All the Right Moves
Positioning your practice for success
Meeting Purpose
The AAOE Annual Conference focuses on education and networking. With healthcare changing quickly and often, practice executives need to keep up-to-date with their education, new products and services, and technologies. The AAOE Annual Conference serves as a platform for orthopaedic executives and their staff to gather and exchange ideas, enhance product knowledge, and discuss the latest issues in orthopaedic practice management.

The AAOE Annual Conference supports AAOE’s vision, mission, and objectives which are:

AAOE Vision
- To set the standard for knowledge and insight as it relates to orthopaedic practice management.
- Foster credibility that is universally recognized.

AAOE Mission
- To be the premier management association serving orthopaedic practice executives.
- To identify and provide unmatched peer-to-peer networking and to be recognized for educational excellence for orthopaedic executives.

AAOE Objectives
- Provide content and resources for orthopaedic practice executives.
- Incorporate competence and reflect excellence and high standards for orthopaedic practice management.
- Encourage connections to and between members, nonmembers, physicians, and affiliated groups.

Visit our booth or go to djoglobal.com/motion-md to learn more.
Schedule at a Glance

Download the FREE 2016 Annual Conference mobile app.
Made possible by an education grant from DJO Global. Search AAOE 2016 in your mobile app store.
The app includes the 2016 Annual Conference schedule, speaker information and bios, exhibitors, maps, course descriptions, handouts, surveys, and much more!
Brought to you by an education grant from:

DJO Global
### Schedule at a Glance

**Thursday, June 9, 2016**
- 7:00 a.m. – 7:00 p.m.: AAOE Registration Open
- 7:00 a.m. – 7:00 p.m.: Exhibit Move-In
- 8:00 a.m. – 12:30 p.m.: Pre-Conference Sessions
- 1:00 p.m. – 2:30 p.m.: Networking by Region
- 2:45 p.m. – 3:45 p.m.: Instructional Course Lectures (ICLs)
- 4:00 p.m. – 5:00 p.m.: Instructional Course Lectures (ICLs)
- 5:15 p.m. – 6:15 p.m.: State Society Sponsored Receptions (Invitation Only)
- Participating States Listed Below
- 6:15 p.m. – 7:15 p.m.: AAOE Registration Open (Invitation Only)

**Friday, June 10, 2016**
- 7:00 a.m. – 3:00 p.m.: Marketplace Open
- 7:00 a.m. – 6:30 p.m.: AAOE Registration Open
- 7:15 a.m. – 8:15 a.m.: ALPS Breakfast (Invitation Only) Sponsored by:
  - BACTES
  - Resources
  - Pacific Northwest (Alaska, Hawaii, Idaho, Oregon, Washington)
  - Virginia

- 7:30 a.m. – 7:15 a.m.: State Society Collaboration Breakfast (Invitation Only)
- 7:30 a.m. – 9:00 a.m.: AAOE Information Desk Open
- 9:00 a.m. – 6:00 p.m.: Exhibit Hall Open
- 9:00 a.m. – 10:00 a.m.: Instructional Course Lectures (ICLs)
- 10:15 a.m. – 11:15 a.m.: Fast Tracks – Attend three different sessions in one hour
- 11:30 a.m. – 1:30 p.m.: Around the World Lunch in the Exhibit Hall
- 1:30 p.m. – 2:30 p.m.: Instructional Course Lectures (ICLs)
- 2:45 p.m. – 3:45 p.m.: Instructional Course Lectures (ICLs)
- 3:45 p.m. – 4:15 p.m.: Prize Hunt in the Exhibit Hall
- 5:15 p.m. – 6:00 p.m.: President’s Reception (Invitation Only)

**Saturday, June 11, 2016**
- 7:00 a.m. – 2:00 p.m.: Marketplace Open
- 7:00 a.m. – 5:30 p.m.: Marketplace Open
- 7:30 a.m. – 9:00 a.m.: Closing General Session Speaker and Breakfast sponsored by:
  - PhoenixOrtho
  - Orthopedic Smith & Nephew

- 9:00 a.m. – 6:00 p.m.: Exhibit Hall Open
- 9:00 a.m. – 10:00 a.m.: Instructional Course Lectures (ICLs)
- 10:15 a.m. – 11:20 a.m.: Fast Tracks – Attend three different sessions in one hour
- 11:30 a.m. – 1:30 p.m.: Around the World Lunch in the Exhibit Hall
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- 2:45 p.m. – 3:45 p.m.: Instructional Course Lectures (ICLs)
- 3:45 p.m. – 4:15 p.m.: Prize Hunt in the Exhibit Hall
- 5:15 p.m. – 6:00 p.m.: President’s Reception (Invitation Only)

**Sunday, June 12, 2016**
- 7:00 a.m. – 12:00 p.m.: Marketplace Open
- 7:30 a.m. – 8:45 a.m.: Member Business Meeting, 3rd Annual AAOE Awards, and Breakfast
- 8:45 a.m. – 9:45 a.m.: Instructional Course Lectures (ICLs)
- 9:00 a.m. – 12:00 p.m.: Exhibit Hall Open
- 10:00 a.m. – 11:00 a.m.: Coffee Break and Scavenger Hunt Giveaway in the Exhibit Hall
- 11:00 a.m. – 12:00 p.m.: Instructional Course Lectures (ICLs)
- 12:00 p.m. – 3:00 p.m.: Exhibit Move-Out

### Letter from the President

**Welcome to the 47th AAOE Annual Conference—San Francisco**

Dear members and partners of AAOE,

This year, we celebrate the legacy of our great organization. When BONES (Best Orthopaedic News Exchange Society) began in 1969, I was five years old. Who could have imagined that 47 years later, the newly named American Association of Orthopaedic Executives (AAOE) would be a significant national organization which:
- Positively affects policies in Washington
- Initiates significant change and advancements in our industry
- Provides annual benchmarking data to every orthopaedic practice
- Strategically provides resources so that its members remain strong
- Plans to provide additional resources to our expanded membership

AAOE maintains this substantial position in the healthcare community nationwide because of the leadership provided by its members, both past and current. The legacy of AAOE has been created and sustained by its presidents, board members, and members who have willingly given their time and talents which have contributed to AAOE’s resilience since its inception. Let’s celebrate together the history and devotion of our past leaders.

The business of orthopaedics has experienced barriers, and the obstacles we face are never ending. Healthcare is indeed a moving target. The American Association of Orthopaedic Executives has been a vital resource for education, networking, and information that has allowed orthopaedic practices to survive and flourish over the last 47 years. Our conference has been, and will remain, an important part of this legacy. We invite you to join us at the 2016 Annual Conference in San Francisco!

The AAOE Annual Conference would not be possible without the support of our exhibitors and sponsorship partners. This year’s sponsors and exhibitors have not only provided significant financial support, but a number of them continue to participate in planning this conference, often at their own expense. Let’s join in thanking them for their support by spending time with them and showing them our gratitude. Without our loyal partners, we could not make this great conference a reality.

Thank you for allowing me the honor of serving you and the AAOE this year. I remain inspired by our members who are among some of the most brilliant, dedicated, and forward-thinking individuals in our industry.

I would like to thank all of our councils, committees, task forces, the amazing AAOE staff, the tireless members of the Annual Conference Committee, as well as my fellow board members, for their commitment, time and efforts to assure that the legacy of AAOE continues well into the future.

Sincerely,

Jim F. Kidd, CMPE
AAOE President, 2015 – 2016

### Past Presidents

Thank you for your many years of dedicated service with AAOE!

<table>
<thead>
<tr>
<th>Year</th>
<th>President</th>
<th>Title</th>
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<tbody>
<tr>
<td>2014 – 2015</td>
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With AAOE you can start as a Pawn and end as a Queen

Resources
Information Sharing
Networking Access
Professional Development

Visit AAOE.net for more information

Schedule at a Glance
Thursday, June 9, 2016
7:00 a.m. – 7:00 p.m.   Exhibitor Move-In

Friday, June 10, 2016
9:00 a.m. – 6:30 p.m.   Exhibit Hall Open
11:00 a.m. – 12:15 p.m.   Exhibit Hall Dedicated Hours
4:15 p.m. – 6:30 p.m.   Exhibit Hall Happy Hour Reception

Saturday, June 11, 2016
9:00 a.m. – 6:00 p.m.   Exhibit Hall Open
11:30 a.m. – 1:30 p.m.   Exhibit Hall Dedicated Hours
3:45 p.m. – 5:15 p.m.   Exhibit Hall Dedicated Hours

Sunday, June 12, 2016
9:00 a.m. – 12:00 p.m.   Exhibit Hall Open
10:00 a.m. – 11:00 a.m.   Exhibit Hall Dedicated Hours
12:00 p.m. – 3:00 p.m.   Exhibitor Move-Out

Exhibitor Marketplace Hours
Friday, June 10, 2016
7:00 a.m. – 3:00 p.m.   Marketplace Open
7:00 a.m. – 3:00 p.m.   Bookstore Open
7:00 a.m. – 3:00 p.m.   Knowledge Bank Open

Saturday, June 11, 2016
7:00 a.m. – 3:00 p.m.   Marketplace Open
7:00 a.m. – 3:00 p.m.   Bookstore Open
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Exhibit Hall Hours

The AAOE Annual Conference is the place to be for fresh ideas that help you forward your practice. The onsite bookstore will help you do just that, with resources that will have tips, tools, and strategies that you can take back home. Titles available by topic area including leadership, governance, operations, and more! Pick up books from our keynote speakers, as well as many ICL presenters. Visit the bookstore located in the AAOE Marketplace to check out the titles available!

Knowledge Bank
Have a question about practice management? Need advice on a difficult situation? Visit the AAOE Knowledge Bank to consult with AAOE members who have been there and done that! Come with a question ready and the Knowledge Bank will share prior experience, advice and offer their best solution.

Have a question about the AAOE Benchmarking Survey? AAOE Director of Data Analytics will be stationed at the Knowledge Bank, ready to answer your questions!

Other topics to be discussed include:
- Ancillary Service Lines
- Co-Management/Hospital Affiliations Agreements
- Policies and Procedures

If you have a specific topic you’d like to discuss with a member of the knowledge bank, please call AAOE at 800-247-9699 or email info@aaoe.net

Sponsored by:

Schedule at a Glance ➤ 9
Networking & Events

The Best Way to Network is in Person!

Networking? You’ve Got It!

We have eight networking opportunities allowing you to:

- Reconnect with old friends
- Meet new acquaintances
- Get inspired by others
- Dance the night away
- Converse with members within your state
- Network with members in the same practice size

See pages 14–16 for the complete details on all conference networking events this year’s Annual Conference has to offer!

San Francisco, CA
June 9–12
Opening Keynote Speaker: Patrick Lencioni

The Untapped Advantage of Organizational Health

Friday, June 10, 2016
12:30 p.m. – 1:45 p.m.


Lencioni addresses thousands of leaders each year at world-class organizations and national conferences. Consistently the top-rated keynote speaker at major events, he shares his insights and inspires his audiences through his accessibility, humor, and story-telling. Named in Fortune magazine as one of the ‘ten new gurus you should know,’ Lencioni and his work have been featured in USA TODAY, Bloomberg Businessweek, and Harvard Business Review, to name a few.

In his session, The Untapped Advantage of Organizational Health, and using the model in his latest book, The Advantage, Lencioni makes the overwhelming case that organizational health “will surpass all other disciplines in business as the greatest opportunity for improvement and competitive advantage.” While too many leaders are still limiting their search for advantage to conventional and largely exhausted areas like marketing, strategy, and technology, Lencioni claims there is an untapped gold mine sitting right beneath them. Instead of trying to become smarter, he asserts that leaders and organizations need to shift their focus to becoming healthier, allowing them to tap into the more-than-sufficient intelligence and expertise they already have.

He defines a healthy organization as one with minimal politics and confusion, high degrees of morale and productivity, and low turnover among good people. Drawing on his experience consulting to some of the world’s leading teams and reaffirming many of the themes cultivated in his other best-sellers, Lencioni will reveal the four steps to achieving long-term success.

Brought to you by an education grant from:

Patrick Lencioni is founder and president of The Table Group, a firm dedicated to providing organizations with ideas, products, and services that improve teamwork, clarity, and employee engagement.

Closing Session: Shari Harley

Be a Best Company

Saturday, June 11, 2016
7:30 a.m. – 9:00 a.m.

Shari Harley is the author of the book How to Say Anything to Anyone, has a master’s degree in communications, and taught leadership development at the University of Denver. Her practical approach has led her to speak and train in Singapore, Thailand, Malaysia, India, Dubai, and Australia.

From ‘Making Meetings Work’ and ‘Delegating Better’ to ‘Managing Your Career’ and ‘Saying Anything to Anyone,’ Harley’s tips are sure to delight and inform in a real, direct, and very funny way. Watch videos and learn more about Harley at www.candidculture.com.

In Harley’s session, Be a Best Company, find out what REALLY makes an organization a great place to work and what your practice can do to consistently be one. There are just four things that lead to loyal, engaged, and high performing employees. Find out what makes employees do their best work and remain engaged over long periods of time. Learn what the best companies are doing to be great places to work, and get practices you can implement immediately.

Create and maintain a successful organizational culture that endures leadership changes, mergers and acquisitions, and the other challenges inherent in a fast paced, driven organization.

Sponsored by:

Shari Harley’s books and resources in the AAOE Bookstore!
Networking & Events

Networking by Region
Thursday, June 9, 2016 1:00 p.m. – 2:30 p.m.
Kick off your 2016 AAOE Annual Conference experience with conversation regarding hot topics with attendees from your neck of the woods.

