



CME Credit & Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the Center for Emergency Medical Education and Emergency Department Practice Management Association. The Center for Emergency Medical Education is accredited by the ACCME to provide continuing medical education for physicians.

The Center for Emergency Medical Education designates this live activity for a maximum of 14 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Faculty Disclosures

In accordance with the Accreditation Council for Continuing Medical Education Standards for Commercial Support, all persons in control of the educational content must disclose all financial interests in any amount with manufacturers of commercial products during the previous 12 months that may impact the information they discuss during the activity. These conflicts of interest must be resolved prior to the start of the activity.

The following faculty members disclosed financial relationships:

Judd E. Hollander, MD – Janssen; Rickett; Alere, Siemens, Trinity, Roche
Douglas S. Mitchell, MD, MBA, SFHM - MDICS

All other faculty members, conference planners and the CEME staff do not have relevant financial relationships to disclose.

Course Objectives:

Session Title: **Opening Keynote Address - Health Reform, Health IT, and the Road Ahead**

Speaker(s): Steven J. Stack, M.D., president-elect, American Medical Association

Date: 4/27/2015

Time: 8:45:00 AM - 10:00:00 AM

Clock Hours: 1.25

Learning Objective 1: Discuss the major trends shaping health care post-ACA, from continued payer and hospital consolidation to rapid growth of the government share of health care payment.

Learning Objective 2: Understand the shift from volume to quality-focused delivery models and the implications for Emergency Medicine.

Learning Objective 3: Explain how physicians can collaborate to increase practice sustainability, improve health outcomes for patients, and accelerate innovation in medical education.

Session Title: **General Session: You Have Options – Models of Integrated ED/Hospitalist Services**

MODERATOR: Paul Hudson

SPEAKERS: Denise Brown, M.D.

Doug Mitchell, M.D., MBA, SFHM

John Mulligan, M.D., MBA, FACEP

Jeff Slepín, M.D., MBA, FACEP

Date: 4/27/2015

Time: 10:00:00 AM - 11:10:00 AM

Clock Hours: 1

Learning Objective 1: identify the goals of a hybrid emergency and hospitalist medicine programs

Learning Objective 2: understand the benefits to the patient, family, hospital, and physicians of a hybrid emergency and hospitalist medicine program in rural hospitals

Learning Objective 3: engage physician buy-in for practicing in a hybrid emergency and hospitalist medicine program

Session Title: **Track 2: Practice Group Management in the Academic World**

Speaker(s): Cherri D. Hobgood, M.D., FACEP

Donald "Joey" Woodyard

Date: 4/27/2015

Time: 11:30:00 AM - 12:30:00 PM

Clock Hours: 1

Learning Objective 1: State the basic structure of the Academic Emergency Department, School of Medicine, and the Academic Health Center

Learning Objective 2: Outline the Core Mission of an Academic Emergency Department

Learning Objective 3: Identify opportunities for collaboration between academic and for-profit emergency departments

Session Title: **Track 3: Hospitalist Models: Independent Hospitalist Groups**

Speaker(s): Doug Mitchell, M.D., MBA

Date: 4/27/2015

Time: 11:30:00 AM - 12:30:00 PM

Clock Hours: 1

Learning Objective 1: Understand Value Based Medical Care as it relates to Hospital Medicine

Learning Objective 2: Name Examples of Usual Quality and Cost Initiatives as part of a Hospital Medicine Program

Understand Management of Medical Professionals as Hospital Medicine Employees

Learning Objective 3: Identify trends in Emergency Department and Hospital Medicine collaborative partnerships

Name Emerging Quality, Cost and Efficiency Initiatives in Hospital Medicine

Session Title: **Martin Gottlieb Advocacy Luncheon**

Speaker(s): Steven B. Kailes, M.D., MPH, FACEP

Date: 4/27/2015

Time: 12:30:00 PM - 2:00:00 PM

Clock Hours: 1.5

Learning Objective 1: Upon completion, participants will be able to understand some of the latest issues relevant to emergency medicine for the 2015 Florida Legislative Session

Learning Objective 2: Upon completion, participants will be able to explain the importance of advocacy at the local and state level

Learning Objective 3: Upon completion, participants will be able to have knowledge of the latest efforts to expand Medicaid in Florida as well as other efforts to increase access to medical care

Session Title: Track 1: Innovations In Technology

Speaker(s): Judd Hollander, M.D.

Bobby Park, M.D.

Date: 4/27/2015

Time: 2:00:00 PM - 3:00:00 PM

Clock Hours: 1

Learning Objective 1: To understand the role of emergency physicians in caring for patients 10 years from now.

