

Agenda

WEDNESDAY, OCTOBER 16

Pre-Conference Sessions

8:30 am – 11:30 am **Physician Compensation: How Its Course is Being Altered by Value**

GRAND BALLROOM

CRAIG B. HITTLE, MBA, SENIOR MANAGER, SOMERSET CPAS
JEFF OZMON, VP, MEDAXIOM CONSULTING
JOEL SAUER, VP, MEDAXIOM CONSULTING
MICHAEL A. STOVER, CPA/ABV, CFF, PRINCIPAL, SOMERSET CPAS

Historically the standard currency for measuring physician work has been volume-related metrics such as work RVUs, charges, cash receipts, and encounters. Now, the US healthcare industry and, more importantly, those paying for healthcare are placing greater emphasis on value. In short, value considers clinical quality and outcomes, experience and cost – not just of individuals, but in the future populations. Clearly in any environment, but certainly one focused on all three of these value components, volume alone does not accurately capture provider value. This fact transcends ownership models and is challenging private as well as employed providers alike. For these reasons new definitions of work are being explored along with innovative models that attempt to align compensation with the new value paradigm.

PRICE:

Session Only: \$199 per attendee.

Session PLUS "Provider Compensation & Production Survey" Book: \$398 per attendee

11:45 am – 12:45 pm **Bundled Payments in Cardiology: How The Voluntary Medicare Shared Savings Program Benefits Your Practice**

GRAND BALLROOM

MATT WIGGINS, HEAD OF STRATEGIC PARTNERSHIPS, REMEDY PARTNERS
DR. ALAN SOKOLOW, CHIEF MEDICAL OFFICER, REMEDY PARTNERS

The Center for Medicare and Medicaid Innovation (CMMI) was created as part of the Affordable Care Act. The CMMI is responsible for the design and rollout of the well-known Accountable Care Organizations (ACOs) and the lesser known Bundled Payments for Care Improvement (BPCI) initiative. During this session, representatives from Remedy Partners, the largest contractor to Medicare in the BPCI program, will explain the nuances of bundled payments that benefit cardiology practices and how the program is an "ACO for specialists" with stronger economic incentives.

(This session will repeat on Friday at 6:45 am)

General Session

8:00 am – 5:00 pm **Registration**

FOYER

1:00 pm – 1:15 pm **Welcome and Introductions**

GRAND BALLROOM

1:15 pm – 2:15 pm **MegaSolutions**

GRAND BALLROOM

SUZETTE JASKIE, PRESIDENT & CEO, MEDAXIOM CONSULTING, ADA, MI

PANELISTS:

DR. JORGE NAVAS, VICE PRESIDENT, CLEARWATER CARDIOVASCULAR CONSULTANTS, CLEARWATER, FL

DR. MARK STEINER, LEAD PHYSICIAN, ORLANDO HEART CENTER, ORLANDO, FL

Diligent in her efforts to stay ahead of the national megatrends forcing change on the healthcare industry, Suzette will discuss solutions to these forces shaping the practice and future of the cardiology industry.



- 2:15 pm – 3:00 pm
GRAND BALLROOM
- Cardiology Advocacy Update**
CATHIE BIGA, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS, WOODRIDGE, IL
- The CAA leadership will outline their position on the major legislative and regulatory issues we face.*
- 3:00 pm – 3:15 pm
GRAND BALLROOM
- Corp. Partner Introductions – (Part 1 of 2)**
- 3:15 pm – 3:45 pm
COLONIAL/ITALIAN
- Break with Partners**
- 3:45 pm – 4:30 pm
GRAND BALLROOM
- Assessing your Cardiovascular Service Line’s Ability to Support Accountable Care Information Management**
MIKE MYTYCH, PRINCIPAL, HEALTH INFORMATION CONSULTING, LLC, MENOMONEE FALLS, WI
- We will discuss:*
- Patient Centric Information Management
 - Common CV Service Line Information Management Goals
 - Typical Enterprise Accountable Care Model
 - Cardiovascular System Mapping
 - Cardiovascular IT Governance
 - Common Pitfalls at the Intersection of EHR, CVIS, Imaging, and Business Intelligence/Analytics
- 4:30 pm – 5:00 pm
GRAND BALLROOM
- Late Breaking News: Valuation Issues for Physician Compensation**
TERRY HEATH, HEALTHCARE ATTORNEY, HALL, RENDER, KILLIAN, HEATH & LYMAN, P.C., INDIANAPOLIS, IN
- This presentation outlines the implications of the Stark Law as it affects dealings between hospitals and referring physicians. It also examines a new legal interpretation of one of the most common concepts embedded in the Stark law. This new interpretation is beginning to have profound ramifications for arrangements between hospitals and physicians.*
- 5:00 pm – 5:15 pm
GRAND BALLROOM
- Corp. Partner Introductions – (Part 2 of 2)**
- 5:15 pm – 5:45 pm
GRAND BALLROOM
- Tribute to Greg Timmers**
- 5:45 pm – 6:45 pm
COLONIAL/ITALIAN
- Cocktail Reception with Partners**
- 6:45 pm – 8:00 pm
ALEXANDRA’S
- Dinner – Sponsored by Emerge**

