

**Practice Management Course**  
**Friday, October 15, 2010**  
**8:00 am – 5:00 pm**

***“Preparing Your Practice for the Future: Turning Ideas into Reality”***

**Course Co-Directors: Lawrence B. Cohen, MD, FACP and James S. Leavitt, MD, FACP**

- 8:00 am      **Introduction by Course Directors**
- 8:10 am      **Strategies for Implementing Change within your Practice**  
Daniel O’Connell, PhD – University of Washington  
Training, Coaching and Consultation, Seattle, Washington
- *List the stages of change and what actions/behaviors are expected to take place during each of these phases.*
  - *Define actions that can be used to deal with behavior relapses and assist maintenance.*
- 10:00 am      Break
- 10:15 am      **Breakout Sessions – Discussion with the Leaders**
1. Governance Issues  
Michael A. Safdi, MD, MACG / David A. Johnson, MD, FACP
  2. EMR Selection and Implementation  
James S. Leavitt, MD, FACP / Reed B. Hogan, MD
  3. Ancillary services  
Lawrence B. Cohen, MD, FACP / Harry Sarles, Jr., MD, FACP
- *Describe how the stages of change model can be applied to practical issues, such as those listed above, confronted by medical practices.*
- 11:15 am      Break
- 11:30 am      **Evaluating the Outcome of Change within your Practice**  
Dan O’Connell, PhD and Breakout Session Faculty
- *Analyze and describe how the stages of change model could be applied to specific issues confronted by medical groups.*
- 12:15 pm      **Lunch – Ask the Experts**  
Faculty
- 1:30 pm      **The Changing Face of Endoscopic Sedation (20 min)**  
Lawrence B. Cohen, MD, FACP
- *Describe recent changes in CMS policy regarding anesthesia practices and its potential impact on endoscopic practice.*
  - *List various business models for anesthesia involvement in endoscopic practice and the benefits and drawbacks of each.*

**Practice Growth and Consolidation: The Good, the Bad and the Ugly (20 min)**

Michael A. Safdi, MD, MACG

- *Describe the benefits and pitfalls of practice consolidation.*
- *Develop a strategic plan for practice integration.*

**Electronic Medical Records: Not If, But When and How (20 min)**

James S. Leavitt, MD, FACG

- *Describe a process for selection and implementation of an EMR.*
- *Understand the critical role of change management in achieving success.*

**Q&A (15 min)**

Faculty

2:45 pm Break

3:00 pm **Marketing 101: A Primer on Promoting Your Practice (20 min)**

Reed B. Hogan, MD, Gastrointestinal Associates, Jackson, Mississippi

- *Describe steps that your practice can adopt to improve marketing and visibility within your community.*
- *Develop and analyze a practice marketing strategy that suits your needs.*

**Establishing a Pathology Lab: Obstacles to Overcome and How to Develop a Sound Business Plan (20 min)**

Harry Sarles, MD, FACG

- *Describe how to develop a sound business plan for pathology services.*
- *Analyze the practice-related and economic determinants that affect the financial success of a pathology lab.*
- *Understand the pitfalls of implementation.*

**The Disappearing Consult: Adaptation and Impact (20 min)**

David A. Johnson, MD, FACG

- *Describe how to analyze the financial impact of CMS's policy eliminating Medicare billing for consultation codes on your practice.*
- *Define specific coding strategies designed to offset the financial impact of CMS's coding policy.*

**Q&A (15 min)**

Faculty

4:15 pm **Committing to the Next Steps**

Daniel O'Connell, PhD

5:00 pm Adjourn

## Program Description

The changing forces shaping health care today place our medical practices under nearly constant pressure to improve, change, and adapt in order to remain successful.

In this program, we will utilize the Stages of Change Model to understand the steps of practice improvement. Specifically, we will practice the skills necessary to take potential practice improvements from the original recognition of an opportunity, to the contemplation of its importance and potential solutions, and finally the enactment of that solution consistently throughout the practice. We will also discuss how to maintain the improvements without relapse or, if necessary, how to recover from relapses if and when they may occur.

We will accomplish this by laying out a practical model, using case based examples. Throughout the day, we will hear from medical groups about projects that they have undertaken and utilize that experience to develop our recognition and skill for process change. We will focus on specific process changes in more detail, based on their current saliency to both large and small gastroenterology groups.

## Overall Course Objectives

Participants will be better able to:

- 1) Assess the need for change within their practice.
- 2) Envision the process of successful change within the practice.
- 3) Develop strategies for successfully implementing the planned changes.
- 4) Understand strategies for overcoming the barriers to change within the practice.
- 5) Create a culture for change within the practice.

## Accreditation

The American College of Gastroenterology is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American College of Gastroenterology designates this educational activity for a maximum of *8 AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.