Seminar Topics 2015

We strive to keep our clients and colleagues abreast of the latest healthcare changes and industry trends.

General Knowledge

Tools & Ideas for Independence: Undergraduate school, medical school, residency, fellowship, and subsequently, private practice all seem like logical steps in the life of a physician. For many years, this multi-step process worked without much effort and produced healthy financial results. Though this world still exists in some cases, it is definitely becoming an endangered species as a recent MGMA survey demonstrates: In 2001, less than 3% of physicians desired to be employed versus greater than 22% desiring employment in 2008. This presentation will provide insights and ideas into how a practice might successfully stay independent in the competitive race for the patient.

Business Owner AND Physician: A presentation dedicated to discussing what ownership means. It is a review of what it means to own a business, not simply being a physician or partner of a practice. It will be a general overview of tasks, responsibilities and obligations necessary to not only run a successful business but to have it continue to grow and thrive. The presentation will touch on both basics and ideas for new ways of viewing your business. It will also include perspective on the challenges of the future and viewing these challenges as opportunities.

Hospital-Physician Partnerships – A Replay of the ’90s or a New Era?: If you have been in healthcare since the ’90s, this question resides in the forefront of your mind. How is the economic environment different? Are the “players” the same? Who is providing care today? Will the boomers really sink Medicare? Is the independent physician practice an endangered species? Are Accountable Care Organizations a euphemism for capitation? This presentation summarizes factual statistics and broadens into a discussion of the opportunities and threats that exist in the next chapter of healthcare.

The Next Frontier of Healthcare: Medical practices face even more dramatic and rapid change than usual. Health Care Reform, the evolving Accountable Care Organization and medical home concepts, use of mobile information technology, acquisition by health systems and hospitals (again) … These are all active shifts that will dramatically impact the future of your practice and your own personal career path. In this seminar, Cameron Cox discusses various perspectives on these topics and encourages active discussion about positioning you and your practice to thrive in the changing healthcare landscape.
The Financial Implications of Moving from Inpatient to Outpatient Care?: One goal of the ACA is to provide care to patients in the least expensive setting possible. Is that always attainable? How does this affect your organization? How do the light bills get paid? More questions than answers still exist in this “evolution” of our healthcare system. In addition to being in an inexpensive setting, patients will continue to be financially responsible for more of their healthcare bills. With this shift, there will be a renewed focus on quality of care. A focus on meeting customer WANTS instead of just needs will spread into the system. Assisting the patient in attaining healthy outcomes will also be expected. How can this be accomplished? How can health improvement be attained at a lower cost?!? This presentation will discuss the goals of the ACA to make this a reality. In addition, the presentation will discuss tactics and impacts on both the facility side and potentially the physician network side of these equations. It will also address practice operations and finance as they relate to the ACA.

Business Intelligence – Intelligent Business: We are constantly being told that the new healthcare system will depend on “Big Data,” “Business Intelligence” and “Analytics.” What does this mean? Haven’t we always analyzed the data? This presentation will challenge you to reconsider whether you are asking the right questions and whether you have the right data and right tools to answer them. Learn how analytics adds value to your practice’s financial position and practice operations. We’ll review some commercial products in the marketplace and also build some of our own!

Is That a Train I Hear? An Impact Analysis of the ACA: Some portions of the Affordable Care Act have already passed us by. Other provisions are fully upon us, and others are still just the train’s headlights coming over the hill ahead. This presentation will identify new regulatory requirements and provide an analysis of the “impact” points and potential consequences for your practice operations. You’ll be challenged to look into the future with us and prepare your practice for the new world ahead.

Hospital-Owned Physician Practices: Essentials of Revenue Cycle Management: The trend of physician groups “merging” with hospitals is continuing. Critical to the success of these new partnerships is an understanding of their different philosophies about revenue and expense. We’ll explore these differences, discuss strategies for “managing” the physician employee, and highlight the key elements of successful revenue generation in a medical practice.

Managing your Partners: You may have a long list of partners – accountants, attorneys, insurance carriers, suppliers, software vendors, IT, HR, billing, etc. Are you maximizing your relationships and minimizing your expenses with your partners?

Marketing and Customer Service

Patients as Consumers of Healthcare: Patients today are engaging much more in their healthcare experience and care. Healthcare is moving from the Paternalistic Model of care to a Facilitative Model of care where the patient expects to be educated, informed and most importantly involved. All businesses know that it is much easier to “hold onto” customers (patients) rather than trying to attract new ones. This presentation will focus not only on meeting the expectations of future patients but advancing this opportunity as a benefit for your practice. This presentation will touch upon general marketing approaches, social media and technology.