THURSDAY, OCTOBER 17

- 6:45 am – 8:00 am
COLONIAL/ITALIAN
- Breakfast with Partners**
- 6:45 am – 8:00 am
GEORGIAN ROOM
- Physician-Only Breakfast Meeting**
- 6:45 am – 8:00 am
ELIZABETHAN CD
- Hospital Executive Breakfast**



General Session

8:00 am – 8:45 am
GRAND BALLROOM

Value Stream Approach to Creating Improvement

LARRY SOBAL, VP – CANCER AND CARDIOVASCULAR SERVICES,
APPLETON CARDIOLOGY – THEDACARE SYSTEM, APPLETON, WI

ThedaCare extensively uses Value Streams to map, analyze and design better processes as a foundation of its improvement work. This session will provide an overview of Value Streams and how it is being used to improve CV care.

8:45 am – 9:30 am
GRAND BALLROOM

ICD-10

MARGIE AMATO, VICE PRESIDENT, REVENUE CYCLE SOLUTIONS AND SENIOR CONSULTANT,
MEDAXIOM, SALT LAKE CITY, UT

PANELISTS:

RODGER PINTO, PHD, CEO, GEMMS

DEBRA DORE, NATIONAL SPECIALTY SALES DIRECTOR – CARDIOVASCULAR,
NEXTGEN HEALTHCARE

With ICD-10 implementation only one year away, we will discuss the steps you should be taking to prepare for the transition. Now is the time to complete your analysis of EHR/EPM preparedness. Educating physicians and coders will be a significant challenge and developing a plan will be critical to your success. This will be a dynamic session which includes and encourages audience participation in a Q&A segment.

9:30 am – 10:00 am
COLONIAL/ITALIAN

Break with Partners

Breakout Sessions / Workshops

10:00 am – Noon
GRAND BALLROOM

• INTEGRATED GROUP SESSION

MODERATOR: CATHIE BIGA, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF
ILLINOIS, WOODRIDGE, IL

10:00 am – 10:55 am: Migration from Volume to Value

- Reimbursement Changes And Their Impact In Our World
PATRICK HOLLOWAY, COO, OKLAHOMA HEART HOSPITAL PHYSICIANS,
OKLAHOMA CITY, OK
DR. JOHN HARVEY, CEO / PHYSICIAN, OKLAHOMA HEART HOSPITAL PHYSICIANS,
OKLAHOMA CITY, OK

In July, CMS issued the 2014 proposed rulings for the hospital Outpatient Prospective Payment System (OPPS) and the Medicare Physician Fee Schedule (PFS). This presentation discusses the notable impact of these two rulings, if implemented, on cardiovascular groups and facilities as well as the impact of the recently enacted "two midnights" regulation.

- Financial Roll-Ups – Are They Possible?
JIM POOL, HEALTHCARE ATTORNEY, MAYNARD, COOPER, & GALE, BIRMINGHAM, AL
- Physician Compensation – In The Real World
CATHIE BIGA, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS,
WOODRIDGE, IL
TOM TALLEY, VP, COO, MINNEAPOLIS HEART INSTITUTE, MINNEAPOLIS, MN

10:55 am – 11:15 am: Can I Operate Any Leaner?

GARY ZRIMEC, CEO, NORTH OHIO HEART CENTER, ELRYIA, OH

11:15 am – Noon: Quality/Finance – The Real World Of Dashboards

MARK MCDONALD, ASSISTANT VICE PRESIDENT, HEART INSTITUTE, CINCINNATI CHILDREN'S
HOSPITAL MEDICAL CENTER, CINCINNATI, OH

DR. CATHERINE KRAWCZESKI, THE HEART INSTITUTE AT CINCINNATI CHILDREN'S
HOSPITAL MEDICAL CENTER, CINCINNATI, OH

DR. GIRISH SHROFF, BAPTIST HEART SPECIALISTS, JACKSONVILLE, FL



10:00 am – Noon
CALIFORNIA WEST

• **PRIVATE GROUP SESSION**

MODERATOR: ANN HONEYCUTT, EXECUTIVE DIRECTOR, VIRGINIA CARDIOVASCULAR SPECIALISTS, RICHMOND, VA

10:00 am – 10:40 am: Driving Staff Efficiencies by Re-engineering our Operations and Reducing Staff

FRED SIMMONS, JR., CMPE, CPA, CEO, CLEARWATER CARDIOVASCULAR AND INTERVENTIONAL CONSULTANTS, CLEARWATER, FL

KAREN RETCHLESS, COO, CLEARWATER CARDIOVASCULAR AND INTERVENTIONAL CONSULTANTS, CLEARWATER, FL

Have you redesigned workflow, reduced staffing, used electronic tools or any other method to increase efficiency in your practice?

