



2010 Spring Conference

April 16 - 18, 2010 • Washington, D.C.

Conference Agenda

Thursday, April 15

1:00 pm – 5:00 pm **Registration**

Friday, April 16

8:00 am – 12:00 pm **CFO Meeting**

9:00 am – 11:30 am **Physician Meeting**

General Session

7:00 am – 5:00 pm **Registration**

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

1:15 pm – 2:30 pm **Keynote Speaker**
*Marilyn Tavenner, Deputy
Administrator for CMS*

2:30 pm – 2:40 pm **Corp. Partner Introductions**
(Part 1 of 2)

2:40 pm – 3:10 pm **Break with Exhibitors**

3:10 pm – 3:55 pm **Meaningful Use**
*Mike Mytych, President,
Health Information Consulting*

3:55 pm – 4:20 pm **PIP Update**
*Joe Sasson, MedAxiom,
VP of Strategic Initiatives*

4:20 pm – 5:20 pm **Surviving 2010 – Dealing with
the Final Rule**

Facilitator: *Ann Honeycutt,
Administrator, Virginia
Cardiovascular Specialists,
Richmond, VA*

Panelists:

- *Greg Corbett, CEO, The
Cardiovascular Group PC,
Fairfax, VA*
- *Jeff Shelton, CEO, HeartCare
Midwest, Peoria, IL*
- *Kris Zeller, Administrator,
Cardiovascular Medicine, PC,
Davenport, IA*

5:20 pm – 5:30 pm **Corp. Partner Introductions**
(Part 2 of 2)

5:30 pm – 6:30 pm **Cocktail Reception**

6:30 pm – 8:30 pm **Dinner**

8:30 pm – 12:00 am **Live Performance**
Chris Martinez

Saturday, April 17

6:45 am – 8:00 am **Breakfast with Exhibitors**

6:45 am – 8:00 am **Physician Breakfast**

General Session

8:00 am – 8:45 am **Annual Survey Review**
*Pat White, MedAxiom,
President*

Panelists:

- *Cathie Biga, CEO,
Cardiovascular Management,
Chicago, IL*
- *Warren Levy, M.D., President
& CMO, The Cardiovascular
Group PC, Fairfax, VA*
- *James M. Palazzo, President,
Paragon Health, Southlake, TX*

8:45 am – 9:30 am **Major Legal Issues: How to
Effectively Work With Your
Attorney**

Facilitator: *Mike Carlson, J.D.,
Maynard Cooper & Gale, P.C.*

Panelists:

- *Greg Timmers, CEO, Prairie
Cardiovascular, Springfield, IL*
- *Suzette Jaskie, CEO,
West Michigan Heart,
Grand Rapids, MI*

9:30 am – 10:00 am **Break with Exhibitors**





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Conference Agenda (continued)

Saturday, April 17 (continued)

Breakout Sessions

- 10:00 am – 11:00 am
- Option 1 **Session 1**
Integration Case Studies
 – Daryl Moreau, Administrator, Northwest Ohio Cardiovascular Consultants, Toledo, OH
 – Tom Talley, CEO, Cardiology Associates of Asheville
- Option 2 **Session 1**
Sleep Labs
 “Are You Asleep At The Wheel? The Changing Environment Of Sleep Medicine” (10 min.)
 – Tim Miller, CEO Dormir, Inc.
 “Sleep Medicine in Cardiovascular Practice Business Models” (50 min.)
 – Dr. Steve McAdams, CEO, Mid Carolina Cardiology, Charlotte, NC
 – Tim Attebery, CEO, Cardiovascular Associates, Kingsport, TN
- Option 3 **Session 1**
MedAxiom Workshop and Annual Survey Data Analysis
 – Pat White, MedAxiom, President
- 11:00 am – Noon
- Option 1 **Session 2**
Valuation Strategies and Methodologies
 The Practice Perspective
 – Greg Timmers, CEO, Prairie Cardiovascular, Springfield, IL
 The Hospital Perspective
 – Steve Messinger, President, ECG Management Consulting, Washington, DC

Option 2 **“Innovative Revenue Streams What’s Hot, What’s Not”**

Facilitators:

- Tim Attebery, CEO, Cardiovascular Associates, Kingsport, TN
- Karen Engelhardt, CEO, Louisiana Cardiology Associates, Baton Rouge, LA

Option 3 **The RVS Update Committee (RUC) Explained**

- Cathie Biga, CEO, Cardiovascular Management, Chicago, IL

12:00 noon – 1:30 pm **LUNCH (Partner spotlights)**

- Option 1 **Pearls for Avoiding Common Coding Pitfalls** – sponsored by ProVation
- Option 2 **Cardiac PET - The Present and Future of Perfusion Imaging** – sponsored by Positron
- Option 3 **Survival Strategies to Maximize Your Practice’s Profits in Cardiac Imaging after Healthcare Reform** – sponsored by Digirad

Pod Sessions

- 1:30 pm – 3:15 pm **Pod Sessions**
- 3:15 pm – 3:45 pm **Break with Exhibitors**
- 3:45 pm – 5:45 pm **Pods Sessions (continued)**
- 5:45 pm – 6:45 pm **Cocktails with Sponsors**
- 6:45 pm **Dinner on your own**
- 8:00 pm **Live Performance**
 Chris Martinez



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Conference Agenda *(continued)*

Sunday, April 18

6:45 am – 8:00 am **Physician Breakfast**

General Session

8:00 am – 8:45 am **CV Practice in the Age of ACOs and Health System Reform**

- Jack Lewin, CEO, American College of Cardiology

8:45 am – 9:30 am **CAA Update**

- Cathie Biga, CEO, Cardiovascular Management, Chicago, IL
- Margo Burrage, Executive Director, Cardiology Advocacy Alliance, Pickney, MI

Breakout Sessions

9:30 am – 10:30 am Session 1
Option 1 **Cardiovascular Service Line Case Studies**

- Julie Younger, CEO, Iowa Heart Center
- Rock Ereksan, CEO, Metro Heart Group

Option 2 **Coding Update**

- Margie Amato, MedAxiom, BOCN Director

Option 3 **A Solution to Multiple Problems: Adding PET To Your Practice**

- Bill Cockrell, Administrator, CardioVascular Associates, Birmingham, AL
- Tim Higgins, Administrator, Cardiovascular Associates, Louisville, KY

10:30 am – 11:30 am Session 2

Option 1 **Hospital Payment Methodologies**

- Carol Male, U.S. Field Economic Manager, Medtronic
- Sue Heilman, Senior Director Economic Strategies, Medtronic

Option 2 **Hospital to Office (H2O) and Hospital to Home (H2H)**

- Suzette Jaskie, CEO, West Michigan Heart, Grand Rapids, MI
- Cathie Biga, CEO, Cardiovascular Management, Chicago, IL
- Katie Willerick, MedAxiom, Hospital Performance Improvement Specialist

Option 3 **Risk-Based Contracting**

Facilitator:

- Carol Buitrago, CEO, Foothill Cardiology / California Heart Medical Group, Pasadena, CA

Panelists: TBD

11:30 am **Adjourn**