Customer Service and Patient Retention: With the Patient Affordable Care Act fully in motion, there will be many more insureds. Interestingly, many of these new patients will be enrolled in high deductible plans … that means they are spending first dollar. Physician groups will need to understand all of the nuances of what truly effective customer service means. In addition, patient retention will be just as necessary in the new world of branding and competition. This presentation will coordinate a discussion about market changes and ideas you can deploy to begin adapting to these changes.
Finance

**Enhancing Revenue and Profit in Today's Medical Practice:** Step back from the daily crisis mode and really focus on understanding your practice, the physicians’ goals, and the barriers to achieving these. In this seminar, we revisit the basic indicators and workflows that need continued attention, consider tried and true approaches, and suggest some outside-the-box thinking to get your creative juices flowing.

**Expense Management:** Many consultants discuss ways to improve revenue such as adding ancillary revenue, collecting more up front and constantly ensuring that your insurance agreements are at their maximum. With the constant pressure of decreasing reimbursement and high deductible plans, cash flow can quickly become a concern. This session is a discussion on ideas to assist in expense management. The presentation will identify effective methods for managing and planning strategically for expenses.

**Denials to Dollars – Simplifying the Revenue Cycle Management Toolkit:** This toolkit will provide you with actual takeaways. We will provide tips from much of our frontline experiences with numerous specialties, states and payors. It will be a combination of examples with solutions. The presentation will identify common denials and errors that occur but also provide you with effective tools to identify these within your organization. In addition, ideas and actual spreadsheets will be given to participants to use back on the frontline.

**Expectations vs. Reality – Trust and Verify with Financial Metrics:** The primary focus of this presentation is to simply discuss and demonstrate how to truly identify your organization’s boundaries. Many times, organizations make mistakes because expectations are higher than reality and no one realizes it. When this happens, many downstream effects can occur: poor business decisions, shifted strategic directions, elimination of successful projects and the list goes on. This presentation will assist you in demystifying the variables that can skew reality for the organization. We will present real world examples to share with both administrative and physician leaders in the organization.

“Am I Getting Paid for Everything I Do?”: We are commonly asked this question. It is also a question we regularly hear in our discussions with other managers and practices. This presentation will focus on how to answer this question for your healthcare practice. We will provide analytical tools that you can take back to your practice and utilize within your organization.

Strategic Planning

**Lions, Tigers and Bears:** Identifying competition in the marketplace and its effect on your practice is a daily task of industry. Understanding who your competitors are and what they are offering is the backbone for constant improvement in customer service, improved access and improved quality of goods or services. Informed consumers (patients) of healthcare and patients of high deductible plans will have expectations of a positive return on their investment. Knowing and understanding what your competitive field looks like is an extreme advantage for advancing your practice. The seminar participant will learn about effectively identifying competitors to assist with the development of strategic decisions.

**Strategic Planning – The GPS Approach:** Covers the basics of developing a strategic plan and also covers how to adapt your plan to changing conditions and situations that you find on the road. In this seminar, there will be a group exercise developing a sample S.W.O.T. Analysis to highlight the techniques implemented in this process. The seminar will allow the end user to have a better understanding of why a strategic plan is a dynamic process that is constantly updated to keep the group always moving forward.
Practice Operations

ICD-10 – Preparing Your Practice: The transition from ICD-9 to ICD-10 will bring many challenges to physician practices and other stakeholders (IT vendors, hospitals, payers). This topic covers advantages of the transition, examples of how code specificity will be increased and will review the areas of the practice impacted by the change and how to mitigate the risk of the transition. How can you prepare your practice for the transition while successfully maintaining current operations?

PQRS – Navigating the Rules: What started as an incentive program has turned the corner and become a source of reimbursement cuts – now impacting up to 6% of your Medicare revenue. Medicare’s Physician Quality Reporting System (PQRS) provides a mind-numbing array of options and quality measures. You can spend hours sifting through dozens of webpages, tipsheets and downloaded files on the CMS website or use this concise summary to understand the current options and the timeframes for compliance. You’ll learn about the significant changes from last year, how to read your feedback reports and tips for success.

