

Wednesday, April 2

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| | <p>Arrive at the Gaylord Texan Resort & Convention Center 1501 Gaylord Trail, Grapevine, Texas 76051</p> |
| 1:00 p.m. – 1:30 p.m. | <p>Welcome & Introductions <i>David Green, MPA – Corporate Communications Manager, Intermountain Medical Group; Chair, MPR Leadership Council</i></p> |
| 1:30 p.m. – 4:00 p.m. | <p>Site Visit – USMD’s Las Colinas Multi-Specialty Clinic <i>Come enjoy a tour of USMD’s Las Colinas facility! This new facility has been specifically designed to integrate teamwork into daily operations in order to support the medical home model.</i></p> |
| 4:00 p.m. – 4:30 p.m. | <p>Hot Topic Brainstorm</p> |
| 4:30 p.m. – 5:00 p.m. | <p>Wrap-Up & Adjourn</p> |
| 5:30 p.m. – 7:00 p.m. | <p>AMGA Board of Directors and Leadership Councils Reception</p> |

Thursday, April 3

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| 7:00 a.m. – 8:00 a.m. | <p>Joint Leadership Council Breakfast</p> |
| 8:00 a.m. – 8:15 a.m. | <p>Welcome <i>David Green, MPA – Corporate Communications Manager, Intermountain Medical Group; Chair, MPR Leadership Council</i></p> |
| 8:15 a.m. – 9:15 a.m. | <p>Successful Integration, Onboarding, and Promotion of New Members of a Medical Group <i>John Gonda; Director of Marketing & PR, Spectrum Health Medical Group</i> As more physicians and mid-level providers seek to integrate into existing medical groups, it is vital to successfully onboard and promote their arrival to not only potential patients, but also to their new partners and referral sources. The Spectrum Health Medical Group (SHMG) has grown from approximately 82 employed providers to more than 860 in a little more than 5 years. This fast-paced growth has brought with it many challenges and opportunities when it comes to promoting the new providers. This presentation will highlight some of the most effective ways that we have welcomed, communicated and marketed the new members of SHMG.</p> |
| 9:15 a.m. – 10:15 a.m. | <p>Reimagining Marketing at the Center of Population Health Management <i>Philip Oravetz, MD, MPH, MBA – Medical Director, Accountable Care, Ochsner Health System</i></p> |
| 10:15 a.m. – 10:45 a.m. | <p><i>Networking Break</i></p> |
| 10:45 a.m. – 12:00 p.m. | <p>Physician Relations/Service Line Marketing “Dr. Anderson gets a billboard, why don’t I have one too?” How can you, and your organization balance the strategies behind your marketing/communication plan with the needs and wants of your administrators and physicians.</p> |
| 12:00 p.m. – 1:15 p.m. | <p><i>Networking Lunch</i></p> |

1:15 p.m. – 2:15 p.m.

Marketing Technology: A Case Study from NEA Baptist Clinic

Deaundra Waddell – Marketing Director, NEA Baptist Clinic

2:15 p.m. – 3:15 p.m.

KGB Texas (*invited*)

3:15 p.m. – 3:30 p.m.

Refreshment Break

3:30 p.m. – 4:45 p.m.

Hot Topic Discussion

The group will discuss the following:

- LEAN Management
- Physician Transition to Retirement

4:45 p.m. – 5:00 p.m.

Wrap-Up & Adjourn

5:00 p.m. – 7:00 p.m.

Welcome Reception in Exhibit Hall