

Thursday, October 11

6:30 am – 6:15 pm **Registration**

7:00 am – 8:30 am **Breakfast for Pre-Conference Sessions Attendees**

PRE-CONFERENCE SESSIONS

8:00 am – 11:30 am **Physician-Administrator Dyad Session**

Exploring Quality Metrics and Compensation Formulas

GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

JERRY BLACKWELL, MD, FACC, MBA, PRESIDENT, WELLMONT CVA HEART INSTITUTE; KINGSPORT, TN

WARREN LEVY, MD, FACC, PRESIDENT & CMO, VIRGINIA HEART; FALLS CHURCH, VA

JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN

Quality and performance metrics are becoming more integral to the cardiologist's total compensation in integrated and affiliated relationships with health systems. This deep-dive pre-conference session for physicians and administrators will focus on:

- a) What quality metrics are included as part of your compensation formula? Are they meaningful, transparent, available and actionable?
- b) How should you structure and negotiate the "Value" component of quality metrics and other aspects of compensation formula? How do you value and/or account for non-work RVUs?

We will look at these metrics from the physician's and the hospital's perspective to find common ground, and give our physicians and administrators help in negotiating future contracts and compensation plans. Also, we will explore the potential changes in regulations that may impact how we approach these quality metrics in the future.

Physician leaders and their administrative dyad partners are encouraged to attend this session to learn more about performance metrics, compensation formulas and future directions as we move (slowly) from volume to value.

8:00 am – 12:30 pm **APP Leadership Boot Camp** (Lunch Provided)

"So, you are a new APP leader – now what?"

GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

JACOB TURMELL, DNP, RN, NP-C, ACNS-BC, CCRN-CMC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRANDVILLE, MI

This content-rich boot camp is intended for new and existing Advanced Practice Provider (APP) leaders—directors, managers and leads—and will include:

1. From Peer to Leader
 - a. Descriptions of challenges and opportunities
 - b. Keys to success
2. Leadership and Governance
 - a. What's the difference?
 - b. Can I have both?
3. Nuts and Bolts of an Administrative Role as an APP
 - a. Performance Management and Team Building
 - b. Clinical Protocol Development

- c. Project Management
- d. Schedule Building

4. Cardiovascular Business Operations

- a. As a clinician, what do I need to know to be successful?
 - i. Billing/Coding
 - ii. RVUs and Productivity Benchmarks
 - iii. P and L – Cost vs Revenue
 - IV. Building a Pro Forma

GENERAL SESSION

1:00 pm – 1:15 pm **Welcome and Opening Remarks**

1:15 pm – 2:00 pm **Keynote: Unique Direct to Employer Relationships**

DEBBIE WEEMS, FACHE, CHIEF OPERATIONS OFFICER, EMBOLD HEALTH; AUSTIN, TX
JOSEPH SASSON, PH.D., EXECUTIVE VICE PRESIDENT, MEDAXIOM VENTURES

The speed of radical change within health care isn't new. In fact, recent headlines tell us that disruptive change is happening at a staggering pace across the country, and often through the efforts of our country's largest corporations as opposed to the federal government. As part of an overarching conference theme, this keynote presentation will focus on how the market is being led by, and developed to support, self-insured employers. These self-insured's typically carry patients for longer periods of time and have the ability to pay for preventive care as well as engage in bundled payment models that help employers to keep their insured healthy and to collaborate with providers in new and exciting ways. There are fewer restrictions, fewer middle-men, and a focus on changing aspects of our health care and insurance system that appear dysfunctional to many of us.

This session will focus on two primary drivers of the self-insured market: 1) How to identify physicians who are providing the appropriate care, as well as high-quality care; and 2) How to pay providers using a bid-price bundle methodology. We believe this combination of viewpoints from experts in these areas will give some real depth to the strategies that self-insured corporations will be using to drive high-quality care and lower costs.