Pay-for-Performance Comes to Medicare: The Value-Based Modifier Program will apply to practices of all sizes starting in 2015. Up to 4% of your future Medicare payments are at risk based on how your practice compares to your peers on quality and cost. How do you stack up? Learn all the details: how CMS calculates the value-based modifier, how to get and interpret your Quality Resource and Utilization Report (QRUR), and what you can do to improve your performance.

Maximizing Returns from a Stronger Mid-Level: Physician Assistants (PAs) and Nurse Practitioners (NPs) offer much more value than what’s commonly understood and practiced. How can you significantly improve the profitability and efficiency of your practice with the effective use of PAs and NPs? In this presentation, managers and physicians will learn how to effectively augment their general practice or specialty services by adding or adjusting their clinical team with strong mid-level providers.

RAC Audits – Prepare Your Practice for the Fight: With auditors compensated as a percentage of what they “find,” practices must be proactive in reviewing claims submission in the past, present and future. RACs have a significant incentive to aggressively investigate any potential overpayments. The average recovery amount is 9%. RAC auditors have three ways of identifying overpayments/underpayments: Automated Reviews, Semi-Automated Reviews and Complex Reviews. This session will help the practice identify the audit risks, implement ways to minimize the risks and subsequently prepare for the receipt of a recoupment request. In addition, the presentation will assist the practice in developing ongoing monitoring tips to ensure internal compliance and hopefully reduce the exposure to RAC audits.

Real World Application of Lean and Six Sigma Techniques: In this session, you will see real examples of how lean techniques and basic Six Sigma statistical tools can be used: find and eliminate the causes of non-value added activities within your daily operational processes, reduce claims denials and reduce data entry errors, while reducing overall operational expenses by thousands of dollars each year. We will also apply these techniques when implementing and converting your practice to an electronic health record. Understanding the potential “waste” in the system can assist in accelerating the successful transition and potentially assist in improving the process.

One Medical Group’s Lean Story: If you think Lean is too complicated to use in your practice, this session is for you. The presentation will review the steps to identify a project for improvement, implement a change and measure the results in a small practice. How to use Lean tools for analysis and how to interpret the results will be discussed. Attendees will leave with simple ideas for improvement that will translate into dollars saved for the practice.

Patient-Centered Care – Buzzword or a New Reality?: You’re hearing about “Patient-Centered Care” a lot – in the literature, in the press, in competitor’s brochures. Didn’t you always strive to provide high quality and efficient services to your patients in a caring manner? Is this just the latest marketing phrase? Is it just about primary care? Or is it really something different? What does it really mean? Why are there accreditation and recognition programs for it, and why would I want to participate? We’ll explore all these questions and more as a starting point for a deeper discussion about the future of healthcare and changing patient expectations.
Electronic Health Records

Meeting the Challenge – Keys to achieving Stage 2 of Meaningful Use: Providers who started on the Meaningful Use path in 2013 or who took advantage of the flexibility options last year are now facing a daunting challenge. Instead of having a 3-month phase-in period, you are required to meet all Stage 2 criteria for the full calendar year of 2015. Stage 2 includes significantly higher thresholds for some measures, optional measures that have become mandatory, and lots more clinical quality measures. Many will require you to implement major initiatives with new policies, procedures and workflows. Learn what you must do now to meet the challenge.

Implementing a Patient Portal: Stage 2 Meaningful Use criteria are targeted on “patient engagement” and will require practices to electronically communicate with patients about their health information. This means you will need a patient portal module that is integrated with your EHR. In this seminar, we’ll share best practices for implementing a patient portal – from sample policies and staff workflows to strategies that encourage your patients to use the portal.

Using your EHR to Increase Revenue: Have you survived implementation and go-live? It’s time to start viewing your EHR as more than a headache and sinkhole of unexpected costs. Unleash the power of the EHR and start seeing some of that return on investment that you had hoped for. We’ll share targeted strategies and provide examples of small customizations that can make a big difference.

EMRs from the Patient’s Perspective: Learn strategies for using your EMR effectively while keeping the focus on the patient. Understand the EMR features that are most useful to patients. Get tips for implementing your patient portal, review options for providers to document in the EMR without losing the relationship with the patient, and explore communication tools to help patients understand how EMRs and Health Information Exchanges benefit them.

Managing Change – Lessons from the Front Line of EMR Implementation: This seminar provides a basic understanding of change management techniques and how they can be applied to an EMR Implementation project. Areas of focus include developing an implementation plan, involving the right people, communicating effectively, and overcoming resistance. Attendees will learn strategies to set expectations, analyze current workflows, and overcome common barriers to successful implementation.