

# Agenda



**CV TRANSFORUM**

SPRING '18

APRIL 12-14, 2018 • PONTE VEDRA BEACH, FL

SPONSORED BY **Cardiovascular Business**

## THURSDAY, APRIL 12

6:30 am – 6:15 pm **Registration**  
Champions Foyer

7:00 am – 8:30 am **Breakfast for Pre-Conference Sessions Attendees**  
Champions F-H Foyer

### PRE-CONFERENCE SESSIONS

#### 8:00 am – 12:00 pm **Physicians Only: Practice Culture and Physician Leadership**

Champions Ballroom F & G

**REBEKAH APPLE**, MA, DHS<sub>c</sub>, DIRECTOR OF STUDENT AFFAIRS AND PROGRAMMING, AMERICAN MEDICAL STUDENT ASSOCIATION; TAMPA, FL  
**WARREN LEVY**, MD, FACC, PRESIDENT & CHIEF MEDICAL OFFICER, VIRGINIA HEART; FALLS CHURCH, VA

Strong cultures have been critical to our success as cardiovascular practices in the past, and when aligned with strategy and leadership, a strong culture drives positive organizational outcomes.

How are the disruptive transformations that are occurring in healthcare, generational changes, alignments and integrations affecting our practice culture? How do we as leaders retain the essential aspects of our practice culture to remain successful in this new marketplace?

This pre-conference meeting will focus on understanding culture, influencing culture and leading our organizations through potential changes in culture in a relationally healthy way to maintain our success as cardiovascular practices. The session will include a mix of didactic learning and group discussion.

8:30 am – 11:30 am  
Champions Ballroom H

#### **Developing an Ambulatory Strategy: Is an ASC or OBL Right for Your CV Program?**

**ANNE BEEKMAN**, RN, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI  
**NICOLE KNIGHT**, LPN, CPC, CCS-P, DIRECTOR, REVENUE CYCLE SOLUTIONS AND SENIOR CONSULTANT, MEDAXIOM CONSULTING; JACKSONVILLE, FL  
**MARC TOTH**, CMAA, CHIEF EXECUTIVE OFFICER, ACA CARDIOVASCULAR; INCLINE VILLAGE, NV  
**JACOB TURMELL**, DNP, RN, NP-C, ACNS-BC, CCRN-CMC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRANDVILLE, MI

A common theme in cardiovascular programs and practices is the need for a procedural Ambulatory Strategy. The agreement around this concept is almost unanimous, but how to successfully develop this concept is a challenge for most programs.

This pre-conference deep dive session is for you if you are struggling with the following questions:

- How do I determine if I need an Ambulatory Surgical Center (ASC) or Office-Based Lab (OBL)?
- What are the attributes—such as physician numbers, procedure types, volumes and locations—that drive success?
- What is the economic picture for ASC and OBL?
- Will it be beneficial to be in an ASC or OBL related to the voluntary bundles?
- Are these offerings just for non-integrated physician practices?
- What is the process to get started?

During the 2017 Outpatient Endovascular and Interventional Society (OEIS) meeting it was revealed that 25% of OBLs fail due to poor financial planning and limited understanding of the market. A busy ASC or OBL may not be a profitable one. Use this pre-conference session opportunity to help avoid the pitfalls and begin a thoughtful review to determine if an ASC or OBL is the right move for your practice or program.

## GENERAL SESSION

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

Champions Ballroom D & E

### 1:15 pm – 2:15 pm **CV Healthcare Landscape Right Now: Top Issues and Opportunities Panel Discussion**

Champions Ballroom D & E

**EDWARD T.A. FRY**, MD, FACC, FSCAI, CHAIR, CARDIOLOGY DIVISION AND CVSL, ST. VINCENT MEDICAL GROUP, ST. VINCENT HEART CENTER, INDIANAPOLIS, IN

**MIKE MYTYCH**, MBA, PRINCIPAL AND FOUNDER, HEALTH INFORMATION CONSULTING, LLC; MILWAUKEE, WI

**MARC TOTH**, CMAA, CHIEF EXECUTIVE OFFICER, ACA CARDIOVASCULAR; INCLINE VILLAGE, NV

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

This session will start with a sneak preview of the latest data from MedAxiom's annual survey of membership that tracks hundreds of critical cardiovascular metrics. We will look at the key trends and takeaways from this year's data. From there, our panel of CV leaders will discuss the major issues and trends influencing and impacting our industry today. The discussion will include predictions of what it all means and offer ideas for navigating the current landscape in this time of rapid change.