10:40 am – 11:40 am: New Revenue Opportunities

- **New Revenue:** In addition to hearing an update from ideas presented at the last meeting, what new revenue sources have you developed?

FACILITATOR: KRIS ZELLER, PRACTICE ADMINISTRATOR, CARDIOVASCULAR MEDICINE, PC (DAVENPORT), DAVENPORT, IL

- **Positioning Your Arrhythmia Center**

STACIE PRASIFKA, CEO, NORTH TEXAS HEART CENTER, PA, DALLAS, TX

New Revenue Sources: Arrhythmia Center updates, bringing MCOT, Holter & Event in-house and revamping your remote monitoring for ICD and Pacemakers.

- **Venous Ablations**

LORETTO GONZALEZ, CFO, FOOTHILL CARDIOLOGY / CALIFORNIA HEART MEDICAL GROUP, INC., PASADENA, CA

A quick overview of how to set up your VNUS Ablation Program and replace some of your lost revenue.

- **Surviving Capitation – A Stable Revenue Stream In Unstable Times**

LORETTO GONZALEZ, CFO, FOOTHILL CARDIOLOGY / CALIFORNIA HEART MEDICAL GROUP, INC.

Basics of Capitation models as well as pros and cons of having a stable revenue stream.

- **Research Update**

WARREN LEVY, PRESIDENT & CMO, VIRGINIA HEART, FALLS CHURCH, VA
FRED SIMMONS, JR., CMPE, CPA, CEO, CLEARWATER CARDIOVASCULAR AND INTERVENTIONAL CONSULTANTS, CLEARWATER, FL

- **Weight Management Program Update**

KRIS ZELLER, PRACTICE ADMINISTRATOR, CARDIOVASCULAR MEDICINE, PC DAVENPORT, IA

Update on Ideal Protein program now that it has been operational for 6 months.

11:40 am – Noon: How to Partner with a Hospital as a Private Group

FACILITATOR: ANN HONEYCUTT, EXECUTIVE DIRECTOR, VIRGINIA CARDIOVASCULAR SPECIALISTS, RICHMOND, VA

Hospital Relations: Even though you aren't integrated, we want to hear how you have developed successful partnerships with your hospital(s). Even if not fully engaged, we would like to hear your strategy for building the partnership.

- Noon – 1:30 pm
GRAND BALLROOM
- CALIFORNIA EAST
- CALIFORNIA WEST
- 1:30 pm – 3:15 pm
GRAND BALLROOM
CALIFORNIA EAST
CALIFORNIA WEST
ELIZABETHAN AB
ELIZABETHAN CD
- 3:15 pm – 3:45 pm
COLONIAL/ITALIAN
- 3:45 pm – 5:30 pm
- 5:30 pm – 6:30 pm
COLONIAL/ITALIAN
- 6:30 pm
- Lunch – Partner Spotlights**
- **Astellas: Lexiscan® (regadenoson) Injection: The Most Widely Used Pharmacologic Stress Agent**
 - **Ideal Protein: When Faced with Population Health and Triple Aim Initiatives, a Cardiologist Integrates Preventive Protocol Ideal Protein into his Practice**
DR. TIMOTHY LOGEMANN, ASPIRUS CARDIOVASCULAR ASSOCIATES
 - **Terumo: Compelling Economic Evidence on How Radial Access is Changing the Cath Lab**
DR. AMIT P AMIN, MS, ASSISTANT PROFESSOR, MEDICINE, CARDIOVASCULAR DIVISION, WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
- POD SESSIONS**
- Pod A
Pod B
Pod C
Pod D
Pod E
- Break with Partners**
- POD SESSIONS (CONTINUED)**
- Reception with Partners**
- Dinner on your own**