To recognize the various ways ED physician groups can utilize telemedicine to help their patients increase access to medical care in their communities, regions, and state

Learning Objective 2: To learn how to integrate technologies you use at home into your clinical practice.

To learn how telemedicine can generate new revenue streams

Learning Objective 3: To learn how to expand the role of the emergency physician into a care coordinator that has value for the payor

To recognize that telemedicine is an instrument that empowers an ED group to help solve problems in their medical communities.

Session Title: Track 2: 2015 Reimbursement & Payment Reform Strategies

Speaker(s): Ed Gaines, JD, CCP

David McKenzie, CAE

Date: 4/27/2015

Time: 2:00:00 PM - 3:00:00 PM

Clock Hours: 1

Learning Objective 1: Enhanced understanding of the changes in payor mix brought about by the ACA.

Learning Objective 2: Identifying high deductible impacts and potential strategies for addressing increased Pt. cost sharing

Learning Objective 3: Understanding the regulatory issues and pitfalls regarding billing and collecting increased Pt. cost sharing

Session Title: Track 3: Hospitalist Models: Adding Hospitalists to Your Group

Speaker(s): Denise Brown, M.D.

Date: 4/27/2015

Time: 2:00:00 PM - 3:00:00 PM

Clock Hours: 1

Learning Objective 1: understand that new changes in health care require more coordination between MDs

Learning Objective 2: understand that the Integration of Acute Care providers can eliminate redundancy and improve cost effectiveness

Learning Objective 3: understand that coordinated care leads to better patient outcomes

Session Title: Keynote Address: Qualities of Leadership and Change Management

Speaker(s): Thomas G. Olivo, CMC, Founding Partner in Healthcare Performance Solutions (HPS) and the President of Success Profiles, Inc.

Date: 4/28/2015

Time: 9:00:00 AM - 10:15:00 AM

Clock Hours: 1.25

Learning Objective 1: Recognize why leadership span of responsibility and complexity has recently increased, and link how this impacts the war for talent when leaders/managers are struggling at this accelerated rate.

Learning Objective 2: Understand and apply research identifying the profile of an effective healthcare leader based on 3 common-denominator demonstrated attributes.

Learning Objective 3: Estimate the odds of success a leader will be able to consistently manage behavioral style intensities, develop self-awareness, and self-regulate at levels demonstrated by effective healthcare leaders.

Session Title: **Track 1: The Future of Emergency Medicine**

FACILITATOR: John Holstein

SPEAKERS: Mike Gerardi, M.D., FAAP, FACEP

Mark Mitchell, D.O., FACOEP, FACEP

Tim Seay, M.D., FACEP

Date: 4/28/2015

Time: 11:00:00 AM - 11:50:00 AM

Clock Hours: 0.75

Learning Objective 1: Have a broader understanding of the current state of Emergency Medicine.

Learning Objective 2: Understand the challenges that are faced in Emergency Medicine.

Learning Objective 3: Contemplate potential solutions to the issues faced in Emergency Medicine.

Session Title: **Track 2: Network Negotiation Strategies for Emergency Medicine**

Speaker(s): Shanna Howe, Executive Director, Managed Care

Date: 4/28/2015

Time: 11:00:00 AM - 11:50:00 AM

Clock Hours: 0.75

Session Abstract: This session will provide information on how to approach, negotiate, and analyze managed care contracts with insurance companies and networks. Topics will include tips on why you may contract, analyzing the financial impact that contracting may have on the practice, and contract reimbursement & language items to be on the lookout for. We'll also discuss alternative options to contracting. We will not be discussing anything clinical as it relates to the care of patients and documentation.

Session Title: **Track 3: Hospitalist Models: Offering Hospitalist Services In Rural Settings**

Speaker(s): Jeff Slepín, M.D., MBA, FACEP

Date: 4/28/2015

Time: 11:00:00 AM - 11:50:00 AM

Clock Hours: 0.75

Learning Objective 1: 1) understand the benefits of implementation of a hybrid emergency and hospitalist medicine in the rural and smaller community hospital settings

Learning Objective 2: 2) identify the market advantages and efficiencies that a hybrid emergency and hospitalist medicine program can provide to a rural or smaller community hospital

Learning Objective 3: 3) understand how to create an efficient staffing and practice model for a hybrid emergency and hospitalist medicine program

Session Title: **Track 1: Physician Compensation Models**

Speaker(s): Kevin Klauer, D.O., EJD, FACEP

Date: 4/28/2015

Time: 2:00:00 PM - 3:00:00 PM

Clock Hours: 1

Learning Objective 1: Evaluate compensation programs to determine the best option(s) for a specific practice type