### 2:15 pm – 3:00 pm **Re-engineering our Care Delivery for Value-Based Success**

Champions Ballroom D & E

**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

With the goals of improving patient outcomes, succeeding in risk payment models and improving the healthcare experience for all, this session will focus on how to re-engineer care delivery in a value-based environment. It will include: a brief review of current care delivery challenges; an overview of new payment models and requirements for success; the process of re-engineering care delivery in a value-based, population health environment; and presentations of a successful HF BPCI program with details on how they achieved their outcomes.

### 3:00 pm – 3:15 pm **Corporate Partner Introductions**

Champions Ballroom D & E

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

Champions Foyer

### 3:45 pm – 4:30 pm **Cardiology Advocacy Alliance Update**

Champions Ballroom D & E

**CATHIE BIGA**, RN, PRESIDENT AND CHIEF EXECUTIVE OFFICER, CARDIOVASCULAR MANAGEMENT OF ILLINOIS, CAA PAST PRESIDENT; WOODRIDGE, IL

**PAT HOLLOWAY**, CPA, CHIEF OPERATING OFFICER, OKLAHOMA HEART HOSPITAL PHYSICIANS AND CAA PRESIDENT; OKLAHOMA CITY, OK

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

### 4:30 pm – 5:15 pm **Achieving the Quadruple Aim: Clinician Satisfaction Equals Engagement, and Vice Versa**

Champions Ballroom D & E

**EDWARD T.A. FRY**, MD, FACC, FSCAI, CHAIR, CARDIOLOGY DIVISION AND CVSL, ST. VINCENT MEDICAL GROUP, ST. VINCENT HEART CENTER, INDIANAPOLIS, IN

Examples of organizations that have achieved high levels of physician engagement will be highlighted. Reported reasons for satisfaction and engagement include having a fair compensation model, equitable distribution of work; supportive, humble and group oriented colleagues; valuing work-life balance, transparency; culture of patient and group centeredness; collaborative relationships with system leadership and CVSL staff; shared vision; a legacy of looking forward, and inclusive leadership at the practice level. Also to be discussed are the current threats to physician engagement such as changes to compensation, system consolidation, re-alignment of goals and the culture created by the increased financial pressures facing health systems today.

5:15 pm – 5:30 pm **Corporate Partner Introductions**  
Champions Foyer

5:30 pm – 6:30 pm **Networking Reception with Corporate Partners and Exhibitors**  
Champions Foyer

6:30 pm **Group Dinner**  
Resort Pool

## FRIDAY, APRIL 13

6:30 am – 6:15 pm **Registration**  
Champions Foyer

6:30 am – 8:30 am **Breakfast**  
Champions Foyer

6:45 am – 7:45 am **QPP/MACRA Breakfast**  
Champions Ballroom B & C **CHERIE KELLY-ADULI**, CHIEF EXECUTIVE OFFICER, QPP CONSULTING GROUP; MANDEVILLE, LA

Are you overwhelmed by MACRA? In this interactive breakfast session, Cherie Kelly-Aduli will cover changes in the MIPS program and the tips and tricks you need to score big in year 2 of the CMS quality payment program. This session is recommended for MIPS eligible clinicians, office managers and Practice Administrators; it will include time for Q&A.

