As a leading healthcare consulting firm serving practices throughout the Southeast and beyond, MSOC Health shares our knowledge in the form of onsite keynote talks about strategic issues, as well as through webinars that dive into tactics related to compliance, practice operations and profitability.

**Trending Topics**

**The Here, Now & Beyond of MACRA/MIPS:** MACRA moves the focus from number of services to the quality of services provided by your practice. 2017 is designed as a transition year for the MIPS program. Requirements will be significantly more difficult in 2018, and the penalties get steeper. This talk addresses the steps practices need to take in 2017 to put processes and systems in place for success in the coming years.

**Sharknado of Healthcare:** Healthcare today has moved and continues to move into new and sometimes scarier waters. These waters are infested with many different groups – the government, private enterprise and patients – all with their own agendas. This presentation will focus on how these new waters can become opportunities for your practice rather than a Sharknado. It will touch on market conditions, regulatory changes, general marketing approaches and technology.

**Taking Control of Your Practice’s Online Presence:** The source of all knowledge seems to be the internet. When in doubt, Google it! ... It’s the first place people go for information on medical conditions, treatment options and details about your medical practice. But it doesn’t stop there. Prospective patients also turn to the internet to find out how your current patients rate your practice and your individual physicians. Everything is fair game for discussion – your doctors’ bedside manner, the friendliness of your staff, the cleanliness of your waiting room, etc. Whether you know it or not, you have an online reputation. This presentation will focus on key steps for managing your online presence.

**Finding the Sweet Spot – How to Transition to a Pay-for-Performance World:** “Pay for Performance,” “Value-Based Care,” “Alternative Payment Models,” “Concierge Medicine” – new buzz words or a new reality? We’ll take a survey of real changes in the healthcare marketplace over the last decade and explore how medical practices are responding. Which models are most likely to be viable over the long term and steps you should be taking now to position yourself for success.
Playing the Long Game & Winning – Why Telemedicine & Patient Engagement Matter: Healthcare is moving from a service to a relationship. If physician practices want to be successful, the patient experience must be prioritized above all else. Even the carriers agree and are developing telemedicine policies designed to incentivize providers, increase patient satisfaction and control their costs. This presentation will highlight the importance of adopting telemedicine and engaging patients.

In addition to Trending Topics, MSOC Health offers expertise on many issues that practices face. Any of our presentations can be delivered as keynote addresses, small group sessions or in webinar format, and tailored to audiences ranging from professional organizations, physicians, practice management staff, hospital personnel and medical students.

Practice Leadership

The Next Frontier of Healthcare: Medical practices today face dramatic and rapid change – health care reform, the evolving ACO and medical home concepts, use of mobile information technology, acquisition by health systems and hospitals (again). These are active shifts that will dramatically impact the future of your practice and your own personal career path. In this seminar, we discuss ways to position your practice to thrive in the changing healthcare landscape.

Patients as Consumers of Healthcare: Healthcare today has moved 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 on how these changes can become opportunities for your practice. This presentation will touch upon general marketing approaches, social media and technology.

Tools & Ideas for Independence: For many years, the process of undergraduate school, medical school, residency, fellowship, and subsequently private practice worked without much effort and produced healthy financial returns. Though this world still exists in some cases, it is becoming an endangered species as a recent MGMA survey demonstrates. This presentation provides insights and ideas into how to run a successful independent practice and win in the competitive race for the patient.

The Business Acumen of Independence – Business Owner AND Physician: This presentation offers an overview of tasks, responsibilities and obligations necessary to not only run a successful business but to have it continue to grow and thrive. We 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.

Patient-Centered Care – Buzzword or a New Reality?: You’re hearing about “Patient-Centered Care” a lot – in literature, in the press, in competitors’ brochures. Haven’t you always strived to provide high quality, efficient services 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 as a starting point for a deeper discussion about changing patient expectations and how to adapt your practice.

Strategic Planning with the S.W.O.T. Team: This presentation covers the basics of developing a strategic plan that enables your practice to adapt to changing conditions and new challenges. We will engage in a group exercise using a S.W.O.T. Analysis – identifying your practice’s strengths, weaknesses, opportunities and threats. For example, understanding who your competitors are and what they offer is one of the backbones for constant improvement in customer service, improved access and improved quality of goods or services. We will tackle this topic and more with a dynamic strategic planning process that constantly evolves to keep your practice moving forward.
Operations

New Medicare Payment Models – Are You Ready?: The hated SGR formula is finally gone, replaced by new acronyms – MACRA, APMs, MIPS. Do you understand how you will be paid for Medicare patients under the new scheme? Although details are still evolving, you can’t wait to take action. Learn the steps your practice can be taking now to ensure financial success under CMS’s new payment model.

Intelligent Business – Giving Analytics Meaning: 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 data? This presentation will challenge you to reconsider whether you are asking the right questions and whether you have the right data and tools to answer them. Learn how analytics adds value to your practice’s financial position and operations. We’ll review some commercial products in the marketplace and also build some of our own!

Expense Management & the Cost of an Appointment: 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 of ideas to assist in expense management. The presentation will identify effective methods for managing and planning strategically for expenses.