

PRACTICAL SOLUTIONS FOR THE GI PRACTICE

Putting the Pieces Together

Education for the GI Practice!

SPRING SERIES

QUALITY

**Improving Quality and Safety
in Your Endoscopy Unit**

MARCH 3, 2017

OPERATIONS

**GI Practice Management 201:
Looking at GI Practice
Management Differently**

MARCH 4, 2017

VDARA HOTEL & SPA
LAS VEGAS, NV



EARLY REGISTRATION DISCOUNTS END
FEBRUARY 2, 2017

QUALITY

Course Description

ASGE has developed this course to educate physician and non-physician unit staff on how to translate quality concepts into practice at their endoscopy unit. The content of the course is dynamic, addressing the fundamentals of quality and safe practice as well as emerging trends and evidence. In addition to advancing their knowledge in endoscopy unit quality and safety, participants in this course will be prepared to apply for the ASGE Endoscopy Unit Recognition Program (EURP) or renew their current participation.

Learning Objectives

Upon completion of this educational activity, you will be able to:

- Identify ways to define and measure quality in endoscopy
- Describe techniques to make endoscopy more efficient while maintaining safety
- Describe methods to improve patient satisfaction in endoscopy, including improved doctor-patient communication
- Recognize the potential sources of infection from contact with various body fluids, their transmissibility during gastrointestinal endoscopy, and their susceptibility to potential disinfectants
- Specify measures for improving unit quality, including training and credentialing for new procedures, quality assurance programs, sedation and monitoring, and unit accreditation and re-accreditation

Who Should Attend

- Practicing gastrointestinal endoscopists and surgeons
- Medical directors
- Nurse managers
- Unit managers
- Allied professionals interested in advancing their knowledge in endoscopy unit quality and safety

Units interested in applying to the ASGE Endoscopy Unit Recognition Program or renewing their ASGE Endoscopy Unit Recognition Certificate are encouraged to send both a physician and non-physician manager to the course. Program eligibility criteria require completion of this course by at least one unit representative within one year of the program application for new units and prior to expiration for renewing units.

This course qualifies for the ASGE Excellence in GI Practice Operations Recognition Program (PRP).

Course Directors



◀ **Lukejohn Day, MD**
University of California, San Francisco
San Francisco, CA

V. Raman Muthusamy, MD, FASGE ▶
UCLA Medical Center Program
Los Angeles, CA



Improving Quality and Safety in Your Endoscopy Unit

FRIDAY, MARCH 3, 2017

Agenda

FRIDAY, MARCH 3, 2017

6:30 – 7:30 am	Registration Continental Breakfast and Exhibits
7:30 – 7:40 am	Welcome
7:40 – 8:10 am	What Constitutes a High Quality Endoscopy Unit?
8:10 – 8:30 am	The Quality Colonoscopy: What is It and How to Achieve It?
8:30 – 8:50 am	Endoscopy and Sedation: Adhering to Quality and Patient Safety
8:50 – 9:10 am	From Benchmarking to Accountability: Learning the New Normal of MACRA
9:10 – 9:40 am	Round Table Discussion I: Quality Metrics in the ASC and Hospital Endoscopy Unit
9:40 – 10:10 am	Break and Exhibits
10:10 – 10:40 am	Maximizing Efficiency in Your Endoscopy Unit
10:40 – 11:00 am	Dos and Don'ts of Quality Improvement Projects in Endoscopy Units
11:00 – 11:40 am	How to be Prepared and Successful for Endoscopy Unit Survey Accreditation
11:40 am – 12:00 pm	Round Table Discussion II: Practical Aspects of Quality Improvement
12:00– 1:15 pm	Networking Lunch Sessions
1:15 – 2:10 pm	Infection Control in Endoscopy: Updates and Challenges
2:10 – 2:30 pm	Infection Control Q&A
2:30 – 3:00 pm	Break and Exhibits
3:00 – 3:20 pm	Defining Roles and Responsibilities in the Endoscopy Unit
3:20 – 3:40 pm	Endoscopy Unit Workplace Diversity
3:40 – 4:00 pm	Maintaining and Improving Endoscopy Unit Morale to Maximize Quality, Safety, and Patient Satisfaction
4:00 – 4:30 pm	Roundtable Discussion III: Creating a Quality Culture
4:30 pm	Adjournment

Subject to change.

OPERATIONS

Course Description

From compliance to physician payment, the changing healthcare delivery system will not only fundamentally change the clinical operations of your unit, but will also impact the business side of your practice. **GI Practice Management 201** takes a deeper dive into critical issues facing the business side of your endoscopy unit in this new age of healthcare delivery systems. From negotiations to the power of persuasion, this course provides an opportunity to look at GI practice management differently and explore new possibilities in practice operations as we enter into a significantly disrupted healthcare delivery system in gastroenterology. **GI Practice Management 201** will provide new strategies and approaches that will enhance your negotiation skills, ability to assess contracts, comply with federal regulation and help your team embrace change facing GI healthcare.