State Society Sponsored Receptions
(Invitation Only)
Thursday, June 9, 2016 5:15 p.m. – 6:15 p.m.
AAOE has partnered with state societies to host networking receptions at the AAOE Annual Conference. These receptions are an opportunity for attendees to mingle with those in the same geographic area. Get to know your peers that live in your state, while enjoying delectable food and drinks!

States Hosting a Reception

Alabama
Hosted by Alabama Association of Orthopaedic Executives
Sponsored by: BACTES

California
Hosted by California BONES Society
Sponsored by: BACTES

Florida & South Carolina
Hosted by BONES Society of Florida and South Carolina Association of Orthopaedic Executives

Georgia
Hosted by Georgia Association of Orthopaedic Executives
Sponsored by: BACTES

Illinois
Hosted by Illinois members
Sponsored by: McKesson

Midwest (Arkansas, Kansas, Missouri, and Oklahoma)
Hosted by Midwest AAOE

Pennsylvania
Hosted by Bones of PA, Inc.
Sponsored by: McKesson

Pacific Northwest (Alaska, Hawaii, Idaho, Oregon, and Washington)
Hosted by Oregon Association of Orthopaedic Executives

Tennessee
Hosted by Tennessee Association of Orthopaedic Executives
Sponsored by: McKesson

Virginia
Hosted by Virginia members
Sponsored by: McKesson

AAOE Leaders in Practice Success (ALPS) Reception (Invitation Only)
Thursday, June 9, 2016 6:15 p.m. – 7:15 p.m.
Network with Annual Conference first-time attendees, new AAOE members, and AAOE leadership while enjoying appetizers and drinks in the ALPS Reception. RSVP for the ALPS Reception when you register for the AAOE Annual Conference.

ALPS Breakfast (Invitation Only)
Friday, June 10, 2016 7:15 a.m. – 8:15 a.m.
Start off your Friday with a delicious breakfast while getting to know Annual Conference first-time attendees, new AAOE members, and AAOE leadership! RSVP for the ALPS Breakfast when you register for the AAOE Annual Conference.

Networking by Practice Size
Friday, June 10, 2016 9:30 a.m. – 11:00 a.m.
Discuss issues, hot topics, and new ideas amongst your peers of similar size during this dedicated networking time.

Exhibitor Wine Reception
Friday, June 10, 2016 4:15 p.m. – 6:30 p.m.
Jumpstart a fun-filled evening of networking with your colleagues and exhibitors during the wine reception in the Exhibitor Hall. Enjoy a drink (or two) and appetizers at the Exhibitor Wine Reception, before leaving for the Opening Reception at City Hall.

RSVP for your state’s reception when you register for the AAOE Annual Conference!
Networking & Events

Opening Reception
Friday, June 10, 2016
7:30 p.m. – 10:30 p.m.

Your mission: to join AAOE and your peers for a fun-filled night where we will celebrate the legacy of AAOE!

Dress in your best attire and celebrate AAOE’s legacy in the “Crown Jewel” of San Francisco—at the San Francisco City Hall. This historic landmark and San Francisco tourist attraction will be a night to remember with impressive food, delightful cocktails, and a jazzy band playing hits from the Big Band Era. AAOE will also recognize past Board Presidents, as well as honor the 2016 Lifetime Achievement Award winner.

Last, but not least, don’t forget to brush up on your poker skills. Have a little fun playing Craps, Roulette, Blackjack, and Texas Hold’em Poker for a buy-in donation to support this year’s Community Project Initiative, Larkin Street Youth Services. Larkin Street provides youth between the ages of 12 and 24 with the help they need to rebuild their lives. Each year, more than 3,000 youth walk through Larkin Street’s doors seeking help where they are given a place where they can feel safe; rebuild their sense of self-respect, trust, and hope; learn school, life and job skills; and find the confidence to build their future.

We hope you choose to accept this mission and join us at the AAOE 2016 Opening Reception, generously sponsored by athenahealth, to celebrate AAOE’s legacy!

Exclusively sponsored by:

Dress Code:
Black tie optional
Cocktail dresses
Evening wear
Networking & Events

Help us create a legacy, by giving back to our host city!

AAOE’s Legacy Task Force, led by AAOE President, Jim P. Kidd, CMPE, hopes you’ll join us in supporting Larkin Street Youth Services to help the homeless and at-risk youth in San Francisco.

Larkin Street provides youth between the ages of 12 and 24 with the help they need to rebuild their lives. Each year, more than 3,000 youth walk through Larkin Street’s doors, seeking help, where they are given a place they can feel safe; rebuild their sense of self-respect, trust, and hope; learn school, life and job skills; and find the confidence to build their future.

Larkin Street was founded in 1984 by a group of local business owners, church members, and neighbors who were concerned by the rising number of young people engaging in risky behaviors on the streets of San Francisco. With comprehensive youth service programs located throughout San Francisco, Larkin Street Youth Services is now an internationally recognized model successfully integrating housing, education, employment, and health services to get homeless and at-risk youth off the streets.

Make a monetary donation when you register for the 2016 AAOE Annual Conference. On the registration form, there will be a checkbox where you can elect to donate to Larkin Street Youth Services.

How You Can Help:

Make a supply donation from the list below. Bins will be placed throughout the conference hotel to collect donations.

- **New or washed and gently used clothing and shoes (nothing ripped or stained)**
  - Youth/young adult oriented
  - Men’s jeans/pants and men’s shoes are especially useful
  - Socks and underwear—new only
  - Jackets, sweatshirts, outerwear
  - Gloves, scarves, hats

- **Toiletries—New Only**
  - Full size or travel size
  - Toothbrushes, toothpaste, lotion, deodorant, shampoo, conditioner, disposable razors, shaving cream, feminine hygiene products

To learn more about Larkin Street Youth Services, visit their website at [www.larkinstreetyouth.org](http://www.larkinstreetyouth.org).

Give back

Learn more about Larkin Street Youth Services at [www.larkinstreetyouth.org](http://www.larkinstreetyouth.org)
Fast Track Education

Friday, June 10, 2016
2:00 p.m. – 3:05 p.m.

Hot Topics in Maximizing Your Practice’s Marketing ROI

This fast track course is specifically designed for orthopaedic administrators and executive-level doctors interested in growing their practice through effective and efficient marketing communications. This course will lay out best practices in measurement, strategy, and execution to drive more of the right patient volume to your practice — and provide you some of the latest research in marketing an orthopaedic practice. Venel is the nation’s exclusive orthopaedic marketing and communications firm, and with more than 27 years of experience, Venel maintains the largest data source of research in what influences an orthopaedic patient.

Bundled Payments: Four Key Strategies for Success

Discover the best practices from research done at athenahealth on failures and successes with bundled payment programs. Providers taking on bundled payments for care episodes need to have key strategies in place before assuming risk, including access to actionable cost and quality data, implementing standardized care protocols, maintaining a strong alignment with hospitals, and building relationships with post-acute providers.

Overhaul Your Therapy Department: How to Increase Revenue without Sacrificing Quality

Discover how utilizing a management team can significantly boost outcomes, improve communication, heighten patient satisfaction, and increase profitability for your medical practice. Qualified, experienced managers know exactly which operational metrics are the key indicators of the health of the therapy office, and a good manager is able to recognize billing and reimbursement concerns before they become unhealthy shortfalls. Management oversight also helps to drastically reduce the amount of time the CEO has to invest in therapy. In doing so, administrators are allowed more time to manage the rest of their practice (physicians, other anciliaries, etc.).

Top Trends in Healthcare IT

Healthcare is constantly evolving and IT adapts to keep pace. This fast paced combo can be challenging, but with an eye on the top trends, healthcare organizations can prepare for the future. This session will address the top trends in healthcare IT that affect all stakeholders — patients, clinicians and hospital IT departments. These trends represent both opportunity and challenges, depending on your point of view. Dealing with these concepts — indeed embracing these concepts — is not just a good idea, it is an absolute necessity.

What Comes to Physical Therapy, Do You Know What You Don’t Know?

The physical and occupational therapy landscapes are ever-changing and offer unique challenges separate from those encountered when managing your orthopaedic practice. It can be difficult keeping up with the regulatory, legislative, and payer changes that affect the delivery of therapy services. We invite you to spend a few minutes with Integrity Rehab Group to better understand what to look for when evaluating your physical and occupational therapy clinic.

Listen to three presentations of your choice in a little over one hour. We have eleven companies ready to tell you about their solutions and what is new in the orthopaedic industry.

Saturday, June 11, 2016
10:15 a.m. – 11:20 a.m.

Create a Unified Compliance Program: Let us Show You How Easy it Can Be

Shouldn’t your compliance program be as unique to you as your organization? Healthcare Compliance Pros shows you how to create a Unified Compliance Program to address your group’s individual concerns in HIPAA, OSHA, FWA, and H/R. This session will help you to create and implement your program through policy and procedure development, employee training, documentation, and compliance management.

InfoDive®: Business Analytics that Improves Performance & Drives Efficiencies

What do the better performing practices have in common? The ability to view and leverage data. Only when you fully know the strengths and weaknesses of your practice can you make the best decisions. An investment in business intelligence goes a long way toward ensuring the continued efficiency and profitability of your practice. Join us as we share meaningful orthopaedic metrics, beneficial coding reports and key data points in analyzing adjudicated claims data.

Practice Management Systems Are Letting Us Down!

The Critical Elements Your PM (Desperately) Needs

As today’s healthcare environment has gotten progressively more competitive and challenging, it would be nice to know that the tools we rely on have kept up with the times. Of course, that’s not the case as most Practice Management Systems (PM) were designed for a landscape that doesn’t look anything like it used to. And, unfortunately, that leaves YOU running to stand still.

This session investigates the critical elements your PM needs for you to thrive in today’s increasingly difficult conditions:

- Reduce investment overhead with cloud-based tools.
- More effectively manage payment responsibilities before patients even walk in the door.
- Employ new workflow technologies to make your staff more task-focused and effective.
- Use system analytics to better understand your office and where to make improvements.
- Leverage essential revenue tools to recognize more of what you’ve earned.

Take Your Physical Therapy Services to a Higher Level

Managed Service Agreements/Exit Strategies for Your Current Physical Therapy Services

Are your ancillary rehab services distracting you from your core physician business? This fast track will discuss two options for managing your physical therapy services, and the different benefits of these options.

Top 10 Ways to Increase Billing Revenue in Your Practice

Many medical practices are leaving money on the table due to poor medical billing systems. In this Fast Track, you will learn the top 10 tips that can make millions of dollars’ difference in your revenue over the life of your practice. Bonafide Management Systems’ billing expert Michelle Tohill will discuss the top 10 ways you can get the reimbursements you deserve and increase your practice’s billing revenue.
You asked; we listened!

By the end of the course, attendees will be able to:

- Identify the 7 Quality Tools (flow charts, cause and effect diagrams, check sheets, Pareto diagrams, histograms, scatter diagrams, and run charts).
- Explain the purpose of each of the 7 Quality Tools; construct selected tools.
- Explain how all of these tools fit together.
- Build your own MBF, incorporating several of the 7 Quality Tools.

Laurie Fiorica, MS
Laurie Fiorica, MS, is a Lean SENSEI and a Lean Master Black Belt. She has dedicated her career to driving and helping teams, individuals, and organizations to dramatically improve their processes, develop their cultures, and achieve outstanding results. In additi

Filling Your LEAN Toolbox
Presenter: Laurie Fiorica, MS, Lean SENSEI, Six Sigma Master Black Belt
This session will be presented in two parts. Part one will introduce attendees to the Quality Tools that can be used to focus on patients, work on processes, and use data to make decisions and drive improvement. Part two will review the "Management by Fact" (MBF) theory that will help drive business or manage significant improvement areas (revenue, A/P, patient volumes, access, etc.).

By the end of the course, attendees will be able to:

- Identify the 7 Quality Tools (flow charts, cause and effect diagrams, check sheets, Pareto diagrams, histograms, scatter diagrams, and run charts).
- Explain the purpose of each of the 7 Quality Tools; construct selected tools.
- Explain how all of these tools fit together.
- Build your own MBF, incorporating several of the 7 Quality Tools.

Nate Moore, CPA, MBA, FACMPE
Nate Moore, CPA, MBA, FACMPE, speaks, consults, advises, and writes about business intelligence in medical practices throughout the country. Moore's first book, Better Data, Better Decisions: Using Business Intelligence in the Medical Practice, co-written with Mona Reimers, FACMPE was recently published by FACMPE. Moore's consulting focuses on leveraging applications for each reporting model in your practice environment.

MU 101: Why Not? You Already Understand how to use MU to create culture change in your practice and prepare for Quality of Care reimbursement.
Presenter: Jason McCormick, MHA
Jason McCormick, MHA currently serves as the Manager, Process Improvement at Germantown, TN, a suburb of Memphis.

Your Practice
Building Sustainable Customized Reports in Your Practice
Thursday, June 9, 2016 8:00 a.m. – 12:00 p.m.
Pre-Conference Workshops
www.aaoe.net/annualconference
Details on the session’s time and location will be available soon at www.aaoe.net/annualconference.