6:45 am – 7:45 am **Physician-Only Breakfast**  
Masters Ballroom D  
This facilitated physician discussion will cover a range of audience-driven issues. Topics of discussion typically include areas such as physician leadership, the current state of federal health and reimbursement programs/policy and its impact on physicians, physician workforce issues, compensation and non-work RVU components, and physician relationships with hospitals.

8:00 am – 9:30 am **POD SESSIONS**  
Champions Ballroom A Pod A  
Champions Ballroom B & C Pod B  
Champions Ballroom F & G Pod C  
Champions Ballroom H Pod D  
Heritage Ballroom C Pod E  
Heritage Ballroom D & E Pediatrics and Adult Congenital Pod  
Heritage Ballroom A & B HCA Pod

9:30 am – 10:00 am **Break with Corporate Partners and Exhibitors**  
Champions Foyer

10:30 am – 11:30 am **Pod Sessions Continued**

11:45 am – 12:45 pm **EDUCATIONAL SPOTLIGHT LUNCHEES (CHOOSE 1 OF 3)**

**Precision Medicine In Cardiology:  
Demonstrating Impact on Patients,  
Quality and Cost**

**SPONSORED BY HEALTH OUTCOME SCIENCES**

Champions Ballroom A

**MATT HALLE**, CEO, HEALTH OUTCOMES SCIENCES

**AMIT P. AMIN**, MD, MSC, BARNES-JEWISH HOSPITAL; ST. LOUIS, MO

Utilizing an approach for treatment and prevention that takes into account individual variability, ePRISM™ delivers predictive analytics BEFORE procedures to inform better physician and patient treatment decisions. Learn how ePRISM™ can help your organization reduce treatment variability and improve outcomes, while improving financial performance.

**Utilizing Coronary Physiology with iFR  
to Reduce Care Variation and Facilitate  
Transition to Value Based Care**

**SPONSORED BY PHILIPS**

Champions Ballroom F & G

**DR. FARHAN KHAWAJA**, M.D., F.A.C.C., F.S.C.A.I., R.P.V.I., MANAGING PHYSICIAN DIRECTOR, CARDIAC CATHETERIZATION LABORATORIES ORLANDO HEALTH HEART INSTITUTE CARDIOLOGY GROUP, DR. P. PHILLIPS HOSPITAL

According to the AUC guidelines, the use of coronary physiology is recommended to justify performing or deferring revascularization. However, despite this, uptake in cath labs has remained low. Recently, coronary physiology with instantaneous wave free ratio (iFR) demonstrated superior value compared to coronary physiology with FFR by:

- Reducing 1-year cost per patient
- Reducing readmissions
- Reducing procedure time
- Improving patient comfort

This session will explore how implementing an iFR protocol helps with lab turn-around time, patient satisfaction, costs, readmissions, registry reporting and transitioning to a value based care by providing the right care at the right time for the right patient.

**Pritikin ICR: A Comprehensive Cardiac  
Rehab Solution**

**SPONSORED BY PRITIKIN ICR**

Champions Ballroom B & C

**CINDY BERNER**, MS, RDN, LD, SENIOR DIRECTOR OF NUTRITION & TRAINING, PRITIKIN ICR

**DR. JERRY BLACKWELL**, EXECUTIVE VICE PRESIDENT AND CHIEF CLINICAL OFFICER, BALLAD HEALTH

**BOB FRANCESCHELLI**, MBA, PRESIDENT, PRITIKIN ICR

**JOHN R. HARVEY, M.D., FACC**, PRESIDENT AND CEO, OKLAHOMA HEART HOSPITAL

**DR. BRAD HUBBARD**, MD, CARDIOLOGY SECTION CHIEF, MICHIGAN HEART

**KEVIN MOORE**, EXECUTIVE DIRECTOR, MICHIGAN HEART

**CHRISTIAN K. ROBERTS**, PH.D. PHD, FACSM, CSCS CONSULTANT, PRITIKIN

Cardiac Rehab is a class 1A Recommendation, and Pritikin ICR can help you strengthen your CR program:

