

# ROADMAP FOR A SUCCESSFUL COMMUNITY OR ACADEMIC GI PRACTICE COURSE

## RAMP-UP YOUR PRACTICE, SUPER-CHARGE YOUR STAFF (previously the Practice Management Course)

Friday, October 25, 2019 • 7:30 am – 4:40 pm

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

Join ACG in 2019 for our newly re-imagined Practice Management style course! 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 in San Antonio, Texas will hear from colleagues about new and innovative way to improve the operations, enhance productivity, and guarantee success of their practices.

## COURSE AGENDA

**6:30 am** Continental Breakfast

**7:30 am** Welcome and Introductions  
*Jay N. Yepuri, MD, MS, FACG, and  
Harish K. Gagneja, MD, FACG*

### **Session 1: Critical Aspects of Contemporary GI Practice**

*Moderator: Jay N. Yepuri, MD, MS, FACG*

**7:40 am** Status Update: ABIM, MOC, and Beyond  
*Sunanda V. Kane, MD, MSPH, FACG*

**8:00 am** Negotiating Hospital Contracts, Payments, and Stark Law Regulations  
*Ann M. Bittinger, JD*

**8:20 am** The Practice Management Committee “Law Review”  
*Richard E. Moses, DO, JD, FACG*

**8:40 am** Q & A

### **Session 2: Making Your Mark – Taking Your Organization To The Next Levels**

*Moderator: Harish K. Gagneja, MD, FACG*

**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, FACG*

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

**9:45 am** The “Lesser Known” Ancillaries – Still a Good Opportunity?  
*Harry E. Sarles, Jr., MD, FACG*

**10:05 am** Q & A

**10:25 am** Break

### **Session 3: Leadership, Administration, and Structure**

*Moderator: Jay N. Yepuri, MD, MS, FACG*

**10:45 am** Quick Tidbit

**10:50 am** Succession Planning for Your Organization  
*Joseph J. Vicari, MD, MBA*

**11:10 am** How Do I Hire Good Staff?  
*Tania Bolla, CMPE*

**11:30 am** Effective Leadership, Impactful Networking, and the Importance of Being an Original

*David J. Hass, MD, FACG*

**11:50 am** Q & A

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

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

*Moderator: Jay N. Yepuri, MD, MS, FACG*

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

*Moderator: Harish K. Gagneja, MD, FACG*

**1:10 pm** Quick Tidbit

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

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

*Corey A. Siegel, MD, MS*

**1:55 pm** APM Guidance: “How To” for Negotiating a Bundled Payment Plan

*Ralph D. McKibbin, MD, FACG*

**2:15 pm** Q & A

**2:35 pm** Break

### **Session 5: Business 101 – The Fundamentals**

*Moderator: Jay N. Yepuri, MD, MS, FACG*

**2:55 pm** Quick Tidbit

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

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

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

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

**5:00 pm** Course Adjourns