provide a basic framework for physicians in academic practice (both traditional and clinical track), employed physicians, and physicians in small, independent practices to better understand how their business works.

- **For an Academic Physician**  
Vivek Kaul, MD, FACC
- **For an Employed Physician**  
Sapna V. Thomas, MD, FACC
- **For a Small, Independent Practices**  
Stephen Amann, MD, FACC

### 3:45 pm Panel Discussion and Q & A

### 4:40 pm Course Wrap-Up and Closing Remarks

Jay N. Yepuri, MD, MS, FACC, and Harish K. Gagneja, MD, FACC

### 5:00 pm Course Adjourns

## FACULTY LISTING AND DISCLOSURE INFORMATION

The American College of Gastroenterology (ACG) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. ACG, as an ACCME accredited provider, ensures balance, independence, objectivity, and scientific rigor in all of its directly and jointly provided education activities. All who are in a position to control the content of an education activity (including their spouse or partner) are required to disclose to ACG all relevant financial relationships in any amount occurring in the past 12 months with any commercial interest that may create a conflict of interest related to the subject matter of an education activity. Safeguards against commercial bias have been put in place by ACG. Anyone who refuses to disclose relevant financial relationships will be disqualified. ACG ensures any conflicts of interest are resolved before the educational activity occurs and discloses all relevant financial relationships to the learners prior to the beginning of an education activity.

ACG staff involved with this activity have nothing to disclose. Faculty have noted the following relationships related to their Roadmap for a Successful Community or Academic GI Practice Course presentations.

## COURSE DIRECTORS

### Harish K. Gagneja, MD, FACC

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To resolve identified conflicts of interest, the educational content was peer reviewed by the Course Director or a member of the ACG Educational Affairs Peer Review Subcommittee.

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Dr. Gabbard has indicated no relevant financial relationships.

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