- Pritikin’s efficacy is grounded with 100+ peer-reviewed, published scientific studies
- Features double the number of Medicare-reimbursable sessions per patient: 72 (ICR) versus 36 (CR)
- User-friendly, high customer satisfaction, and the opportunity for improved patient health
- Easy to manage and implement
- No upfront Pritikin fees, and a low cost to operate

**Learning Objectives:**

- Explain the difference of ICR vs. CR
- Outline the general details of the Pritikin ICR licensed model
- Discuss the value for your organization and patients

**GENERAL SESSION**

1:00 pm – 1:30 pm

Champions Ballroom D & E

**Pathway to Succeeding in a Bundle Program**

**AMIT AMIN, MD**, BARNES-JEWISH HOSPITAL; ST. LOUIS, MO

Dr. Amin will detail the results he has experienced with same-day discharge under a bundle program, including a reduction in costs to his hospital. He will then share his experience in understanding, managing or redesigning the processes needed to be successful in a bundle program. This information is designed to help you better understand your bundle program options, focus on what’s important and achieve success in value-based healthcare.

1:30 pm – 2:30 pm

Champions Ballroom D & E

## The Future of Interventional Cardiology: Panel Discussion

**JARL BLIJD**, SENIOR FIELD MARKETING MANAGER, IMAGE GUIDED THERAPY, PHILIPS HEALTHCARE; BOSTON, MA

**ALLISON DUPONT**, MD, FACC, FSCAI, NORTHEAST GEORGIA HEART CENTER; GAINESVILLE, GA

**NORMAN RISINGER**, MD, FACC, AUSTIN HEART; AUSTIN, TX

**MODERATOR: ANNE BEEKMAN**, RN, VICE PRESIDENT MEDAXIOM CONSULTING; GRAND RAPIDS, MI

In the past, planning around the future of interventional cardiology was an exercise in planning for PCI growth. Today, the landscape for interventional cardiology looks very different with new procedures, technologies, payment models and the movement to outpatient. Our panel of leaders in interventional cardiology will tackle tough questions such as: Do you think diagnostic and interventional coronary procedures should/will move out of the acute care center? How do you address the medical and legal concerns around same-day discharge for PCI? Many cath labs are at 50% capacity and there is often a need for hybrid rooms; how are programs addressing these changing capital demands. Our expert panel will conclude with questions from the audience.

2:30 pm – 3:00 pm

Champions Foyer

## Break with Corporate Partners and Exhibitors

3:00 pm – 4:00 pm

## BREAKOUT SESSIONS (CHOOSE 1 OF 3)

### APP Utilization Panel

Champions Ballroom B & C

**VANCE CHUNN**, D.SC., FACHE, CHIEF EXECUTIVE OFFICER, CARDIOLOGY ASSOCIATES OF MOBILE; MOBILE, AL

**JOSEPH GOEKE**, MD, FACC, SAINT LUKE'S MID AMERICA HEART INSTITUTE CARDIOVASCULAR CONSULTANTS; KANSAS CITY, MO

**NICOLE KNIGHT**, LPN, CPC, CCS-P, ACS-CA, DIRECTOR, REVENUE CYCLE SOLUTIONS, MEDAXIOM; JACKSONVILLE, FL

#### MODERATORS:

**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

Our discussion on how to best utilize Advanced Practice Providers (APPs) as part of your care team will include clinical deployment, governance and billing/reimbursement. The panel will define and discuss the deployment of APPs in a busy CV practice and summarize the outcomes of effective utilization. We will also provide examples of strong APP governance and define critical steps needed to establish that structure. Finally, we will go over current APP billing options and required documentation.