2:00 pm – 3:00 pm **How Telehealth and Virtual Medicine are Transforming Healthcare**

JACOB CORBELL, MBA, EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT, CARDIOVASCULAR INSTITUTE OF THE SOUTH; LAFAYETTE, LA

MARC NEWELL, MD, MEDICAL DIRECTOR, MINNEAPOLIS HEART INSTITUTE, MINNEAPOLIS, MN

JENNIFER RUSCHMAN, DIRECTOR OF TELEHEALTH, CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER; CINCINNATI, OH

In 2017, 31 percent of health care organizations used video-based telemedicine services and 34 percent offered remote patient monitoring, according to a KPMG survey conducted by HIMSS Analytics. Kaiser Mid-Atlantic has moved to 50%+ virtual visits within their system and that number is growing every year. Yet, the concept does not seem to be catching on as a daily practice within cardiovascular health care.

This panel will explore why telemedicine (recently named healthcare's greatest opportunity and greatest challenge) can be difficult to execute and highlight some of the successes our presenters have experienced. We will cover what types of programs telehealth is best suited for as well as the financial, operational and clinical specifics needed for success.

3:00 pm – 3:15 pm **Corporate Partner Introductions (Part 1 of 2)**

3:15 pm – 3:45 pm **Break with Corporate Partners and Exhibitors**

3:45 pm – 4:30 pm **Cardiology & Diabetes—Collaborating with Primary Care**

MIKHAIL KOSIBOROD, MD, SAINT LUKE'S CARDIOVASCULAR CONSULTANTS; KANSAS CITY, MO

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- 4:30 pm – 5:15 pm **Healthcare Policy and Economics**
- 5:15 pm – 5:30 pm **Corporate Partner Introductions (Part 2 of 2)**
- 5:30 pm – 6:30 pm **Networking Reception with Corporate Partners and Exhibitors**
- 6:30 pm **Group Dinner**

Friday, October 12

- 6:30 am – 8:30 am **Breakfast**
- 6:45 am – 7:45 am **Physician-Only Breakfast**
- 8:00 am – 9:30 am **Pod Sessions**
- 9:30 am – 10:00 am **Break with Corporate Partners and Exhibitors**
- 10:00 am – 11:30 am **Pod Sessions (continued)**
- 11:45 am – 12:45 pm **Educational Spotlight Lunches**

GENERAL SESSION

- 1:00 pm – 1:45 pm **Unwarranted Variation**
PETER DUFFY, MD, FIRST HEALTH CARDIOLOGY; PINEHURST, NC
- Clinicians agree that roughly one third of variation in care is unwarranted, leading to underuse of effective care, overuse of ineffective care, and increased cost. Attendees will learn what steps are being taken by our panelists to reduce unwarranted variation and how these steps can positively impact and position your organization.
- 1:45 pm – 2:15 pm **CPC + Model: Why it Should be on the Radar for all Cardiology Groups**
CHRISTOPHER OTT, MD, CHIEF MEDICAL OFFICER, HCA PHYSICIAN SERVICES GROUP; NASHVILLE, TN
- 2:15 pm – 3:00 pm **CAA Update**
PAT HOLLOWAY, CPA, CHIEF OPERATION OFFICER, OKLAHOMA HEART HOSPITAL PHYSICIANS AND PRESIDENT, CAA; OKLAHOMA CITY, OK
- CATHIE BIGA, RN, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS AND PAST PRESIDENT, CAA; WOODBRIDGE, IL
- Cardiology Advocacy Alliance (CAA) represents cardiologists in Washington to ensure our voices are heard as the Value Agenda is updated. This session will review the latest developments in Washington, both regulatory and legal, that impact the CV health care community. Topics will include:
- Latest details on CMS Rules
 - Legislative Outlook
 - CAA Priorities
- 3:00 pm – 3:30 pm **Break with Corporate Partners and Exhibitors**
- 3:30 pm – 4:15 pm **BREAKOUT SESSIONS – Choose 1 of 4**
- 1. How to Address and Consolidate Low Volume Hospitals in the Same System**
JEFF CARSTENS, MD, FACC, EXECUTIVE MEDICAL DIRECTOR CARDIOVASCULAR SERVICES, CHI HEALTH CLINIC; OMAHA, NE
- 2. Clinic Resource Management**
CATHIE BIGA, RN, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS AND PAST PRESIDENT, CAA; WOODBRIDGE, IL
- LISA LEE, MD, THE HEART INSTITUTE AT CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER; CINCINNATI, OH
- This presentation will help attendees develop an understanding of how to balance clinic staffing to ensure appropriate coverage while maintaining costs. Our presenters will share examples of how their programs have dealt with this tough, operational question—and where they have seen the greatest challenges and successes.