*Additional fees apply, see registration for details
Instructional Course Lectures (ICLs)

Track Key:

- Business Development: practice growth opportunities
- Financial Management: organizational profitability and sustainability
- Governance/Leadership: best practices and skills for managerial leaders
- Human Resources: philosophies and/or techniques to increase business value through the workforce
- Information Technology: using and optimizing computer equipment, software systems, and the internet to best assist in organizational management
- Operations: process improvements for increased efficiencies
- Regulatory Compliance: industry trends associated with regulatory compliance, legislation, healthcare reform, and advocacy
- Quality/Risk Management: enhance quality, reduce risk, enhance patient safety, improve outcomes and satisfaction

- Boot Camp: particularly beneficial to orthopaedic practice professionals with three or less years of managing an orthopaedic practice
- Veteran: particularly beneficial to the more seasoned orthopaedic practice professional
- Physician: governance and quality best practices for orthopaedic physicians
- Academic: new trends and governance best practices for orthopaedic practices associated with academic entities
- Hospital: governance and financial management best practices for orthopaedic practices associated with a hospital

NEW
19 CMEs Approved!
Quality / Risk Management

Thursday, June 9
2:45 p.m. – 3:45 p.m.
Cyber Insurance

» Boot Camp
The world of cyber crime continues to evolve and change, particularly within the insurance arena. Cyber privacy and security risk is of utmost importance for your organization. How do you protect your organization? During this session, attendees will review case studies and discuss the best techniques for purchasing cyber insurance to protect your organization.

Anne Marie Towle, CPA
Wills Global Captive Practice

4:00 p.m. – 5:00 p.m.
Captive Insurance

» Boot Camp
The formation of a captive insurance company has become a key strategy in meeting risk management goals in many organizations. Captives have tremendous flexibility and can be structured to meet unique needs. During this session, visit with and discuss the best techniques for purchasing cyber insurance to protect your organization.

Anne Marie Towle, CPA
Wills Global Captive Practice

Friday, June 10
8:15 a.m. – 9:15 a.m.
Risk Mitigation Through the Use of Quality Control Processes and Measurements

» Boot Camp
The current compliance environment for Healthcare Information Management (HIM) professionals is complex with requirements coming at them from many directions - HIPAA, HITECH, I2C-10, Joint Commission Accreditation of Hospital Organizations (JCAHO), MU, etc. With complexity comes risk and in this case, the risk involves the privacy and security of patient records. Within the health information management environment, the compliance requirements for release of information (ROI) is one of the key areas computing for the attention of today’s compliance officers. Today’s session will help you identify areas of risk within your ROI process and outline ways that you can address these risks through the use of key performance indicators (KPIs).

After this session, attendees will:
- Understand the complexity of the current compliance environment for HIM professionals
- Be able to outline the ROI process and its associated risk areas
- Understand how to evaluate the role of quality control in the reduction of breaches of protected health information
- Mitigate risk in ROI through rigorous quality control
- Track performance of quality efforts through key performance indicators (KPIs)

Steve Socha, BACTES Imaging Solutions

3:15 p.m. – 4:15 p.m.
2016 Audit Threats “What You Don’t Know Will Sting”

» Boot Camp
» Hospital
» Academic
Every year, payers, in concert with the government, find new ways to place stress on our industry. Staying a step ahead and knowing where your vulnerability lies is the key to success. An in-depth look at the biggest risks facing orthopaedic providers and the steps to take to mitigate risk will be covered. This session will concentrate on “medical necessity”, modifiers, incident-to and selecting levels of evaluation and management service where counseling and coordination of care dominate the encounter.

After this session, attendees will:
- Understand what reviewers are targeting and looking for in audits
- Receive templates and tools to use to prepare for an audit

Sean Weiss, CMCO, CMPE, CPMA, CPC, CPC-P, CMC, DoctorsManagement, LLC

Saturday, June 11
9:00 a.m. – 10:00 a.m.
Mid-Level Providers: What’s the Risk?

» Hospital
For the purpose of this presentation, mid-level providers (MLPs) is a collective term for physician assistants and nurse practitioners. As the landscape of medicine is changing, their prevalence is growing and so is the risk of employing, supervising, and collaborating with them. This session will review malpractice claims data and specific case studies related to MLPs and offer risk management suggestions to mitigate those risks.

After this session, attendees will:
- Understand practice habits that make malpractice lawsuits difficult to defend
- Learn conduct that results in effective information exchange with mid-level providers

Mark Hakim, MA, MBA, CPHRM, PrAssurance

1:30 p.m. – 2:30 p.m.
Practical Considerations for Risk Management in High School and College Sports

There are a variety of quality and risk components to consider when “staffing” healthcare provider roles in high school and college sports. This session, which is designed for practice administrators of all experience levels, addresses risk management techniques such as liability waivers and risk audits to aid in avoiding litigation, and provides practical “best practices” advice on quality related matters.

Norris Cunningham
Hall,render, killian, health & lyman, P.C.

Sunday, June 12
8:45 a.m. – 9:45 a.m.
Controlling Malpractice Losses in an Orthopedic Group Setting

Much has been written and developed about hospital-based quality assurance and risk management systems. This session will address how to establish internal quality controls and risk management systems in an orthopaedic group setting. Attendees will learn how to monitor orthopaedic care, how to assess orthopaedic care, and how to use the assessment to improve orthopaedic care.

Sonny Bal, MD, JD. MBA, BalBranner
Lawrence Branner, JD, BalBranner

2:45 p.m. – 3:45 p.m.
Achieving the Triple Aim for Patients in an Outpatient Setting

This session will explain Summit Orthopedics’ journey toward providing high quality surgical outcomes and an excellent experience for patients at a more affordable rate than in the past. The quality arm experience and aim of Triple Aim will gel the most times. Further, this session will touch on some of the quality results Summit Orthopedics has achieved thus far.

After this session, attendees will:
- Understand Summit Orthopedics’ attempt to achieve the IHI Triple Aim in an Ambulatory setting
- Understand quality, cost, and experience measures used to measure outcomes and value in an Ambulatory setting
- Understand the approach to better educate appropriate patients about the benefits of receiving the continuum of Orthopedic Care in an Ambulatory setting

Jay Scott, Summit Orthopedics

Bookstore
Visit the AAOE Bookstore to pick up books with fresh ideas and resources, to better you and your practice. Titles available by topic areas including leadership, governance, operations, and much more! You can find the bookstore located in the AAOE marketplace.
Quality / Risk Management

11:00 a.m. – 12:00 p.m.
Preparing Your Total Joint Replacement Practice for PQRS Incentives and Value-Based Payment Initiatives

- Hospital
- Physician
- Academic

Total joint replacement (TJR) surgery is the most common and costly procedure to CMS and private payers. New incentives to quantify TJR value are emerging; both would quantify appropriate patient selection and excellent patient outcomes. The Agency for Healthcare Research and Quality’s (AHRQ’s) funded Function and Outcomes Research for Comparative Effectiveness in Total Joint Replacement (FOTR) registry provides real-time patient-reported outcome scoring and comprehensive, comparative arthroplasty practice data to assure appropriate TJR patient selection, improve patient care, meet PQRS reporting requirements, compare performance to peer surgeons / institutions, and secure quality incentive payments. This session will review the rationale, operational procedures, and data requirements to meet new quality and value incentives in TJR.

After this session, attendees will:
- Understand how TJR outcomes, including patient reported outcomes, support hospital and physician quality, cost, and value goals
- Understand how PQRS and other CMS incentives will reward patient-reported outcomes after TJR
- Understand what outcome data are needed to meet value based purchasing agreements in TJR.

David Ayers, MD
University of Massachusetts Medical School, FOTR-TJR

- Heather Duhr
West Michigan Orthopaedics

This conference is a great place to connect with other peers that deal with similar practice issues in the same field. You’ll be surprised but no matter how different the location, many of the issues/ problems you have in your practice are happening in other offices too. Even better, some have already resolved those issues, and some are having issues that you’ve already gone through and resolved. It’s a great meeting full of great resources.

– Nicole Horn, MBA, CMPE
Ventura Orthopedics Medical Group, Inc.

Financial Management

Thursday, June 9
2:45 p.m. – 3:45 p.m.
Roundtables of Receivables = Instant Data!

- Hospital
- Academic
- Physician

Patient satisfaction is increasingly significant as millions of new patients self-select a physician and where their healthcare dollars will be spent. Payment reimbursement can also be affected by the measure of patient centered care your patients believe they have received. How does your patient really view the visit? This session will identify and offer customer service steps from the patients’ real life experiences and point of view. These actions can be embedded at each point of the encounter. These same actions can assist you to educate the patient on making his or her own independent healthcare decisions. Current and future payer expectations will also be reviewed.

After this session, attendees will:
- Know the steps needed to create an accurate estimate of patient responsibility
- Understand how to reorganize the front office to collect at time of service
- Receive policies and scripts needed to facilitate the change

Alex Linda, CMPE, MBA, CMA
Tri-City Orthopaedic Clinic

ICL speaker bio can be found in the AAOE 2016 Annual Conference app!

Simply type in AAOE 2016 in your mobile app store.

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IOXONMD

Friday, June 10
8:15 a.m. – 9:15 a.m.
Income Distribution Formulas Next Generation with Generational Influences and Value-Based Payments

- Veteran
- Academic

This session will take participants from A–Z of income distribution formula redesign and the trends in the changes as influenced by a younger generation of physicians. This will include the impact on overhead and ancillary income allocation methodologies. In addition, we will look at the impact of value-based (risk-based) payments on income distribution formulas such as bundled payments, and service line management payments. Attendees will also learn how groups should address the need for compliance with care protocols, patient satisfaction survey results, and outcome information data gathering and reporting.

After this session, attendees will:
- Be able to identify new generation of physician’s influence on compensation formula drivers
- Understand changing payment models and data requirements impact on compensation formulas
- Identify and understand general industry trends

Mike McCaslin, CPA, Somerset CPA’s, PC.

3:15 p.m. – 4:15 p.m.
Benchmarking and Data Analytics: From Data to Dollars

This session will help attendees use the AAOE benchmarking tool, teach them to use data to drive performance and how to create dashboards and strategic initiatives based on data analysis.

Mandi Clussey, CPA, Somerset CPA’s, PC.
Financial Management

Saturday, June 11
9:00 a.m. – 10:00 a.m.
Optimizing Financial Structures for Ambulatory Surgery Centers (ASCs)

This session will cover both joint venture strategies and structures as well as procedures in Ambulatory Surgery Centers (ASCs) to optimize financial performance in the orthopaedic practice. In recent years, some ASC structures have produced financial results for owners comparable to specialty hospital ownership. With physician ownership in new specialty hospitals prohibited, physicians and practices are looking for ways to maximize their returns in ASCs.

After this session, attendees will:
- Understand current joint venture structures utilized in ASCs
- Recognize and value optimization strategies
- Identify “nontraditional” procedures being done in ASCs

Jeff Boomershine, CPA, Somerset CPAs

1:30 p.m. – 2:30 p.m.
Financial Implications of ICD-10 Post-Implementation

This session will cover the development and implementation of a bundled payment program, specific to total joint replacement procedures, in a Medicaid population. The session will walk you through the design and management of the episode algorithm, to include the following elements: principal accountable provider / quarterback, inclusion and exclusion criteria, episode time period, quality metrics, risk adjustments, cost components and relative cost drivers, and reporting results.

After this session, attendees will:
- Understand the bundled payment program for total joint procedures
- Recognize the key elements to a successful program
- Identify challenges in monitoring and reporting

George Hernandez, MBA, Campbell Clinic

2:45 p.m. – 3:45 p.m.
Bundled (or Bungled) Payments: Total Joint Replacement Episode of Care Initiative

This session will cover the development and implementation of a bundled payment program, specific to total joint replacement procedures, in a Medicaid population. The session will walk you through the design and management of the episode algorithm, to include the following elements: principal accountable provider / quarterback, inclusion and exclusion criteria, episode time period, quality metrics, risk adjustments, cost components and relative cost drivers, and reporting results.

After this session, attendees will:
- Understand the bundled payment program for total joint procedures
- Recognize the key elements to a successful program
- Identify challenges in monitoring and reporting

George Hernandez, MBA, Campbell Clinic

Sunday, June 12
8:45 a.m. – 9:45 a.m.
Persistent Pitfalls in Orthopaedic Office Coding

Some orthopaedic coding issues cause persistent confusion, causing both revenue and compliance risks. But, the rules for these services can and must be mastered. These include providing an injection and an E/M service on the same day, pre-operative visits, reporting the services of mid-level providers to Medicare, documenting x-rays and medication units, and high level E/M services. Mastering the rules for these topics will increase coding accuracy and increase compliance. Participants will leave with an audit tool for the use of Modifier 25 and injection services and for reporting services under the correct National Provider Identifier (NPI) number of the rendering provider.

After this session, attendees will:
- Understand how to apply the audit tool for assessing use of Modifier 25
- Recognize documentation needed for x-ray interpretation, medications and high level E/M visits
- Evaluate claims for correct NPI of rendering provider for Medicare

Betsy Nicotelli, CPC, Medical Practice Consulting, LLC

11:00 a.m. – 12:00 p.m.
Use Your Data as a Competitive Weapon

The art of business intelligence requires that administration focus on what is specifically relevant to their practice. Although benchmarking is crucial, businesses should individualize their data reporting to react to the internal and external environmental forces in customized ways. The best performing practices run specific reports on issues that are often only meaningful to them. This session will present examples meant to inspire practices to find unique solutions that are more meaningful to managers. Better data tools improve nearly every corner of the organization to save time, error proof processes and increase stakeholder satisfaction.