FRIDAY, OCTOBER 18

- 6:45 am – 8:00 am
CALIFORNIA
- 6:45 am – 8:00 am
GEORGIAN ROOM
- 6:45 am – 8:00 am
GRAND BALLROOM
- St. Jude Spotlight Breakfast: Navigating Physician Health Reform: Partnering with Industry to Achieve Outcomes Success**
JEFFREY D. ZIGLER, JD, SR. MANAGER, HEALTHCARE ECONOMICS
- Physician Only Breakfast Meeting**
- Bundled Payments in Cardiology: How The Voluntary Medicare Shared Savings Program Benefits Your Practice**
MATT WIGGINS, HEAD OF STRATEGIC PARTNERSHIPS, REMEDY PARTNERS
DR. ALAN SOKOLOW, CHIEF MEDICAL OFFICER, REMEDY PARTNERS
- The Center for Medicare and Medicaid Innovation (CMMI) was created as part of the Affordable Care Act. The CMMI is responsible for the design and rollout of the well-known Accountable Care Organizations (ACOs) and the lesser known Bundled Payments for Care Improvement (BPCI) initiative. During this session, representatives from Remedy Partners, the largest contractor to Medicare in the BPCI program, will explain the nuances of bundled payments that benefit cardiology practices and how the program is an "ACO for specialists" with stronger economic incentives.*



General Session

8:00 am – 8:45 am
GRAND BALLROOM

Decreasing Volumes and the Aging Physician Population

JOEL SAUER, VP, MEDAXIOM CONSULTING, FORT WAYNE, IN

PANELISTS:

DR. AL DODDS, PHYSICIAN, MICHIGAN HEART, ANN ARBOR, MI
WARREN LEVY, PRESIDENT & CMO, VIRGINIA HEART, FALLS CHURCH, VA

According to data from the 2013 MedAxiom Annual Survey, the overall cardiology workforce has a significant portion heading into retirement years. At the same time, we have recently seen significant downward shifts in volume . . . but then there's this Baby Boom Generation. We'll explore whether this all translates into a cardiologist shortage or surplus.

8:45 am – 9:30 am
GRAND BALLROOM

The New Heart Team Care Model

CARL HARTMAN, M.D., MEDICAL DIRECTOR, SENTARA HEART, NORFOLK, VA
JOE BUTZ, SENIOR VICE PRESIDENT, CARDIAC SERVICES, SENTARA HEART, NORFOLK, VA

The Heart Team approach to cardiac care delivery involves the coordinated interaction of a number of providers ranging from cardiologists, cardiac surgeons, hospitalists and extenders to name a few. The Heart Team approach is a direct byproduct of increasing innovation in technology like TAVR to expanding complexities in patient care issues like diabetes and heart failure to an ever growing regulatory and operational environment involving EMRs and the OIG. The reimbursement model, however, is not keeping pace with the expanded need for added critical expertise. Our discussion will address how to construct a Heart Team model to ensure that a cost-effective approach to ensuring quality care is maintained, and that the appropriate layering of expertise is achieved in a cost-constrained environment.

Breakout Sessions / Workshops

9:30 am – 10:30 am

SESSION 1:

GRAND BALLROOM

• Renegotiation of Employment Agreements

SUZETTE JASKIE, PRESIDENT & CEO, MEDAXIOM CONSULTING, ADA, MI

The first wave of integration agreements is coming upon us for renegotiation. We will look at early lessons back from the field as we explore approaches to these renegotiations and consider what is different from the first time around.

CALIFORNIA

• Value of Outreach Clinics

ANN HONEYCUTT, EXECUTIVE DIRECTOR, VIRGINIA CARDIOVASCULAR SPECIALISTS, RICHMOND, VA

RICHARD LOCKWOOD, CEO, HEARTPLACE, DALLAS, TX

RICK SIEGEL, VICE PRESIDENT, CARDIAC SERVICES, WELLSTAR HEALTH SYSTEM, MARIETTA, GA

Are outreach clinics still an important part of your practice? How are groups optimizing the opportunity? Are hospitals partnering with you to provide care?

ELIZABETHAN CD

• Performance Reports: QRUR, Medicare Spending per Beneficiary, MI Cost per Beneficiary

CATHIE BIGA, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS, WOODRIDGE, IL

Learn what Medicare is reporting, how it is compiled, and how you need to challenge inaccuracies.



10:30 am – 11:30 am **SESSION 2:**

GRAND BALLROOM

- **Prepare for the Future: Case Studies in Contemporizing the Practice**

DENISE BROWN, VP – BUSINESS INTELLIGENCE SOLUTIONS AND SENIOR CONSULTANT, MEDAXIOM, BELLEAIR, FL

LORI WALSH, VP-MEMBERSHIP AND SENIOR CONSULTANT, CROSSETT, AR

Whether your practice organization is integrated or independent, your operational focus for the ambulatory environment must shift to best accommodate managing the cardiovascular health AND wellness of an expanding patient population. This presentation will offer concepts of how to contemporize your practice delivery model by reallocating and optimizing provider resources, improving office efficiency, building highly functioning care teams and leveraging IT systems to eliminate waste and redundancy.

- **Readmission Reduction, Core Measures, PQRS, eRx, MU**

CATHIE BIGA, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS, WOODRIDGE, IL

Get up-to-date on the myriad of programs that CMS has launched including effective dates, penalties, and lots of details.