### Variation to Validation: Case Study on How to Use Your Data

Champions Ballroom A

**AMY FRYE-ANDERSON**, AVP, GOVERNMENT PROGRAMS AND CLINICAL REPORTING, HCA/PHYSICIAN SERVICES GROUP; NASHVILLE, TN

**SAMUEL HANKE**, MD, CINCINNATI CHILDREN'S HOSPITAL; CINCINNATI, OH

**MODERATOR: LORI WALSH**, MHA, VICE PRESIDENT, MEDAXIOM MEMBERSHIP AND SENIOR CONSULTANT; CROSSETT, AR

Minimizing unwarranted clinical variation was the #1 concern of 54% of healthcare executives in a recent industry survey. Is data the answer? What data tools are being underutilized? Several programs will explain how they use their data to understand the variation within the physician group and moved the needle over time. We will look at CV Scorecards, Public Reporting and the Quality Assurance program for examples of data that can help programs go from variation to validation.

### Physician Governance Case Study

Champions Ballroom F & G

**THOMAS SCHLEETER**, MD, ST. VINCENT MEDICAL GROUP CARDIOLOGY; INDIANAPOLIS, IN

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

Successful healthcare organizations have a clear vision of who they are and what they are trying to achieve—and every member of the team understands and believes in the vision. This clear and compelling direction is created through solid leadership and then pursued, monitored and held accountable by an organized governance structure. Without this critical infrastructure foundation, the greatest strategies in the world will simply evaporate. In this session, we will explore the challenges and steps that create successful physician governance structure in modern healthcare organizations, through the lenses of both administrators and physicians.

4:00 pm – 5:00 pm **BREAKOUT SESSIONS (CHOOSE 1 OF 3)**

## How to Start an A-fib Clinic from Scratch

Champions Ballroom B & C

**BRAD HUBBARD**, MD, MICHIGAN HEART; DETROIT, MI

**CHRISTINE MCINTYRE**, MHA, BSN, RN, FACHES, AACC, EXECUTIVE DIRECTOR, CARDIOVASCULAR SERVICES, BAPTIST HEALTH, LEXINGTON; LEXINGTON, KY

### MODERATORS:

**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

Using examples of effective A-fib clinics, we will look at the very first steps of this ambitious undertaking. Our panel will cover details from modeling and developing your pro forma to identifying target patients and staff needs, and outlining clinical protocols. We will also examine key clinical operations and the care pathways that are critical to the attainment of an A-fib clinic. Then we will look at the operational, financial, clinical and patient outcomes expected from an effective A-fib clinic.

## PET Utilization: Panel Discussion

Champions Ballroom F & G

**JOSH GINSBERG**, MBA, EXECUTIVE DIRECTOR, THE HEART HOUSE; HADDON HEIGHTS, NJ

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

### MODERATORS:

**PAT WHITE**, PRESIDENT, MEDAXIOM; SOUTH LYON, MI

**DAVID WOLINSKY**, MD, FACC, FASNC, HEAD OF NUCLEAR CARDIOLOGY, CLEVELAND CLINIC; WESTON, FL

This breakout will include an exploration of why programs chose to include PET imaging. We will discuss quality and cost benefits, impact on SPECT and the cath lab, and the many issues to consider in developing a PET program. The discussion will provide valuable insights for those groups who currently have PET and those considering a PET program.

## Bundled Payments: Finding Success in Value

Champions Ballroom A

**DAVE TERRY**, FOUNDER AND CHIEF EXECUTIVE OFFICER, ARCHWAY HEALTH; BOSTON, MA

**KEELY MACMILLAN**, GENERAL MANAGER, BPCI ADVANCED, ARCHWAY HEALTH; BOSTON, MA

### MODERATOR:

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

This timely session will provide insights into the current bundled payment landscape, including the commercial and employer market, and will explore how to approach a successful bundled payment program.