After this session, attendees will:
- Understand new tools that better identify the “next important task” and eliminate paper reports
- Recognize simplified management reports and dashboards that are reported daily, weekly or monthly without “running” reports
- Know how to create a culture that embraces constantly changing metrics, tools and goals

Mona Reimers, CPC, FACMPE, Ortho NorthEast
After this session, attendees will:
- Learn how to build a plan with physician engagement
- Know how to implement and ramp up services
- Understand how to monitor and report on financial performance

Vincent Hudson, PhD, MBA, DPT
OAA Orthopaedic Specialists

Thursday, June 9
2:45 p.m. – 3:45 p.m.
Orthopaedics 2020: Preparing for the Future
Declining reimbursement and increasing costs will continue to adversely impact orthopaedic providers in the foreseeable future. This will make it harder for orthopaedic practices to maintain their current levels of financial performance. We will see a shift from traditional fee for service to more risk-sharing payment models. Revenue from traditional clinical trends will need to be balanced with new payment models that require providers to manage more technical and performance risk. Strategies to low-cost providers will put new demands on providers who are accustomed to volume-driven enterprises. This session will provide a clear understanding of the economic incentives of various payment methodologies to optimizing earnings in the future.
After this session, attendees will:
- Recognize the significance of provider profiling and credentialing with limited provider networks
- Understand new payment models and the transition from volume to value-based care
- Discuss potential strategies to prepare for risk sharing and population management
- Recognize the need for provider consolidation and integration in your market

John Chart, MD, OrthoCentrix Solutions

Friday, June 10
8:15 a.m. – 9:15 a.m.
Business Growth and Economics: Inside or Outside Your Catchment Area?
The challenge to grow an orthopaedic business becomes a fine balancing act between increased revenue production and cannibalism. With the increasing number of private practices joining hospital systems, the ability to maintain a private practice is a continuum of the organization’s administration. This session will evaluate the scope and measurements in developing growth of present business models.
After this session, attendees will:
- Be able to collect and organize appropriate clinical data to assess their organization’s growth opportunity
- Understand how to apply metrics in developing a growth plan for their region
- Be able to analyze financial benefit from growth outcomes
- Understand how to utilize Strengths Weaknesses Opportunities and Threats (SWOT) and Political Economic Social Technological (PEST) analyses to guide them in developing growth strategies

Vincent Hudson, PhD, MBA, DPT
OAA Orthopaedic Specialists

3:15 p.m. – 4:15 p.m.
Discover Proven and Powerful Online Patient Acquisition Programs
In the ever-changing, Internet marketing landscape, there are many variables to consider when leveraging your website to increase new patient acquisitions. With the rise of mobile search and continued emphasis on creating original content to drive website rankings and traffic, it is crucial to understand the core components of tailoring a digital marketing campaign to attract new patients to your facility. During this session, you will learn best practices and actionable tips for creating engaging search engine optimization (SEO) content that ranks highly, identifying and understanding local search methods, and leveraging social media to increase your online brand awareness.
After this session, attendees will:
- Recognize the various stages of provider profiling and integration with limited provider networks
- Understand new payment models and the transition from volume to value-based care
- Discuss potential strategies to prepare for risk sharing and population management
- Recognize the need for provider consolidation and integration in your market

John Chart, MD, OrthoCentrix Solutions

Saturday, June 11
9:00 a.m. – 10:00 a.m.
What Marketing Stage Are You In?
In the article in AAOE Now, “What Marketing Stage Are You In?”, this session outlines the four stages orthopaedic practices find themselves in when it comes to marketing and promoting their practices. Based on years of data, research and insights, each stage represents common reactions to competitive influences and market dynamics along with internal decision processes that impact results.
After this session, attendees will:
- Recognize each marketing stage, its attributes, and pros and cons
- Be able to identify the appropriate stage for each practice and changes that may need to be made

Chassidy Davis, Venel
Tony Edwards, Venel

1:30 p.m. – 2:30 p.m.
Developing an Orthopaedic Bundled Payment Program
Understand the appropriate market conditions for a bundled payment program for your organization. This session will provide a deep dive into market examples of bundled payment programs, both for Medicare and commercial insurances. The attendees will gain an understanding of the key success factors when developing a bundled payment program.
After this session, attendees will:
- Understand the key market forces driving the adoption of value-based arrangements like bundled payments
- Understand the goals of a bundled payment program
- Profile appropriate market conditions for a bundled payment program
- Understand the typical approach and evaluation when developing a program

Michael Duffy, MBA
ECG Management Consultants
Jason Lee, MPH
ECG Management Consultants
Business Development

Saturday, June 11
2:45 p.m. – 3:45 p.m.,
Maximizing DME Efficiency and Revenue via an All Location DME Model

Durable medical equipment (DME) in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic practice setting is managed in many different ways. The Midwest Orthopaedics at Rush’s prior experience was fraught with lack of control and lost revenue. The implementation of the DME in the orthopaedic prac

After this session, attendees will:
• Understand barriers to achieving control over DME in a group practice
• Recognize how the DME store model is developed and operationalized
• Be able to optimize DME revenue with solid financial planning

Randal Johnson, CPA
Midwest Orthopaedics at Rush
Kelsey Rely
Midwest Orthopaedics at Rush
Mary F. Rodts, DNP, CNP, ONC, FAAN
Midwest Orthopaedics at Rush

Sunday, June 11
8:45 a.m. – 9:45 a.m.,
Taking Reputation Management to the Proactive Level

The “reputation management” buzz in the healthcare industry, and more specifically surrounding physicians, is growing at a tremendous speed. In today’s ever-changing healthcare environment, it is essential that a physician practice understand what is necessary in portraying and maintaining a solid image to build their practice. So what is reputation management? It is YOUR online image being monitored, managed, and promoted. In this session, attendees will learn how to implement and manage their reputation management program.

After this session, attendees will:
• Recognize what reputation management means in healthcare
• Be able to state three challenges to reputation management in healthcare
• Understand the three phases of reputation management that a practice can incorporate
• Define four initiatives your practice can implement to improve your online reputation
• Receive a checklist of tips to implement a management program

Brenda Brouillette, RN
Slavy Marketing Solution

Information Technology

Thursday, June 9
2:45 p.m. – 3:45 p.m.,
Cloud 101 for Physicians and Healthcare Executives

• Hospital
• Physician
• Boot Camp

Versions of cloud hosting have been around for nearly 30 years. It has been called many things including “application service provider”, “utility computing”, “hosting” and others. About five years ago, the label “cloud” finally took hold, and now it’s being used everywhere. This session provides you with the basics of what cloud hosting is, and gives you the details on what the cloud can and can’t do for your practice.

After this session, attendees will:
• Understand cloud myths and misinformation
• Understand the acronym soup HIPPA, Stahs, IaaS, ASP IAA and more
• Walk away with a “cloud checklist” for practices

Marion Jenkins, PhD, FHIMSS, HIT Systems
Agility Orthopedics

4:00 p.m. – 5:00 p.m.,
Vendor Neutral Archiving: Strategies, Options, and Innovation

• Hospital
• Academic
• Physician

This session will provide attendees a step-by-step approach to considering Vendor Neutral Archiving (VNA). The session will focus on the frustrations and demands that have driven healthcare organizations toward vendor neutral/archive neutral solutions. Attendees will learn how the benefits of VNA can support more than just the radiology department. Lastly, the session will cover the various options a practice has for implementing VNA and the pros and cons of each option, including on-site VNA, archive neutral vendors, cloud-seeding, and cloud-hybrid solutions.

After this session, attendees will:
• Understand key considerations when considering VNA
• Understand the step-by-step approach to implementing VNA
• Understand the different options in VNA

Morris Panner, JD
DICOM Grid

Opening Reception

Her Majesty’s Secret Service invites you to… the AAOE Annual Conference Opening Reception! This year’s Opening Reception will be held at the San Francisco City Hall. Celebrate the legacy of AAOE with your peers and enjoy food, dancing, and casino games. AAOE will honor past Board Presidents, as well as the 2016 Lifetime Achievement Award winner.

Exclusively sponsored by:
Information Technology

Friday, June 10
3:15 p.m.–4:15 p.m.
Using Technology to Boost Physician EHR Usability

Clinicians want to keep pace with busy clinic patient loads without compromising time with patients, revenue potential or length of workday. When EHR use slows productivity, clinicians resist adoption. This, in turn, hinders patient care, compromises compliance and deteriorates possible financial benefits. Make EHRs easier to use by streamlining the documentation process, leveraging mobile devices and allowing clinicians to choose how they document at the point of care.

After this session, attendees will:
• Understand data input methods that can be used to auto-populate an EHR
• Know how to leverage clinician work flow and circumstantial preferences to drive usability
• Be able to speed document creation to maximize productivity

Susan Sumner, Nuance Communications

Saturday, June 11
9:00 a.m.–10:00 a.m.
Cyber Security: What Every Orthopaedic Practice Needs to Know to Safeguard from Hackers

All healthcare providers must comply with HIPAA requirements to protect the privacy and security of Protected Health Information (PHI). The HIPAA Security Rule requires practices to perform various information security tasks in order to achieve and maintain compliance. Fines may be imposed for failure to comply with the HIPAA Rules. The severity of penalties depends on how much reasonable diligence you have performed and the type of security breach.

After this session, attendees will:
• Will receive a sample plan of action on how to address vulnerable areas
• Understand how to educate staff on patient privacy and security
• Understand the tricks hackers use to get employees to reveal information through social engineering

Jeffrey Diagrepont, EFPM, Coker Group

1:30 p.m.–2:30 p.m.
Optimize Clinical Workflow and EHR Compliance with a Mobile Strategy

This session will provide insight and education on the deployment of a hybrid documentation strategy and the use of mobile solutions within the healthcare space. One of the shortcomings of using an EHR is that an HPI captured as structured data often fails to capture the complete patient story. This narrative is helpful not only to the treating physician when the patient returns, but to any physician to whom the patient may be referred. Similarly, the physician’s assessment and plan for treatment is best expressed in the physician’s own words.

But since documenting the narrative inside the EHR is challenging for many physicians, opportunities exist to use mobile technology to simplify the process. This session will address using your EHR intelligently to fulfill all billing and regulatory requirements, while deploying a mobile strategy to capture the subjective data that is so critical to good patient care.

After this session, attendees will:
• Be able to define the influences and advantages of mobile technology in the healthcare space
• Highlight the causes of workflow disruption due to EHR implementation
• Understand how to efficiently combine both EHR and mobile technology to give your physicians and staff what they need and want in caring for their patients
• Identify technologies that compliment EHR data capture and workflow solutions

William Brown, CPA, Entrada
Karen Clark, MBA, OrthoTennessee

2:45 p.m.–3:45 p.m.
The Cost of a Bad Medical Report

This medical chart is a tool physicians use to communicate their patient’s health and the amount of effort invested in the patient’s care. Clinicians are tasked with entering information in an EHR, but they often lack a complete understanding of how best to meet documentation standards for coding and billing that determine actual reimbursement rates. Learn how to empower clinicians with the tools and knowledge to create complete documentation, so facilities can prevent the need for clinician clarification and reduce claim rejections.

After this session, attendees will:
• Understand the difference a word can make—the true cost of incomplete documentation
• Know how to use the narrative to support patient encounter documentation specificity and nuances
• Be able to use guiding documentation content to ensure physicians use modifying or required terms to build complete documentation

Susan Sumner, Nuance Communications

3:15 p.m.–4:15 p.m.
Physician

The medical chart is a tool physicians use to communicate their patient’s health and the amount of effort invested in the patient’s care. Clinicians are tasked with entering information in an EHR, but they often lack a complete understanding of how best to meet documentation standards for coding and billing that determine actual reimbursement rates. Learn how to empower clinicians with the tools and knowledge to create complete documentation, so facilities can prevent the need for clinician clarification and reduce claim rejections.

After this session, attendees will:
• Understand the difference a word can make—the true cost of incomplete documentation
• Know how to use the narrative to support patient encounter documentation specificity and nuances
• Be able to use guiding documentation content to ensure physicians use modifying or required terms to build complete documentation

Margie Vaught, CPC, CFC-H, CCS-P, MCIS-P, ACS-CP, ACDC Healthcare Consulting

Sunday, June 12
8:45 a.m.–9:45 a.m.
How is ICD-10 Working For You?

During this session we will take a look at how claims processing and reimbursement is going under the ICD-10 diagnosis requirements. This session will provide refresher information regarding sequencing of diagnosis codes and getting your payer local coverage determinations (LCDs), as well as, internal policies for services such as trigger point injections, total joints, spine procedures, hip and knee surgeries that require precertification, and other issues.

After this session, attendees will:
• Understand how to get your payer policies correct and get clean claims out the door the first time
• Understand tips and to further streamline the process

Margie Vaught, CPC, CFC-H, CCS-P, MCIS-P, ACS-CP, ACDC Healthcare Consulting

1:30 p.m.–2:30 p.m.
The Cost of a Bad Medical Report

This medical chart is a tool physicians use to communicate their patient’s health and the amount of effort invested in the patient’s care. Clinicians are tasked with entering information in an EHR, but they often lack a complete understanding of how best to meet documentation standards for coding and billing that determine actual reimbursement rates. Learn how to empower clinicians with the tools and knowledge to create complete documentation, so facilities can prevent the need for clinician clarification and reduce claim rejections.

After this session, attendees will:
• Understand the difference a word can make—the true cost of incomplete documentation
• Know how to use the narrative to support patient encounter documentation specificity and nuances
• Be able to use guiding documentation content to ensure physicians use modifying or required terms to build complete documentation

Susan Sumner, Nuance Communications

11:00 a.m.–12:00 p.m.
Automating Your Business Processes

This session is intended to make you think how you can use technology to automate processes at your practice. At Children’s Orthopaedic & Scoliosis Surgery Associates, we have automated our patient collections, patient reminders, appeal letters, and patient refunds. This session will help you understand how to use technology to streamline your business processes and bring a quick ROI back to you. Automation minimizes cost due to manual errors and inefficiency. This session will show you examples on how to accomplish this.