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3. Heart Failure Program Metrics

JOHN MIGNONE, MD, MEDICAL DIRECTOR, ADVANCED CARDIAC SUPPORT CLINIC, SWEDISH HEART & VASCULAR; SEATTLE, WA

4. Unwinding the Deal – Disintegration Challenges with Fractured Practices

JASON GREIS, MCGUIRE WOODS LLP; CHICAGO, IL

4:25 pm – 5:10 pm **BREAKOUT SESSIONS – Choose 1 of 4**

1. APP Utilization: A Panel Discussion on Success Stories

NICK ZAUNBRECHER, CARDIOVASCULAR INSTITUTE OF THE SOUTH, APMC, HOUMA, LA

2. Triad of Care

This session will explore a novel framework to drive necessary transformations to improve the clinical, financial and operational outcomes of the cardiovascular service lines across the country. The framework is built on the triad collaboration of physician leadership, administrators, and industry creating a community of thought leadership committed to reinventing cardiovascular care.

3. OBLs and ASCs in the CV Landscape

FRED SIMMONS, CHIEF EXECUTIVE OFFICER, CLEARWATER CARDIOVASCULAR AND INTERVENTIONAL CONSULTANTS; CLEARWATER, FL

DENZIL D'SOUZA, MD, FACC, FSCAI, FORT WORTH HEART; FORT WORTH, TX

Within the cardiovascular healthcare world, many organizations are increasingly focusing on their ambulatory strategy as a way to provide outpatient cardiovascular services. This calls for the consideration of an ambulatory surgical center (ASC) or an office-based lab (OBL). In this session, our presenters will discuss their different paths, including a review of the current and future aspects of their OBLs and the potential for ASCs.

4. Uber Health: A New Frontier in Addressing Patient Access Issues

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Saturday, October 136:30 am – 8:00 am **Breakfast**6:45 am – 7:45 am **Physician-Only Breakfast Meeting****GENERAL SESSION**8:00 am – 8:45 am **Integrating Physician Cultures**

CINDY GONZALES, DIRECTOR OF GROUP PRACTICE OPERATIONS, RENOWN INSTITUTE FOR HEART & VASCULAR HEALTH; RENO, NV

LETITIA ANDERSON, MD, FACC, FASE, RENOWN INSTITUTE FOR HEART & VASCULAR HEALTH; RENO, NV

The importance of have a strong, cohesive and supportive physician culture with a cardiovascular practice or health system has never been greater. Concerns about combining an aging workforce (one in five cardiologists is over the age of 61) that is used to working long hours (volume RVUs) with younger physicians who are interested in creating work/life balance are increasing and complex. This panel will look at options for integrating physician cultures from a variety of perspectives—and will share what has and has not worked within their own organizations.

8:45 am – 9:30 am **The Reality of Big Data and How it can be Applied to our Programs**9:45 am – 10:30 am **BREAKOUT SESSIONS – Choose 1 of 3****1. Bundled Payments: Next Steps for Success**

GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN

Ideal for those who are either in the current BPCI Advanced program or are considering entering at the next open enrollment period, this session will provide simplified analyses of the cardiovascular data and practical takeaways on how to succeed. We will focus on understanding what the data are telling us and what organizational actions will move the numbers in a favorable direction. There will be time devoted to real-life and specific scenarios of attendees.

2. How to be Successful with MIPS

CHERIE KELLY-ADULI, CHIEF EXECUTIVE OFFICER, QPP CONSULTING GROUP; MANDEVILLE, LA

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

3. ASNC Registry Update

DAVID WOLINSKY, MD, PRESIDENT, AMERICAN SOCIETY NUCLEAR CARDIOLOGY, HEAD NUCLEAR CARDIOLOGY, CLEVELAND CLINIC FLORIDA; WESTON, FL

GENERAL SESSION10:40 am – 11:30 am **Roundtable: Top Cardiovascular Healthcare Issues**

MEDAXIOM CONSULTING TEAM

Get expert insights and advice from the MedAxiom Consulting team. This informal roundtable discussion will include a review of the top issues facing cardiovascular care providers as well as time for a Q&A session with attendees.

11:30 am **Conference Adjourns**

Please note that presentation times, topics and speakers are subject to change; check back regularly for agenda updates.