Learning Objective 2: Implement strategies to incentivize provider behaviors which will improve patient outcomes

Learning Objective 3: Incorporate into practice compensation models, which optimize stakeholder reimbursement

Session Title: **Track 2: Managing Challenging Media Issues - Balance Billing**

Speaker(s): Ron Cunningham, Director of Corporate Communications

Date: 4/28/2015

Time: 2:00:00 PM - 3:00:00 PM

Clock Hours: 1

Learning Objective 1: Identify and Manage Potential Media Issues

Learning Objective 2: Design a crisis communications plan for your company

Learning Objective 3: Develop and Deliver an Effective Media Response

Session Title: **Track 3: Practice Management In the Hospitalist World**

Speaker(s): Roberta P. Himebaugh, MBA, SFFM, Executive Vice President, Hospital Medicine

Date: 4/28/2015

Time: 2:00:00 PM - 3:00:00 PM

Clock Hours: 1

Learning Objective 1: Discuss the history of Hospital Medicine as a specialty and its explosive growth

Learning Objective 2: Identify and Define the Hospitalist Practice Administrator role within the specialty of Hospital Medicine

Learning Objective 3: Explore the role of dyad leadership model in successful hospital medicine groups

Session Title: **General Session: Right-Sizing Your ED Amid Health Reform**

Speaker(s): Brent Asplin, M.D., MPH

Randy Pilgrim, M.D., FACEP

Jesse Pines, M.D.

Date: 4/28/2015

Time: 3:45:00 PM - 5:00:00 PM

Clock Hours: 1.25

Learning Objective 1: The participants will learn: Current issues and future challenges for the ED

Learning Objective 2: The participants will learn: Facts, realities, and characteristics of the ED that provide unique opportunities

Learning Objective 3: The participants will learn: Innovative ways to use the ED to improve overall outcomes and frameworks for assessing ED opportunities and readiness for change

Session Title: **General Session: Advocacy and the Law: How to Get and Keep FSEC Legislation**

MODERATOR: Tim Seay, M.D., FACEP

SPEAKERS: Abe Longoria, M.D.

Brad T. Shields

Date: 4/29/2015

Time: 9:00:00 AM - 10:00:00 AM

Clock Hours: 1

Learning Objective 1: Upon completion, participants will be able to understand how legislation was obtained to license freestanding emergency departments.

Learning Objective 2: Upon completion, participants will be able to understand how freestanding emergency departments are regulated.

Learning Objective 3: Upon completion, participants will be able to understand the basics of what might need to be done in order to bring freestanding emergency departments to their state.

Session Title: General Session: Real Estate and Banking of FSEC's, A Unique World

MODERATOR: Tim Seay, M.D., FACEP

SPEAKERS: Santee Hathaway (Xite Realty)

Tommy Newton (Xite Realty)

Date: 4/29/2015

Time: 10:00:00 AM - 11:00:00 AM

Clock Hours: 1

Learning Objective 1: Understand the science behind identifying land tracts or buildings that would be successful locations for FSECs.

Learning Objective 2: Assess the real estate cost associated with the retrofit of an existing building into an FSEC or the ground up construction of an FSEC.

Learning Objective 3: Adapt to the "Retailization of Healthcare" from a real estate perspective

Session Title: General Session: Development and Design of FSEC's

MODERATOR: Tim Seay, M.D., FACEP

SPEAKERS: Tom Pisula (Pisula Development Company, LLC)

Namer Kaim, AIA (Kaim Associates, Inc.)

Date: 4/29/2015

Time: 11:00:00 AM - 12:00:00 PM

Clock Hours: 1

Learning Objective 1: Attendees will learn architectural and engineering design elements for Freestanding Emergency Centers.

Learning Objective 2: Attendees will be exposed to the benefits, perceived and reality, of prototypical design elements relating to Freestanding Emergency Centers.

Learning Objective 3: Attendees will learn aspects of development of Freestanding Emergency Centers from inception to occupancy.

Session Title: General Session: Reimbursement in the FSEC World

MODERATOR: Tim Seay, M.D., FACEP

SPEAKER: Rhonda S. Sandel, RN

Date: 4/29/2015

Time: 12:00:00 PM - 1:00:00 PM

Clock Hours: 1

Learning Objective 1: To understand the difference in FSED billing vs. ED

Learning Objective 2: Be able to provide their billing staff with more information regarding FSED billing

Learning Objective 3: Discuss differences in FSED and ED billing and revenues

Questions

If you have any CME questions related to this conference, please contact:

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For additional CME opportunities, visit www.ceme.org