5:00 pm – 6:00 pm **Networking Reception with Corporate Partners and Exhibitors**

Champions Foyer

6:00 pm **Dinner On Your Own**

## SATURDAY, APRIL 14

6:30 am – 11:30 am **Registration**

Champions Foyer

6:30 am – 8:00 am **Breakfast**

Champions Foyer

6:45 am – 7:45 am **Private Practice Breakfast Meeting**

Champions Ballroom B & C

**FRED SIMMONS JR.**, CPME, CPA, CHIEF EXECUTIVE OFFICER, CLEARWATER CARDIOVASCULAR AND INTERVENTIONAL CONSULTANTS

6:45 am – 7:45 am **Physician-Only Breakfast Meeting**

Masters Ballroom D

MedAxiom members are excited to learn that the new MedAccess—an exclusive and valuable member benefit—is about to launch. Join us for one of three sessions on Saturday as we show you how to get easier, faster and better access to the data that matters most! Using intuitive intelligence, smarter navigation and more automation, the new MedAccess puts all the data you want at your fingertips. We will walk you through the improved look, feel and functionality of the new MedAccess. (Note: This session will be offered three times on Saturday morning—please choose the time that is best for your schedule.)

6:45 am – 7:45 am **New MedAccess Demo Session Breakfast**

Champions Ballroom A

**SHAWN SMITH**, DIRECTOR OF INFORMATION TECHNOLOGY, MEDAXIOM; JACKSONVILLE, FL

**LORI WALSH**, VICE PRESIDENT, MEMBERSHIP, MEDAXIOM; CROSSETT, AR

This facilitated physician discussion will cover a range of audience-driven issues. Topics of discussion typically include areas such as physician leadership, the current state of federal health and reimbursement programs/policy and its impact on physicians, physician workforce issues, compensation and non-work RVU components, and physician relationships with hospitals.

## GENERAL SESSION

8:00 am – 8:45 am

Champions Ballroom D & E

### Legal Perspective: Physician Compensation and Care Team Models

**JIM DANIEL**, J.D., MBA, DIRECTOR, HANCOCK, DANIEL, JOHNSON & NAGEL, PC; RICHMOND, VA  
**JOEL SAUER**, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN

Many organizations are developing advanced care teams as a way to not only improve patient access and service, but also to lower the cost of care. Powerful members of these teams are Advanced Practice Providers (APPs). However, many physician compensation arrangements institute competitive economics between physicians and APPs, thereby hampering effective utilization of these resources. In this presentation, several models creating economic alignment will be presented, and the pros and cons of each will be discussed.

8:45 am – 9:30 am

Champions Ballroom D & E

### Innovative Compensation Model Panel Discussion

**MARK CHANG**, MD, MBA, PRESIDENT, CVA HEART INSTITUTE AND SENIOR VP, BALLAD HEALTH SYSTEM; JOHNSON CITY, TN  
**JIM DANIEL**, J.D., MBA, DIRECTOR, HANCOCK, DANIEL, JOHNSON & NAGEL, PC; RICHMOND, VA  
**ADAM KLEIN**, PRINCIPAL, VALUATION SERVICES, ECG MANAGEMENT CONSULTANTS; SAN DIEGO, CA  
**JOEL SAUER**, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN

Physician compensation is one of the top concerns facing cardiovascular healthcare organizations today. We will explore the issues and challenges around compensation, and learn how one program expanded outside the bounds of traditional RVU-based compensation. Details will be shared on why and how they challenged both their group and health system to find an alternate method, and the solutions that resulted.

9:40 am – 10:40 am

## BREAKOUT SESSIONS (CHOOSE 1 OF 3)

### How to Differentiate Your Program from the Competition

Champions Ballroom B & C

**JACOB CORBELL**, MBA, EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT, CARDIOVASCULAR INSTITUTE OF THE SOUTH; LAFAYETTE, LA  
**IBRAHIM SAEED**, MD, MRI MEDICAL DIRECTOR, ST. LUKE'S HEALTH SYSTEM; KANSAS CITY, MO

**AJ WAGNER**, MBA, DIRECTOR OF OPERATIONS, HCA; AUSTIN, TX

**MODERATOR: LORI WALSH**, MHA, VICE PRESIDENT, MEDAXIOM MEMBERSHIP AND SENIOR CONSULTANT; CROSSETT, AR

Understand ways to expand outside the traditional office visit and grow your practice as well as your service line through unique programs of collaboration and working with other subspecialties. The panel for this session will bring details of their experiences in 24-hour staffed urgent clinics, electronic inbound and outbound referral systems, building an infrastructure for telehealth and consumerism, and cardiac MRI.