After this session, attendees will:
• Understand the five reasons you should automate your business processes
• Recognize processes that you can automate
• Understand the evolution and repercussions of your business process

Debra Mitchell, CPA, BS, MBA
Children’s Orthopaedic & Scoliosis Surgery Associates

Help AAOE leave a legacy in San Francisco!
AAOE’s Legacy Task Force, led by AAOE President, Jim P. Kidd, CMPE, hopes you’ll join us in supporting Larkin Street Youth Services to help the homeless and at-risk youth in San Francisco. Learn more on page 18.
Thursday, June 9
2:45 p.m.–3:45 p.m.
No More Surgical Cancellations!
Hospital
This session is designed to inform and educate orthopaedic executives on the potential operational, financial and patient aspects of having a centralized nurse practitioner pre-operative evaluation clinic within a multi-specialty orthopaedic practice. We will discuss the implementation of this program in a large multi-specialty orthopaedic practice located on the East Coast of the United States.
After this session, attendees will:
• Understand the current state of surgical cancellations
• Understand the history and scope of practice of nurse practitioners
• Understand Peninsula Orthopaedic Association process of development, implementation, and evaluation of their clinic
• Be able to analyze the potential impact to patient satisfaction
• Be able to determine how well their current flow systems support their providers and how to adjust them in planning a new space
• Be able to train front line supervisors to foster a cultural shift that has longevity
• Be able to identify different communication styles and patient preferences to tailor service standards for more engaging patient encounters
• Be able to utilize the behavioral management concept, Job Function vs. Job Purpose, to develop a culture of focus on the patient and their unique needs
• Be able to track front line supervisors to foster a cultural shift that has longevity with staff and allows for new hires to onboard according to those service standards
• Understand the influence of the Clinician and Group Consumer Assessment of Healthcare Providers and Systems (CG CAHPS) surveys and the key indicators that should be included in service standards to promote higher organization satisfaction scores

Friday, June 10
8:15 a.m.–9:15 a.m.
I Am Now Your Patient and I Have Something to Say! Patient Satisfaction Actions from the Patient’s Perspective
Picture speed dating for accounts receivables (AP) policies! This is an extremely fun and dynamic interactive session where attendees visit each station with titles such as Internal Checks and Balances, Benchmarking, Grace Period Issues, High Deductibles, Front Desk to Back Office Issues, Credit Card Policies, Collections Policies, Reporting to Physicians and others. Attendees will document and discuss what works and their concerns. Best practices for benchmarking and other AR metrics that will help you track and increase collections are included in handouts. When all attendees have visited each station and noted policies at each location, I will make rounds to each station pointing out and asking for best practices. A follow-up report is sent to the organization to disburse to their orthopaedic surgeons and vendor contacts.
After this session, attendees will:
• Be able to determine how well their current flow systems support their providers and how to adjust them in planning a new space
• Understand the process to follow to make sure the new space has the proper size and make up of spaces
• Understand proper concepts for good flow and how those affect plan layout

3:15 p.m.–4:15 p.m.
Planning the Efficient, Productive Orthopaedic Space
Designing a complex orthopaedic facility is not like most other building projects. There are a host of different moving parts that need to be orchestrated to allow the end result to flow efficiently and be productive. Most architects start the process by drawing without understanding the operational aspects of the practice. This session will give the attendees tools to guide their next building project from an operational approach, not an architectural one. This will ensure that the space will be big enough, flow correctly and effectively house the practice for many years. After this session, attendees will:
• Be able to understand what payers will be “grading” your practice from a micro and macro level
• Be able to determine how well their current flow systems support their providers and how to adjust them in planning a new space
• Understand the difference between content curation and creation to better physician to patient information sharing
• Be able to train front line supervisors to foster a cultural shift that has longevity with staff and allows for new hires to onboard according to those service standards

Saturday, June 11
9:00 a.m.–10:00 a.m.
Creating a Culture of Outstanding Patient Service to Grow Patient Loyalty and Referrals
After this session, attendees will:
• Be able to determine how well their current flow systems support their providers and how to adjust them in planning a new space
• Be able to determine how well their current flow systems support their providers and how to adjust them in planning a new space
• Be able to identify different communication styles and patient preferences to tailor service standards for more engaging patient encounters
• Be able to utilize the behavioral management concept, Job Function vs. Job Purpose, to develop a culture of focus on the patient and their unique needs
• Be able to train front line supervisors to foster a cultural shift that has longevity with staff and allows for new hires to onboard according to those service standards
• Understand the influence of the Clinician and Group Consumer Assessment of Healthcare Providers and Systems (CG CAHPS) surveys and the key indicators that should be included in service standards to promote higher organization satisfaction scores

1:30 p.m.–2:30 p.m.
Social Media and the Orthopaedic Practice: Utilizing Social Channels to Educate and Engage Your Patients
Orthopaedic practices can benefit immensely by leveraging social media channels to not only market their services, but also educate their patients. During this interactive session, we’ll take a closer look at how orthopaedic practices across the country are using social networking as a way to provide health tips to their patients and using video and other media tools to effectively engage patients in their care. After this session, attendees will:
• Be able to determine how well their current flow systems support their providers and how to adjust them in planning a new space
• Be able to identify different communication styles and patient preferences to tailor service standards for more engaging patient encounters
• Be able to utilize the behavioral management concept, Job Function vs. Job Purpose, to develop a culture of focus on the patient and their unique needs
• Be able to train front line supervisors to foster a cultural shift that has longevity with staff and allows for new hires to onboard according to those service standards
• Understand the influence of the Clinician and Group Consumer Assessment of Healthcare Providers and Systems (CG CAHPS) surveys and the key indicators that should be included in service standards to promote higher organization satisfaction scores

Evolution Healthcare Consulting
Ellis “Max” Knight, MD, MBA, Coker Group
Larry Brooks, AA
Practice Workflow Solutions
Jamie Verkamp, eMerge
Office for Civil Rights (OCR). prepared for a possible visit from the HHS. attendees will leave this session better practices shared from a privacy and release process is reviewed and best release process. Every step of the chart violation and breaches within their chart of this session can reduce risk of HIPAA that utilize different EHR environments. By chart release within orthopaedic practices the policies, procedures and protocol for chart release through an in-depth “ask the expert” question and answer session most common requests. Avoid allegations of fraud and abuse by understanding billing and reimbursement rules for PAs & NPs. Discipl myths and misunderstandings regarding the utilization of PAs & NPs. Access regulatory resources specific to PA and NP practice. Rebecca Dean, MA, FACMPE, Sportmedicine & Orthopaedics Fairbanks, Dean & Associates Consulting Tricia Marriott, PA-C, MPAS American Academy of Physician Assistants

Regulatory / Compliance

Thursday, June 9
2:45 p.m.–3:45 p.m.
Grassroots at the Practice 101: A Panel Discussion
Join members of the AAOE Advocacy Council and AAOE Government Affairs staff for a panel discussion about the importance of grassroots advocacy to the policy goals of AAOE and how you can involve your practice to increase our impact in Washington, DC.

After this session, attendees will:
Understand AAOE’s 2016 policy goals
Understand how to utilize your connections and your physicians’ connections to become grassroots advocates
Review examples of efforts at grassroots advocacy on behalf of AAOE
Paul Bruning, DHA, ATC Tallahassee Orthopedic Clinic
Joel James, Signature Medical Group
Don Schreiner, MBA Orthotillons
Bradley Coffey, MA American Association of Orthopaedic Executives

Friday, June 10
8:15 a.m.–9:15 a.m.
The 5 Stages of Grief—Or Lessons Learned from CMS Meaningful Use Audits

Healthcare Compliance Pros (HCP) has been through the Meaningful Use audit process with hundreds of clients, both pre- and post-payment. Learn how the process works, including real world examples of successful responses and appeals. Develop an action plan for MU documentation and audit response. Learn to put aside the grief cycle, and come out a winner on the other side.

After this session, attendees will:
Understand how CMS’ Meaningful Use audit process works in the real world
Know what does and doesn’t work with auditors
Receive MU Audit checklists and actions plans

Eric Christiansen
Healthcare Compliance Pros, Inc.
After this session, attendees will:

- Know if a practice is obligated by HIPAA to release information from outside providers?
- Recognize common scenarios in which to utilize your Designated Record Set
- Understand how to define and document your Designated Record Set in a manner best for your practice.
- Finally, we will review common release of information scenarios and what to do with your defined DRS.

Attendees will learn the basics of DRS in your HIPAA policies. Overall, we will review the recent DRS release of information scenarios and what to do with your defined DRS and will also leave with advanced information on how to define and document DRS in a manner best for your practice.

- Choose to something as an overpayment rather than a refund can have important legal consequences.
- This session will help you avoid common mistakes practices make when performing documentation reviews and responding to government audits. The session will explore questions like:
  - Do we need to refund this money?
  - How far back do we go?
  - What should we say in the refund letter?
  - What SHOULD’T we say in the refund letter?
  - Is the coding review we are doing privileged?
  - Do we need to refund for private payers when we do it for Medicare?

Legal arguments will be presented that can help you avoid the need to refund, including the difference between conditions of payment and conditions of participation and when documentation deficiencies don’t necessarily require you to refund money for a service.

After this session, attendees will:

- Understand legal provisions
- Recognize common mistakes made when writing refund letters
- Understand how to respond to government and third party audits
- Learn how to handle internal investigations of billing and employment issues

David Glaser, JD, Fredrikson & Byron, P.A.
Human Resources

Thursday, June 9
2:45 p.m.–3:45 p.m.
Avoiding the ‘Quit and Stay’ Phenomenon: Engaging and Retaining Key Talent

When turnover is low, employees still quit, they just don’t leave the building. Quit and stay is the phenomenon of employees becoming disengaged and less productive while waiting for the economy to improve and for other roles to become available. Quit and stay is an unfortunate but avoidable phenomenon. Do you know which of your employees are engaged and committed to your organization? Do you have a plan for those who are not? Identify the key drivers of employee engagement, retention and performance and team how to develop a loyal and committed workforce.

After this session, attendees will:
• Be able to identify the key drivers of employee engagement, retention and performance
• Understand and explain what motivates employees, so you can help managers and supervisors keep them engaged and motivated
• Be able to help others build trust with employees so they are comfortable making requests and communicating their needs, likes, and dislikes

Shari Harley, Candid Culture

Friday, June 10
8:15 a.m.–9:15 a.m.
Why People Do What They Do—Part 1

Why people do what they do is more clearly understood after learning various ways we each approach and process the world. Tracy presents a fun, insightful presentation that examines the different personality temperaments and interactive styles. This program will leave the audience with specific reasons why teams have conflict and more importantly, what to do about it. Tracy presents a fun, insightful workshop that identifies different personality temperaments and interaction styles. This program enhances communication skills for HR professionals by examining what motivates individuals based on their core needs and strengths, which are essential in building an effective team and better relationships.

After this session, attendees will:
• Understand simple strategies in understanding the differences in personality temperaments
• Know how to identify interactive styles and their individual needs, strengths and motivators
• Understand how to listen for intent and meaning behind the message
• Know how to build a cohesive and productive team

Tracy Spears, Transworld Systems, Inc.

Saturday, June 11
9:00 a.m.–10:00 a.m.
HR Compliance and Contracting: Steps for Improving HR and Productivity

Human resources (HR) plays an integral role in compliance, contracting, and onboarding processes. Approximately 1.4 million people in the U.S. work in the healthcare industry. Human resource departments in both hospitals and private practices have a responsibility to ensure compliance. Other duties include regulating employee contracts, non-compete agreements and restrictive covenants. Developing a plan for how to structure and improve existing HR starts with proper documentation from employees and employers with routine follow-ups and evaluations. Beginning with orientation and the employee handbook, employers will onboard with all the appropriate documentation necessary to optimize productivity and efficiency and maintain compliance.

Nicola Hawkins, DNP, RN, RNFA
Spinesearch LLC

1:30 p.m.–2:30 p.m.
Leading with Total Influence

Learn a coaching model for accountability. Inspire people to embrace change. Lead people at all levels in the organization.

Markay Tillman
Coach MKay Companies, LLC

ICL speaker bios can be found in the AAOE 2016 Annual Conference app!
Simply type in AAOE 2016 in your mobile app store.
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If it’s results you seek, consider an approach that is solution-focused rather than problem-focused. Blame, shame, and justification are common responses to problems that lead to a general lack of motivation and withdrawal and end up costing employers significant money in lost productivity. This pattern keeps people stuck in a rut whereby complaints and hostility actually prevent companies from arriving at solutions to everyday problems. Understanding how we each use these defensive techniques and how the roles we adopt are fluid and frequently changing is the first step to living above the line of responsibility and learning how to easily redirect toward solutions. Recognizing who in the workplace are the victims, who are the persecutors and who are the rescuers will allow you to harness your power, remove yourself from the triangle and be more authentic.

