Practice Management Course  Friday, October 13, 2017
“Future World: Taking Ownership During Changing Times”

Course Co-Directors: Ralph D. McKibbin, MD, FACG, and Louis J. Wilson, MD, FACG
Healthcare delivery is transforming at an accelerating rate, but opportunities in the field of gastroenterology remain strong for physicians to claim ownership of their practices and their careers. Physician leadership and ownership will be even more important during these changing times, but that alone will not be enough for success. Faculty of the 2017 Practice Management Course, many from private practices, delivered presentations focusing on new ways to improve operations, enhance productivity, and guarantee success for one’s practice.

SESSION 1: THE BIG PICTURE IN A SMALL WORLD

Presidential Address: Physician Wellness: A Critical Mission
Carol A. Burke, MD, FACG
Define physician wellness, review the impact of physician wellness on outcomes, and outline ACG’s commitment to physician wellness.

Market Forces in GI Practice: Is Ownership a Vanishing Dream?
Carol D. Koscheski, MD, FACG
Describe the trends in healthcare delivery that will alter private practice, understand how physician ownership is central to the future of health care, and identify ownership opportunities in the future.

Quality Reporting Update: The Happy Side of MIPS
Costas H. Kefalas, MD, MMM, FACG
Evaluate the current status of the Merit-based Incentive Payment System (MIPS) and the opportunities for positive change in private practices.

SESSION 2: VENTURES AND ENTREPRENEURSHIP

Physician Entrepreneurs in GI Medicine
Ralph D. McKibbin, MD, FACG
Recognize entrepreneurship and the role of clinical gastroenterologists in practice innovation, inspire creative thinking for practice improvements, and outline examples of successful entrepreneurs.

James A. Turner, Jr., MBA, MHA
List the steps to creating a business plan, highlight qualities that make a plan strong, and describe why entrepreneurship is vital for the future of private practice using examples applicable to gastroenterologists.

SESSION 3: THE CIRCLE OF LIFE IN YOUR PRACTICE

True Adventures in Ancillaries
Reed B. Hogan, II, MD
Harry E. Sarles, Jr., MD, FACG
Identify the vital importance of ancillary services to the profitability of private practice, specify the major opportunities in gastroenterology, and use real-life examples to demonstrate success in ancillary services.

Advanced Use of Advanced Practice Providers
Colleen M. Schmitt, MD, MHS, FACG
Outline the evolving use of advanced practice providers in private practice gastroenterology, describe the obstacles to incorporating them into practice, and specify opportunities for mutual success.

Stop the Leaks: Solving Your Overhead Problems
James A. Turner, Jr., MBA, MHA
Identify major overhead categories and diagram an approach to reducing overhead while improving productivity.

Med Law Update: Healthcare Fraud and Other Risk Areas
Richard E. Moses, DO, JD, FACG
Describe the implications of federal anti-kickback laws and other hot areas of Office of Inspector General prosecutions in health care as they relate to medical directorships, practice ownership, and partnership in gastroenterology, and outline methods to avoid legal problems.

Audit Proof Your Practice
David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC, CMAP
Discuss the major categories of RAC audit risk for private practices and establish processes that reduce that risk and prepare practices for potential RAC audits.
SESSION 4: ENGAGING PATIENTS AND IMPROVING CARE

Transforming Patient Engagement to Close Care Gaps
Lawrence R. Kosinski, MD, MBA, FACG
Illustrate the transformation of patient engagement from a focus on patient satisfaction surveys to population management and identifying solutions to care gaps that also improve practice performance.

Improving the Customer Journey
Michael S. Morelli, MD, CPE, FACG
Demonstrate how mapping a customer’s experience can be used to improve the performance of private practice.

Effective Patient Education and Communication
Harish K. Gagneja, MD, FACG
Recognize the importance of patient education in clinical practice, compare and contrast current methods of patient education, and identify the most effective communication platforms.

Reputation Management
Ken J. Brown, MD
Define the differences between reputation management and patient satisfaction surveys, and evaluate the tools available to manage the community reputation of a practice.

SESSION 5: YOUR PRACTICE CULTURE

Partnership and Conflict
Jay N. Yepuri, MD, MS
Identify major areas of conflict between partners in private practice, describe the dangers of these conflicts to successful physician ownership and leadership, and outline methods to avoid and solve these conflicts.

Cultivating Ownership by Developing New Leaders in Your Group
Irving M. Pike, MD, FACG
Recognize the importance of leadership development in a private practice partnership, outline challenges and opportunities, highlight the role of professional societies, and demonstrate how practice projects can be used to involve partners and guarantee success.

Culture Change and Transition in Your Practice
Louis J. Wilson, MD, FACG
Define corporate culture and its importance to the future of a business, and discuss recommendations for maintaining positive corporate culture during transitions.