### Strategies Around New Revenue Streams and/or Cost Saving Ideas

Champions Ballroom F & G

**EDDIE BARBER**, CHIEF EXECUTIVE OFFICER, CARDIOLOGY ASSOCIATES NORTH MISSISSIPPI; TUPELO, MS

**AMY FRYE-ANDERSON**, AVP, GOVERNMENT PROGRAMS AND CLINICAL REPORTING, HCA/PHYSICIAN SERVICES GROUP; NASHVILLE, TN

**MODERATOR: NICOLE KNIGHT**, LPN, CPC, CCS-P, ACS-CA, DIRECTOR, REVENUE CYCLE SOLUTIONS, MEDAXIOM; JACKSONVILLE, FL

In the healthcare environment today, there is a variety of potential ideas for new revenue streams and/or cost savings? What is working and what offers significant opportunity? Join us for this session with MedAxiom members presenting their process, successes, challenges and the opportunities identified with some of their latest endeavors. Our discussion will cover the following topics

- Opportunities in Cardiology ACOs
- MIPS Opportunities
- Remote Device Clinics

### New MedAccess Demo Session

Champions Ballroom A

**SHAWN SMITH**, DIRECTOR OF INFORMATION TECHNOLOGY, MEDAXIOM; JACKSONVILLE, FL

**PAT WHITE**, PRESIDENT, MEDAXIOM; SOUTH LYON, MI

MedAxiom members are excited to learn that the new MedAccess—an exclusive and valuable member benefit—is about to launch. Join us for one of three sessions on Saturday as we show you how to get easier, faster and better access to the data that matters most! Using intuitive intelligence, smarter navigation and more automation, the new MedAccess puts all the data you want at your fingertips. We will walk you through the improved look, feel and functionality of the new MedAccess. (Note: This session will be offered three times on Saturday morning—please choose the time that is best for your schedule.)



10:45 am – 11:30 am **BREAKOUT SESSIONS (CHOOSE 1 OF 2)**

## **Top CV Concerns Roundtable: Survey Summary and Discussion**

Champions Ballroom B & C

### **MEDAXIOM CONSULTING TEAM**

This informal roundtable discussion will include a review of the results of a recent survey on Top Issues of Cardiovascular Leaders. From Comprehensive CV Strategy and Patient Experience to APP Utilization and Physician Comp Plans, there are key issues that impact everyone within the CV community. The MedAxiom Consulting team will summarize the latest findings and lead an open-ended discussion on how to address the top concerns we all face today and looking into the future.

## **New MedAccess Demo Session**

Champions Ballroom A

**SHAWN SMITH**, DIRECTOR OF INFORMATION TECHNOLOGY, MEDAXIOM; JACKSONVILLE, FL

**PAT WHITE**, PRESIDENT, MEDAXIOM; SOUTH LYON, MI

MedAxiom members are excited to learn that the new MedAccess—an exclusive and valuable member benefit—is about to launch. Join us for one of three sessions on Saturday as we show you how to get easier, faster and better access to the data that matters most! Using intuitive intelligence, smarter navigation and more automation, the new MedAccess puts all the data you want at your fingertips. We will walk you through the improved look, feel and functionality of the new MedAccess. (Note: This session will be offered three times on Saturday morning—please choose the time that is best for your schedule.)

11:30 am

**Conference Adjourns**



# **CV TRANSFORUM**

## **FALL'18**

SPONSORED BY **Cardiovascular Business**

OCTOBER 11-13, 2018

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**Spring'18 Attendees Save Additional  
\$150 on Early Registration Pricing  
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**Use Promo Code 150SPRING18 by May 11, 2018\***

\*only applicable to MedAxiom Members who attended Spring'18

**Register now at [fall18.cvtransforum.com](http://fall18.cvtransforum.com)**