Jana Foor
Orthopaedic Sports Medicine and Rehabilitation Center

CME Approved

Instructional Course Lectures (ICLs) • 45
Sunday, June 12
8:45 a.m.–9:45 a.m.
Transforming a Culture from Running Amok to Healthy as a Horse
Toxic employees, high turnover (of the wrong kind) and exhaustion on the part of managers who spend a good deal of time counseling, mentoring, and changing bad behavior can completely devastate the culture and morale in an organization. The case study covered in this session will outline how one organization slowly and deliberately transformed a culture where employees were running amok to one of accountability, pride of ownership, and high employee satisfaction.
April Baits-Ogbon, MHA, CMPE Puget Sound Orthopaedics

11:00 a.m.–12:00 p.m.
HR Pitfalls for New Managers
Really? As managers, must we all be psychologists and attorneys to be effective and free from risk? It can certainly feel that way no matter our years of experience or sense of accomplishments. This presentation is not a legal seminar (good nor a magic wand of cryptic phrases that will fix everything, but a no-nonsense, well, there will be laughter) approach to building healthy, cohesive teams while reducing risks. Easy to find in weak communication, poor boundaries, and generalized management styles. Although geared toward new managers, leaders seeking some fresh concepts will benefit from the conversations and information this course will provide. You will walk away with general rules and solid initiatives to enhance an environment of positive mentorships, concise communications and safe settings that help you survive and thrive...and all this in one hour!
Lori Nolen, Tulsa Bone & Joint Associates

Thursday, June 9
2:45 p.m.–3:45 p.m.
Engaging a Multi-Generational Practice Workforce
To understand the positive workplace characteristics, unique needs, and strengths associated with each generation, Bob Jewell, Omega Leadership Group, LLC will address the unique motivators, ways of communicating, and work styles of these different age groups. The session will also address the strategic significance of a multi-generational workplace and provide practical information about what to do to create a work environment that productively engages the talents of every employee.
2:45 p.m.–3:45 p.m.
Value-Based Healthcare Has Arrived—Now What?
Academic
Does your staff include Baby Boomers, Gen Xers, Millennials? For the first time in modern history, there are four generations working side-by-side. Understanding and bringing together the unique motivations, ways of communicating, and work styles of these different age groups is one of the greatest challenges organizations are facing. The ability to fully engage all of their employees will be a characteristic of organizations that are satisfying their customers, as well as recruiting and retaining talented employees. This session will address the strategic significance of a multi-generational workplace and provide practical information about what to do to create a work environment that productively engages the talents of every employee.
After this session, attendees will:
- Understand the current demographic trends that are impacting the workforce
- Recognize the positive workplace characteristics, unique needs, and strengths associated with each generation
- Receive practical and effective methods to engage each generation
Bob Jewell, Omega Leadership Group, LLC

Friday, June 10
8:15 a.m.–9:15 a.m.
Perception Is All There Is: How to Use Six Powerful (and Subtle) Nonverbal Behaviors to Influence and Persuade
Veteran
Every day we verbally speak to patients and staff, and at the same time we are sending nonverbal messages that either attract them to us or distance them from us. It is your nonverbal message that the people around you are reading first and immediately responding to. Do you know what nonverbal messages you are sending? Based on her pioneer research in the area of hand gestures, Dr. Linda Talley spells out exactly what you are saying with your hand gestures. In this program, she explains what meaning is created by your specific hand gestures when you are communicating with one another. The key question: Is it the meaning you want to send?
After this session, attendees will:
- Understand what nonverbal behavior creates attraction
- Understand what nonverbal behavior creates distance with a patient/staff
- Understand how to motivate yourself prior to a meeting
- Recognize what creates universal acceptance
Linda Talley, PhD, CSP
Linda Talley & Associates, Inc.
HER HIP WAS FINE.
HER MEDICAL RECORDS WERE FRACTURED.

When we work as one, the patient story is always clear. **work as one**

Visit athenahealth at AAOE 2016 Annual Conference
San Francisco, CA
June 9-12, 2016

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* Additional terms and conditions, including qualification requirements, apply. Please visit our booth at AAOE 2016 for more details.
Dear [Attendee],

I hope this message finds you well. As you prepare for the upcoming AAOE Annual Conference, I wanted to share some information about the upcoming session, "Leadership Myths: Are You Ready for the Truth?"

This session is designed to help attendees understand the complexities of leadership and how to approach it effectively. The session will be led by veterans in the field and will cover a range of topics, including:

- Understanding the myths of leadership
- The importance of self-awareness in leadership
- Strategies for effective leadership development

The session will take place on Saturday, June 11, from 9:00 a.m. to 10:00 a.m., in the [Venue]. I encourage you to attend this session to gain valuable insights into the role of a leader and to enhance your leadership skills.

If you have any questions or need further information, please don’t hesitate to contact me.

Best regards,

[Your Name]
ICLs Listed by Track

**Quality / Risk Management**

Thursday, June 09, 2016
2:45 p.m.–4:45 p.m.
Optimizing Financial Structures for ASCs
4:00 p.m.–5:00 p.m.
Bundling (or Bundled) Payments: Total Joint Replacement Episode of Care Initiative
11:00 a.m.–12:00 p.m.
Persistent Pitfalls in Orthopaedic Coding

Friday, June 10, 2016
8:15 a.m.–9:15 a.m.
Information Technology
3:15 p.m.–4:15 p.m.
Physical Therapy: Keys to Balancing Quality and Profitability
11:00 a.m.–12:00 p.m.

Saturday, June 11, 2016
9:00 a.m.–10:00 a.m.
Information Technology
1:30 p.m.–2:30 p.m.
Financial Implications of ICD-10
8:15 a.m.–9:15 a.m.
It’s a Party – You’re Invited! Bring Your Own Device (BYOD) and Compliance Strategy Amidst New Regulations
11:00 a.m.–12:00 p.m.

**Business Development**

Thursday, June 09, 2016
2:45 p.m.–4:45 p.m.
Implementing a Total Joint and Spine Program in the ASC
4:00 p.m.–5:00 p.m.
Business Growth and Economics: Inside or Outside Your Catchment Area?

Friday, June 10, 2016
8:15 a.m.–9:15 a.m.
Orthopaedics 2030: Preparing for the Future
3:15 p.m.–4:15 p.m.
Maximizing DME Efficiency and Revenue via an All Location DME Model

Saturday, June 11, 2016
9:00 a.m.–10:00 a.m.
What Marketing Stage Are You in?
1:30 p.m.–2:30 p.m.
Creating a Culture of Oustanding Patient Service to Grow Patient Loyalty and Referrals
2:45 p.m.–3:45 p.m.
Ensuring Your Practice Thrives in the Proactive Level

Sunday, June 12, 2016
8:45 a.m.–9:45 a.m.
Taking Reputation Management to the Proactive Level
11:00 a.m.–12:00 p.m.
Physical Therapy: Keys to Balancing Quality and Profitability

**Information Technology**

Thursday, June 09, 2016
2:45 p.m.–4:45 p.m.
Cloud 101 for Physicians and Healthcare Executives
4:00 p.m.–5:00 p.m.
Vendor Neutral Archiving: Strategies, Options, and Innovation

Friday, June 10, 2016
8:15 a.m.–9:15 a.m.
The Legal and Practical Issues in the World of Patient Communications
3:15 p.m.–4:15 p.m.
Utilization of PAs & NPs in the Orthopaedic Practice Part I: Rules, Regulations, Reimbursement, and Realties

Saturday, June 11, 2016
9:00 a.m.–10:00 a.m.
Cyber Security: What Every Orthopaedic Practice Needs to Know to Safeguard from Hackers
1:30 p.m.–2:30 p.m.
The Cost of a Bad Medical Report
2:45 p.m.–3:45 p.m.
How is ICD-10 Working for You?

Sunday, June 12, 2016
8:45 a.m.–9:45 a.m.
Utilization of PAs & NPs in the Orthopaedic Practice Part II: Revenue, Compensation, and Calculating ROI
11:00 a.m.–12:00 p.m.
Automating Your Business Processes

**Operations**

Thursday, June 09, 2016
2:45 p.m.–3:45 p.m.
No More Surgical Cancellations! Development, Implementation, and Evaluation of a Pre-Operative Evaluation Clinic Within a Multi-Specialty Orthopaedic Practice
4:00 p.m.–5:00 p.m.
Keys to Successful Physician / Hospital Collaboration and Vendor Contracts

Friday, June 10, 2016
8:15 a.m.–9:15 a.m.
I Am Your Patient and I Have Something to Say! Patient Satisfaction Actions from the Patient’s Perspective Planning the Efficient, Productive Orthopaedic Space
3:15 p.m.–4:15 p.m.
Creating a Culture of Outstanding Patient Service to Grow Patient Loyalty and Referrals

Saturday, June 11, 2016
9:00 a.m.–10:00 a.m.
What Marketing Stage Are You in?
1:30 p.m.–2:30 p.m.
Communicating Malpractice Losses in an Orthopaedic Group Setting
2:45 p.m.–3:45 p.m.
Maximizing DME Efficiency and Revenue via an All Location DME Model

Sunday, June 12, 2016
8:45 a.m.–9:45 a.m.
Optimizing Your Total Joint Replacement Episode of Care Initiative
11:00 a.m.–12:00 p.m.
Use Your Data as a Competitive Weapon

**Financial Management**

Thursday, June 09, 2016
2:45 p.m.–4:45 p.m.
Roundtables of Receivables = Instant Data
4:00 p.m.–5:00 p.m.
Collecting Patient Responsibility Prior to or at Time of Service: How Our Busy Orthopaedic Practice Made the Jump
11:00 a.m.–12:00 p.m.
Achieving the Triple Aim for Patients in an Outpatient Setting

Friday, June 10, 2016
8:15 a.m.–9:15 a.m.
Income Distribution Formulas Next Generation with Generational Influences and Value-Based Payments
3:15 p.m.–4:15 p.m.
Benchmarging and Data Analytics: From Data to Dollars

Saturday, June 11, 2016
9:00 a.m.–10:00 a.m.
Optimizing Financial Structures for ASCs
1:30 p.m.–2:30 p.m.
Financial Implications of ICD-10 Post Implementation
2:45 p.m.–3:45 p.m.
Bundled (or Bundled) Payments: Total Joint Replacement Episode of Care Initiative

Sunday, June 12, 2016
8:45 a.m.–9:45 a.m.
Persistent Pitfalls in Orthopaedic Coding
11:00 a.m.–12:00 p.m.
Use Your Data as a Competitive Weapon

**Regulatory / Compliance**

Thursday, June 09, 2016
2:45 p.m.–3:45 p.m.
Grassroots at the Practice 101: A Panel Discussion
4:00 p.m.–5:00 p.m.
The Alphabet Soup of Government Programs: Considerations for Developing an Effective Long-Term Strategy Amidst New Regulations

Friday, June 10, 2016
8:15 a.m.–9:15 a.m.
The 5 Stages of Grief—Or Lessons Learned from CMS Meaningful Use Audits
3:15 p.m.–4:15 p.m.
Orthopaedic HIPAA Hot Topics: Defining and Utilizing Your Designated Record Set

Saturday, June 11, 2016
9:00 a.m.–10:00 a.m.
Voluntary Refunds and Outside Audits: Tips, Tricks, and Trivia
1:30 p.m.–2:30 p.m.
It’s a Party—You’re Invited! Bring Your Own Device (BYOD), and Compliance in a Medical Practice
2:45 p.m.–3:45 p.m.
Straightforward Answers to Legal Questions

Sunday, June 12, 2016
8:45 a.m.–9:45 a.m.
Optimized Episode Management: A Successful Model for Physician-Led Bundles
11:00 a.m.–12:00 p.m.
The Auditor’s Perspective: Evaluation and Management Services and Always Selecting the Right Level

CME Approved
# ICLs Listed by Track

**Human Resources Management**

**Thursday, June 09, 2016**
2:45 p.m.–3:45 p.m. 
Avoiding the ‘Quit and Stay’ Phenomenon: Engaging and Retaining Key Talent
4:00 p.m.–5:00 p.m. 
What Would Happen If People Were Deeply Engaged in Their Work, Felt Like They Were a Part of Something Meaningful, and Wanted Those Around them to be Successful?

**Friday, June 10, 2016**
8:15 a.m.–9:15 a.m. 
Why People Do What They Do—Part 1
3:15 p.m.–4:15 p.m. 
Why People Do What They Do—Part 2

**Saturday, June 11, 2016**
9:00 a.m.–10:00 a.m. 
HR Compliance and Contracting: Steps for Improving HR and Productivity
1:30 p.m.–2:30 p.m. 
Leading with Total Influence
2:45 p.m.–3:45 p.m. 
HR Compliance and Contracting: Steps for Improving HR and Productivity
8:45 a.m.–9:45 a.m. 
Utilization of Risks & NFIs in the Orthopaedic Practice Part I: Revenue, Compensation, and Calculating ROI
11:00 a.m.–12:00 p.m. 
Utilization of Risks & NFIs in the Orthopaedic Practice Part II: Rules, Regulations, Reimbursement, and Realities

**Boot Camp**

**Thursday, June 09, 2016**
2:45 p.m.–3:45 p.m. 
Cyber Insurance
4:00 p.m.–5:00 p.m. 
Captive Insurance

**Friday, June 10, 2016**
8:15 a.m.–9:15 a.m. 
Risk Mitigation through the Use of Quality Control Processes and Measurements
3:15 p.m.–4:15 p.m. 
What Exceptional Managers Know

**Saturday, June 11, 2016**
9:00 a.m.–10:00 a.m. 
HR Compliance and Contracting: Steps for Improving HR and Productivity
1:30 p.m.–2:30 p.m. 
Social Media and the Orthopaedic Practice: Utilizing Social Channels to Educate and Engage Your Patients
2:45 p.m.–3:45 p.m. 
Straightforward Answers to Legal Questions
8:45 a.m.–9:45 a.m. 
Utilization of Risks & NFIs in the Orthopaedic Practice Part I: Rules, Regulations, Reimbursement, and Realities
11:00 a.m.–12:00 p.m. 
Utilization of Risks & NFIs in the Orthopaedic Practice Part II: Revenue, Compensation, and Calculating ROI

**Governance / Leadership**

**Thursday, June 09, 2016**
2:45 p.m.–3:45 p.m. 
Engaging a Multi-Generational Workforce
4:00 p.m.–5:00 p.m. 
Value-Based Healthcare Has Arrived—Now What?

**Friday, June 10, 2016**
8:15 a.m.–9:15 a.m. 
Perception Is All There Is: How to Use Six Powerful (and Subtle) Nonverbal Behaviors to Influence and Persuade 2016 Audit Threats “What You Don’t Know Will Sting”
3:15 p.m.–4:15 p.m. 
Leadership Myths: Are You Ready for the Truth?

**Saturday, June 11, 2016**
9:00 a.m.–10:00 a.m. 
Creating a Culture of Outstanding Patient Service to Grow Patient Loyalty and Referrals
1:30 p.m.–2:30 p.m. 
It’s a Party–You’re Invited! Bring Your Own Device (BYOD) and Compliance in a Medical Practice
2:45 p.m.–3:45 p.m. 
Best Practices for Chart Release and Breach Control in Orthopaedics

**Sunday, June 12, 2016**
8:45 a.m.–9:45 a.m. 
Optimized Episode Management: A Successful Model for Physician-Led Bundles
11:00 a.m.–12:00 p.m. 
Use Your Data as a Competitive Weapon

**Veteran**

**Thursday, June 09, 2016**
2:45 p.m.–3:45 p.m. 
Avoiding the ‘Quit and Stay’ Phenomenon: Engaging and Retaining Key Talent
4:00 p.m.–5:00 p.m. 
Value-Based Healthcare Has Arrived—Now What?

**Friday, June 10, 2016**
8:15 a.m.–9:15 a.m. 
Perception Is All There Is: How to Use Six Powerful (and Subtle) Nonverbal Behaviors to Influence and Persuade Leadership Myths: Are You Ready for the Truth?
3:15 p.m.–4:15 p.m. 
Optimizing Financial Structures for ASCs

**Saturday, June 11, 2016**
9:00 a.m.–10:00 a.m. 
Motivating the Unmotivated
1:30 p.m.–2:30 p.m. 
Leadership, Integrity, and Success
2:45 p.m.–3:45 p.m. 
Orthopaedics Under the Hospital Umbrella

**Sunday, June 12, 2016**
8:45 a.m.–9:45 a.m. 
Spotlight on Service: How to Succeed Under the Next Phase of the Affordable Care Act
11:00 a.m.–12:00 p.m. 
Physician Independence, Strategic Planning—OK What Is Next?

**Hospital**

**Thursday, June 09, 2016**
2:45 p.m.–3:45 p.m. 
Cloud 101 for Physicians and Healthcare Executives
4:00 p.m.–5:00 p.m. 
Kays to Successful Physician / Hospital Collaboration and Vendor Contracts

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Optimized Episode Management: A Successful Model for Physician-Led Bundles
11:00 a.m.–12:00 p.m. 
Use Your Data as a Competitive Weapon

**Academic**

**Thursday, June 09, 2016**
2:45 p.m.–3:45 p.m. 
Engaging a Multi-Generational Practice Workforce
4:00 p.m.–5:00 p.m. 
Vendor Neutral Archiving: Strategies, Options, and Innovation

**Friday, June 10, 2016**
8:15 a.m.–9:15 a.m. 
Income Distribution Formulas Next Generation With Generational Influences and Value Based Payments
3:15 p.m.–4:15 p.m. 
2016 Audit Threats “What You Don’t Know Will Sting”

**Saturday, June 11, 2016**
9:00 a.m.–10:00 a.m. 
Creating a Culture of Outstanding Patient Service to Grow Patient Loyalty and Referrals
1:30 p.m.–2:30 p.m. 
Developing an Orthopaedic Bundled Payment Program
2:45 p.m.–3:45 p.m. 
The Cost of a Bad Medical Report

**Sunday, June 12, 2016**
8:45 a.m.–9:45 a.m. 
Spotlight on Service: How to Succeed Under the Next Phase of the Affordable Care Act
11:00 a.m.–12:00 p.m. 
The Auditor’s Perspective “Evaluation and Management Services and Always Selecting the Right Level”

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11:00 a.m. – 12:15 p.m.  Exhibit Hall Dedicated Hours
4:15 p.m. – 6:30 p.m.  Exhibit Hall Happy Hour Reception

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9:00 a.m. – 6:00 p.m.  Exhibit Hall Open
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9:00 a.m. – 12:00 p.m.  Exhibit Hall Open
10:00 a.m. – 11:00 a.m.  Exhibit Hall Dedicated Hours
12:00 p.m. – 3:00 p.m.  Exhibitor Move-Out

Exhibitor Marketplace Hours

Friday, June 10, 2016
7:00 a.m. – 3:00 p.m.  Marketplace Open
7:00 a.m. – 3:00 p.m.  Bookstore Open
7:00 a.m. – 3:00 p.m.  Knowledge Bank Open

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7:00 a.m. – 12:00 p.m.  Bookstore Open
7:00 a.m. – 12:00 p.m.  Knowledge Bank Open

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Physician Assistants in Orthopaedic Surgery
SullivanLuallin, Inc.
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EHR/EMR
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NextGen Healthcare
Phoenix Ortho
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<td><strong>TCOM</strong></td>
<td>Telecommunications</td>
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**Exhibitors & Sponsors**

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  - Professional Malpractice Liability Insurance
  - Black ROCC
  - The Keane Insurance Group, Inc.

- **MRI**
  - Magnetic Resonance Imaging
  - Black Imaging International, Inc.
  - Elasto North America
  - Hitachi Medical Systems America, Inc.
  - NationalPlan

- **MS**
  - Medical Supplies
  - Black ROCC
  - Blue Ridge X-Ray, Co.
  - McKesson
  - RIS
  - Radiology Information Systems
  - BREG, Inc.
  - DeRoyal Industries
  - MRI
  - Magnetic Resonance Imaging
  - Block Imaging International, Inc.
  - Elasto North America
  - Hitachi Medical Systems America, Inc.
  - NationalPlan

- **OM**
  - Office Management
  - BREG, Inc.
  - DJO Global
  - DoctorsManagement, LLC/NAMAS
  - eExcribe, Inc.
  - Healthcare Compliance Pros, Inc.
  - Healthcare Information Services, LLC
  - McKesson
  - Othoses
  - DeRoyal Industries
  - Ossur Americas

- **O**
  - Orthoses
  - BREG, Inc.
  - DeRoyal Industries
  - Ossur Americas

- **OTH**
  - Other
  - BBL Medical Facilities
  - Bimini Platinum Care, LLC
  - DoctorsManagement, LLC/NAMAS
  - Entraida
  - Expeditor
  - Integrity Rehab Group
  - MedPro Group
  - PCI
  - HealthDev
  - ScitecAmerica
  - Scopus Marketing, Inc.
  - Somerset CPAs
  - Sullivan/Leadlin, Inc.

- **REHB**
  - Rehabilitation & Exercise Equipment
  - DeRoyal Industries

- **RIS**
  - Radiology Information Systems
  - BREG, Inc.

- **ROI**
  - Release of Information
  - ABT Medical, Inc.
  - BACTES Imaging Solutions
  - DataFile Technologies
  - HealthPort
  - RRS Release of Information Service

- **SCC**
  - Surgery Center Consultant
  - DoctorsManagement, LLC/NAMAS
  - Expeditor
  - Healthcare Compliance Pros, Inc.
  - Somerset CPAs

- **SE**
  - Staff Education
  - American Society of Orthopedic Professionals
  - Healthcare Compliance Pros, Inc.

- **SF**
  - Shoes & Foot Supplies
  - Black ROCC
  - BREG, Inc.
  - DJO Global

- **SG**
  - Soft Goods - Supports
  - Black ROCC
  - DeRoyal Industries
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  - OrthoScan

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2016 Exhibiting Companies

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Venel is the nation’s leading marketing firm, focused exclusively on orthopedics. For 25 years, Venel’s experience and ongoing research has helped orthopaedic surgeons nationwide pinpoint new opportunities, attract more of the right patients, document moreappointments, and avoid wasteful spending through the use of Venel’s proprietary marketing platforms.

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rbichraich@viztek.net

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Register is Open

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Early birds save $100!

Register for the AAOE 2016 Annual Conference by April 21, 2016 and save $100 on your Annual Conference registration!

From now through April 21, registration is $995 for AAOE members and $1,095 for nonmembers. Early bird closes on April 21 and registration will increase by $100 on April 22.

Exhibitors & Sponsors
AAOE Recognition

2016 Annual Conference Committee

Thank you to the Annual Conference Committee for all their hard work!

- Patricia L. Brewster, MHA, FACMPE, Chair
- Lee Ann Ackerman, CMPE
- Suzann Crowder, MBA, CMPE
- David G. Fitzgerald
- George Hernandez
- John Marshall, MBA, MS
- Joseph Mathews, PT, DPT, CSCS
- Marsha Pinat, CMPE
- Jill Yates, RN, ONC, CPC
- John Powell, MD, Physician Course Co-Director
- Anthony Sorkin, MD, Physician Course Co-Director
- Kitchi Joyce, Board Liaison
- Jim P. Kidd, CMPE, AAOE President

Mission Statement

The mission of the Annual Conference Committee is to bring speakers representing both experts in the industry and experts from the AAOE membership, together with outstanding companies, to create an educational experience that benefits every level of expertise.
Jan Vest, MBA  
AAOE President-Elect  
Practice Name: Signature Medical Group  
City/State: St. Louis, MO  
Undergraduate Degree: Bachelor of Science from Southern Illinois University  
Graduate Degree: MBA from Lindenwood University  
Jan Vest is the CEO of Signature Medical Group, a multi-specialty physician group with 144 physicians practicing in St. Louis, Kansas City, and Southwest Missouri. Jan has 20 years of executive leadership at medical practices in 4 states. He is a past member of the Health Care Industry Council of The Federal Reserve Bank of St. Louis. Signature Orthopaedic Department is the only private practice orthopaedic group in the country awarded convener status in Model II of the Bundled Payments for Care Improvement (BPCI) program from CMS’ Centers for Medicare and Medicaid Innovation. Jan has been married to Jane for 26 years and has 3 children and 4 grandchildren who are his greatest accomplishment!

Donald A. Schreiner, MBA  
AAOE Past President  
Practice Name: OrthoIllinois  
City/State: Rockford, IL  
Group Size: 21 orthopaedic surgeons  
Undergraduate Degree: BS in Marketing from the University of Toledo  
Graduate Degree: MBA from Finance from the University of Toledo  
Don Schreiner has served as the CEO for OrthoIllinois, Ltd., a 30 physician, multi-specialty clinic, and surgery center with 7 locations in North Central Illinois with over 320 staff and 60 mid-level providers for the past 16 years. Prior to his current position, Don was a managed care executive for 18 years. Since 1999, Don has enjoyed being an active member of the AAOE and has served on the Board for the last six years. He has been a regular presenter at the AAOE Annual Conference and AAOE Practice Management Symposiums. Don enjoys landscaping, home remodeling, and spending time with his family and friends.

Ron Chorzewski, PT, MBA  
AAOE Treasurer  
Practice Name: Agility Orthopaedics  
City/State: Stoneham, MA  
Group Size: 12 orthopaedic surgeons  
Undergraduate Degree: BS in Physical Therapy from Quinnipiac College  
Graduate Degree: MBA from Suffolk University  
With 25 years of experience in the healthcare field, Ron Chorzewski has served as the Executive Director of Agility Orthopaedics in Stoneham, Massachusetts since 2009. Agility has six orthopaedic surgeons, a rheumatologist, four physical therapists, and a complement of physical and occupational therapists. Starting his career as a physical therapist, Ron began his administrative career in rehabilitation and then evolved into orthopaedic practice. A member of the AAOE since 2009, Ron, the AAOE Treasurer, has served on the Communications Council, the Education Council, and is presently the Board Liaison to the Staff Certification Committee. Ron is a member of the Parish Council, Head Usher, and a Religious Education Teacher at St. Mary’s Parish in his hometown of Georgetown, Massachusetts. When not working, Ron enjoys spending time outdoors with his wife Maria and their three children Jackson, a nursing student at the University of Massachusetts, Kristin and Kyle.

Karen Sollar, CMPE  
AAOE Treasurer  
Practice Name: OrthoNorCal  
City/State: Campbell, CA  
Group Size: 21 orthopaedic surgeons  
Undergraduate Degree: BS in Physical Therapy from Quinnipiac College  
Graduate Degree: MBA from Suffolk University  
Karen Sollar entered the field of healthcare administration more than 25 years ago. In 1987, Karen embarked on orthopaedic leadership serving as the Administrator for The Orthopaedic Group of San Francisco. She moved into the role of Chief Administrative Officer for Sports Orthopedic and Rehabilitation Medical Group in 2003. Recently Karen assumed the position as Chief Executive Officer for OrthoNorCal Inc., a newly formed group consisting of 12 orthopaedic surgeons specializing in sports medicine. Karen has consistently maintained an active leadership role in the AAOE. Her volunteer role began as the chair of the membership committee resulting in a 20 percent increase in membership. For three years Karen served as the AAOE Annual Conference Committee Chair. Each year resulted in enhanced educational content, collaborative vendor relationships and focused approaches to networking. Karen’s continued leadership on the AAOE Board reinforces her ongoing commitment to the association and the profession.

Brian Bizub, BSHA  
Practice Name: Palm Beach Orthopaedic Institute  
City/State: Palm Beach Gardens, FL  
Group Size: 17 physicians, 7 physician assistants, 1 nurse practitioner  
Undergraduate Degree: BS in Health Administration from University of Phoenix  
Brian Bizub has served as the CEO for Palm Beach Orthopaedic Institute (PBOI) since 2008. PBOI is a 22 provider multispecialty orthopaedic practice with 4 locations throughout Palm Beach County. Brian has 20-plus years of executive experience in various levels of hospital administration and practices management with a focus on operations, process improvement, and strategic planning. Brian’s accomplishments include developing programs to increase employee and patient satisfaction, sustaining new service lines, process improvement, and cost reductions while ensuring patient quality and safety standards are met. Brian holds a degree in healthcare administration. He serves as an executive advisor for various organizations and speaks regularly on various issues related to physician operations, strategic planning, and growth management. He is currently serving on the AAOE Board of Directors, champions the Governance/Structure Committee and acts as the board liaison to the ALPS Committee.
2015 – 2016 AAOE Board of Directors

Rebecca Dean, MA, FACMPE
Practice Name: Sportsmedicine & Orthopaedics Fairbanks
City / State: Fairbanks, AK
Group Size: 1 orthopaedic surgeon
Graduate Degree: MBA from Webster University
Rebecca Dean is the CEO of Sportsmedicine Fairbanks in Fairbanks, Alaska and Principal of Dean & Associates, LLC. Rebecca holds a Master’s Degree in Business Administration and is a Board Certified Fellow with the American College of Medical Practice Executives (1994). Rebecca has 28 plus years of experience in healthcare management with a broad-based proficiency in practice operations, governance, and leadership. Rebecca lectures on leadership, governance, business operations, strategic planning, risk management, compliance, and contracting at the national level and served as faculty at the Master’s Degree program level. Rebecca serves on the AAOE Board and served as Chair, American College of Medical Practice Executives and has been active on State, Section and National MGMA Boards. Rebecca is active with the Women in Business Leaders Foundation (WBL), other industry boards, and was Delegation Leader for People to People Citizen Ambassadors leading Physicians and Executive Delegations to China, Cuba, Australia and New Zealand.

Kitchi D. Joyce
Practice Name: OrthoAtlanta
City / State: Atlanta, GA
Group Size: 35 physicians, 18 physician assistants, 2 nurse practitioners
Undergraduate Degree: BS in Education from University of Georgia
Kitchi Joyce is the Director of Practice Informatics for OrthoAtlanta, a 35 physician orthopaedic group with 12 locations throughout Metro Atlanta, Georgia. She has more than 19 years of orthopaedic management experience both at the clinic and corporate levels. A member of the AAOE since 2010, Kitchi has served on the Annual Conference Committee, Membership and Elections Councils. She currently serves on the State Societies Committee and the 2016 Annual Conference Committee. In addition to AAOE, Kitchi is also a member of the Board of Directors of the Georgia Association of Orthopaedic Executives (GAOE), previously serving as President. As an avid college football fan, Kitchi proudly serves on the Board of Advisors for the Chick-fil-A Peach Bowl. In her free time, Kitchi loves being “Aunt Chi Chi” to 5 year old twins and enjoys traveling, indoor cycling, tennis, and most importantly, Georgia Bulldog Football. Go Dawgs!

George D. Trantow, FACHE, CMPE
Practice Name: Physician Operations at Valley View Hospital
City / State: Glenwood Springs, CO
Group Size: 65 physicians including 4 orthopaedic surgeons
Undergraduate Degree: BS in Biology from University of Wisconsin
Graduate Degree: MHA in Healthcare Administration from Baylor University
George Trantow is the Chief, Physician Operations at Valley View Hospital. He has spent over 29 years in healthcare leadership positions including 20 years as an orthopaedic executive and 9 years as an active duty officer in the U.S. Army Medical Service Corps. He has a varied background including serving in U.S. Army field medical positions, hospital administration, integrated health systems, multi-specialty group practices, surgery centers, and imaging centers. His expertise in strategic planning, managed care negotiations, business development, and finance have resulted in very successful organizations and many accolades. His commitment to service translates to participation on several boards/committees including the Community Health Plan of the Roaring Fork Valley, Midvalley Trails of Eagle County, and Town of Basalt Mayor’s Cabinet.
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Michael Butler
Joel James
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Steve Nelson
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James Nelson, MSAT, ATC, LAT, CSCS
Sami Spencer, FACMPE, CMIM
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Visit www.aaoe.net/annualconference to register!

New AAOE Member?
First-time attendee?
Receive $50 off your 2016 conference registration!*
General / Registration Information

Important Dates
- April 21, 2016  Early bird deadline (Save $100!)
- May 12, 2016  Deadline for registration cancellations and refunds
- May 17, 2016  Housing deadline

American Association of Orthopaedic Executives
Phone:   800–247–9699
         8:00 a.m.–5:00 p.m. ET
Email:   info@aaoe.net
Web:     www.aaoe.net/annualconference

Early bird registration ends on April 21!
Register now to save $100 at www.aaoe.net/annualconference
General / Registration Information

Attri
The AAOE Conference attire for attendees is business casual. As a reminder, the meeting rooms tend to run cold, so you may want to dress in layers or bring a sweater.

Continuing Education Units (CEUs)
AAOE courses are eligible for CEUs through these accredited providers:
- American Association of Orthopaedic Coders (AAOC)
- American College of Medical Practice Executives (ACMPE)
- American Health Information Management Association (AHIMA)
- Board of Certification for the National Athletic Trainers Association (BOC/NATA)
- Healthcare Billing and Management Association (HBMA)
AAOE has applied CPLIs and CEUs for registrants. Visit aaoe.net/annualconference for updates and further detail on how to obtain your CEUs.

Continuing Medical Education (CME)
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Foundation for Orthopaedic Research & Education (FORE) and American Association of Orthopaedic Executives (AAOE). The Foundation for Orthopaedic Research & Education is accredited by the ACCME to provide continuing medical education for physicians.

The Foundation for Orthopaedic Research & Education designates this live activity for a maximum of 19 AMA PRA Category 1 Credit(s)™. Physicians should only claim the credit commensurate with the extent of their participation in the activity.

Online registration is quick and easy!
To go to aaoe.net/annualconference and follow the prompts. We accept Visa, MasterCard, and American Express. To register online you will need your AAOE username and password. If you do not have your AAOE username and/or password, or need additional information, please contact AAOE at phone 800-247-9699.

Registration!
Don’t miss out on a single session! Enjoy and relax your conference experience without feeling rushed. Access over 100 hours of conference session recordings online in the AAOE Live Learning Center. These sessions contain the audio recorded live at the conference and fully synchronized to the PowerPoint presentations to provide you with a true multimedia recreation of the event.

Packages at an early bird member rate on-site at a higher rate.

Booking at the conference hotel helps keep your registration costs down!

For your registration over the phone, contact AAOE at 800-247-9699. We are open Monday-Friday 8 a.m. to 5 p.m. ET. You can also contact us via email at info@aaoe.net.

If you require auxiliary aids or services, identify in the Americans with Disabilities Act, please contact AAOE staff at info@aaoe.net or 800-247-9699.

Cancellation & Refunds
All cancellations must be submitted in writing to AAOE. Cancellations received by April 21, 2016, will be granted, with a $100 processing fee. No refund or credit will be issued after April 21, 2016, regardless of registration date or for no-shows. Substitutions from the same practice will be accepted in writing, without penalty.

Special Needs
If you require auxiliary aids or services identified in the Americans with Disabilities Act, please contact AAOE at info@aaoe.net or 800-247-9699.

Housing
Reserve your stay at the conference hotel, the Hilton San Francisco in Union Square your registration form with credit card information to the address above or call AAOE at 800-247-9699 to process your registration over the phone.

The Hilton San Francisco Union Square hotel is located in the heart of downtown San Francisco. This stylish and sophisticated hotel offers easy access to Nob Hill, Chinatown and fantastic shops, restaurants and entertainment venues at Union Square. Enjoy close proximity to attractions and public transportation such as MUNI, BART, and the famous cable cars.

The convenient and historic Hilton San Francisco Union Square is one of the largest and tallest hotels on the west coast. Stay in one of three towers with a choice of classic or ultra-modern guest rooms and suites offering exquisite city views.

Whatever your style preference, each offers the ultimate in comfort and space for the most relaxing stay.

San Francisco Historic Cable Cars
Cable cars are a historic symbol recognized around the globe and offer real working transportation to the steep hills of San Francisco. From Union Square to the crest of Nob Hill, cable cars offer a thrilling way to move with the City. Traveling with your significant other? A ride on San Francisco’s cable cars may be more romantic and memorable time of your entire trip to California. Even people who might dismiss cable cars as a cheesy tourist attraction will admit that there is something incredibly romantic about these rides.

Cable Car Tickets and Operating Hours
The cable cars begin operating around 6:00 in the morning and continue until about 12:30 at night. While there is a printed schedule available from MUNI with exact times, you can expect that the cable cars generally run about every 10 minutes. The current cable car fare is $7.00 and all fares are one way. There are discounted fares for seniors but only during non-peak hours. If you anticipate using the cable cars more than once a day, you can get a daily pass for $14.00. The all-day pass is also a good choice if you will be transferring from one line to another or if you will be transferring from a cable car to a MUNI bus (as no transfers are available for one-way transfers). You may fare as well as your all-day passport can be purchased directly from the cable car operator on the car. Alternatively, you can purchase your cable car tickets at the ticket booths that are located at the Powell/Hyde cable car turnaround, the San Francisco Convention & Visitors Bureau (also at Powell and Market) and the Hyde and Beach Street cable car turnaround.

Whistle, Rattle, and Roll!
Enjoy the cable cars’ operating hours, but also be sure to take a ride on the San Francisco Cable Car Museum’s cable car, the 1915 Hyde and Beach Street cable car which is a true working cable car and the only remaining original street car in the world.

What does your badge color mean?

Red
Board of Directors
Purple
Leadership
Green
New Members
Yellow
Speakers
Orange
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VRP Registration
Purchase the Annual Conference VIP Package at an early bird member rate of $734 for optimal conference value and space efficiency.

VRP Registration
■ Express check-in at on-site registration
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The VIP Lounge allows for an added dimension to your conference experience. Invite everyone, and play the session of your choosing!

The app includes the 2016 Annual Conference schedule, speaker information and bios, exhibitors, maps, course descriptions, handouts, surveys, and much more!

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AAOE 2016
Like us on Facebook to stay up-to-date on all AAOE events! For a complete list of events, please visit aaoe.org/events.

For updates and further detail on how to obtain your CEUs.

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AAOE Justification Toolkit

At AAOE we understand sometimes it is difficult to relay the importance of attending a conference. Our Justification Toolkit includes complete cost comparison, letter to management, member testimonials, and eight letters of recommendation from our members’ practice presidents, orthopaedic surgeons, and leadership!

The value of the American Association of Orthopaedic Executive’s Annual Conference

- 9 education sessions – a $920 per person value
- 2 expert keynote speakers – $250 per person value
  - Patrick Lencioni, New York Times best-selling author on leadership
  - Shari Harley, award winning author and one of AAOE’s most requested speakers
- 3 breakfasts – a $175 per person value
- 3 lunches – a $275 per person value
- 7 refreshment breaks – a $115 per person value
- Exclusive evening receptions with hors d’oeuvres, beverages, and entertainment – a $450 per person value

Total Value: $2,185!

Two dedicated peer-to-peer networking sessions – Priceless!

Hours of access to the latest products and services in the AAOE Exhibit Hall – huge potential savings to your practice’s bottom line – priceless!

Visit www.aaoe.net/annualconference to download the Justification Toolkit!

The AAOE Annual Conference affords a time to socialize and collaborate with your colleagues from across the country. There are some really talented members in AAOE. A wealth of information sharing takes place.

I bring my management team to AAOE so they can learn new ways to look at the everyday challenges of their positions and share their learned insight when they return with their stuff. It is also a great way to show them they are valued and a special bonding time for our team.

My favorite memory was the overwhelming response from the board to attend the new members and first time attendees, first social mingle. What a great time we all had. It was the first one and was a bit hit! Great memories.

– Michaele A. Morrison
MedStar Orthopaedics, Baltimore, MD

Visit www.aaoe.net/annualconference to register.

Online registration is quick and easy!

Visit www.aaoe.net/annualconference to register.

I have been an orthopaedic administrator for 24 years and have been a member of AAOE for 23. The AAOE conference is an excellent source of information and networking. I think it is invaluable to be able to have your physicians attend the conference with you to see the in-depth issues that their practice and administrators are faced with in this changing time of healthcare.

– Bonnie L. Lynch, Practice Administrator
Mountain Valley Orthopedics, P.C.
East Stroudsburg, PA

I have been very pleased with the return on investment of the AAOE Annual Conference for my Practice Manager, Sam Santschi. As a solo practice, it is very easy to feel isolated, exposed and unaware of the unending changes and challenges involved in running my practice.

I have comfort and peace of mind that there is a seemingly endless supply of timely wisdom and practice tips available through the AAOE. It has allowed us to be more proactive and even more important, has provided substantial revenue enhancement and expense reduction ideas.

We are a leaner and more profitable practice as a result. After every annual conference, we implement changes and strategies making it more than worthwhile for my manager to attend. The conference and my manager’s AAOE membership provide me with the confidence that we will be made aware of best practices, current trends and the need to know information to keep us a profitable, viable practice.

– Diana L. Kruse MD
Sauk City, WI

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19 CMEs Approved!
Had enough of trying to make your first generation EHR fit the needs of your busy orthopaedic clinic? We lead the nation in helping practices like yours make the switch to an orthopaedic exclusive product.

The change is so easy, it’s refreshing.

Phoenix Ortho is the industry’s only orthopaedic exclusive, comprehensive software solution combining PM, EHR, PACS and patient portal. Built from the ground-up for ease-of-use, speed, and accuracy at point-of-care without the cumbersome, long set-up time of multi-specialty, template based EHRs. Phoenix Ortho is MU certified, ICD-10 optimized, and proven successful nationwide.

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