Learning Objectives

Upon completion of this educational activity, you will be able to:

- Apply the basic principles of negotiations while employing new contract negotiation skills
- Engage in new strategies for expense and revenue cycle management
- Employ approaches to measure practice productivity
- Prepare your practice for CMS' implementation of the Medicare Merit-Based Incentive Payment System and Alternative Payment Models
- Apply strategic planning best practices
- Enhance your techniques of communicating and educating team members on internal policies and procedures
- Build a successful GI team that is aligned with your practice goals

Who Should Attend

This course is designed for practice administrators, nurse managers and physicians who are involved in GI practice operations.

This course qualifies for the ASGE Excellence in GI Practice Operations Recognition Program (PRP).

Course Directors



◀ **Colleen M. Schmitt, MD, MHS, FASGE**
Galen Medical Group
Chattanooga, TN

Joseph J. Vicari, MD, MBA, FASGE ▶
Rockford Gastroenterology Associates
Rockford, IL



◀ **Frank J. Chapman, MBA**
Ohio Gastroenterology Group, Inc
Columbus, OH

Diana Everage, MHA, BSN, RN, FACMPE ▶
Bloomington Medical Services
Wooster, OH



GI Practice Management 201: Looking at GI Practice Management Differently

SATURDAY, MARCH 4, 2017

Agenda SATURDAY, MARCH 4, 2017

7:30 – 8:00 am	Registration Continental Breakfast and Exhibits
8:00 – 8:05 am	Welcome
8:05 – 8:20 am	Looking at GI Practice Management Differently in the New Era of Health Care

SESSION I: **NEGOTIATING CHANGE**

8:20 – 8:40 am	Understanding Contracts and the Basic Principles of Negotiation
8:40 – 9:00 am	Assessing and Negotiating Payer Contracts Based on Revenue Streams
9:00 – 9:20 am	Contract Negotiations: Physician Compensation in the New Era of Payment
9:20 – 9:40 am	Roundtable Discussion I: Negotiating Change
9:40 – 10:00 am	Break and Exhibits

SESSION II: **OPERATIONALIZING CHANGE**

10:00 – 10:30 am	Steps to Better Revenue Cycle Management
10:30 – 11:00 am	By the Numbers: Analyzing Productivity Differently
11:00 – 11:30 am	Expense Management Strategies
11:30 am – 12:00 pm	Roundtable Discussion II: Operationalizing Change
12:00 – 1:00 pm	Lunch

SESSION III: **COMPLYING WITH CHANGE**

1:00 – 1:20 pm	ABCs of the Merit-Based Incentive Payment System (MIPS)
1:20 – 1:40 pm	Innovations in Payment: Alternative Payment Models (APMs)
1:40 – 2:00 pm	Medicare Access and CHIP Reauthorization Act (MACRA) Implementation
2:00 – 2:20 pm	Roundtable Discussion III: Complying with Change

SESSION IV: **DIRECTING CHANGE MANAGEMENT**

2:20 – 2:40 pm	Best Practices in Strategic Goal Setting
2:40 – 3:00 pm	Art of Persuasion: Making Your Case and Framing Your Goal
3:00 – 3:20 pm	Break and Exhibits
3:20 – 3:40 pm	Disruptive Providers, Staff and Personalities
3:40 – 4:00 pm	Building a Successful Team and Aligning It with Your Practice Goals
4:00 – 4:20 pm	Roundtable Discussion IV: Directing Change Management

SESSION V: **PROSPERING FROM CHANGE**

4:20 – 4:40 pm	Building a High-Performance Physician Referring Network
4:40 – 5:00 pm	Marketing Strategies that Work for GI Practices
5:00 – 5:20 pm	Roundtable Discussion V: Prospering from Change
5:20 pm	Adjournment

Subject to change.

HOTEL ACCOMMODATIONS

ASGE courses have a history of selling out. It is recommended that you make your hotel reservations as soon as possible. However, you may want to wait to make your airline reservations until you receive confirmation of registration from ASGE.

Vdara Hotel & Spa, 2600 W. Harmon Ave., Las Vegas, NV 89158
Tel: 1-866-745-7111

ASGE has arranged a room rate of \$169 per night plus applicable tax. This discount is valid only if the reservation is made before January 31, 2017. Reservations for this event can be made by individual attendees by calling Vdara Hotel & Spa Hotel directly at 1-866-745-7111 (ask for reservations). Attendee should reference name of course when reserving a room.

CONTINUING MEDICAL EDUCATION

The American Society for Gastrointestinal Endoscopy (ASGE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians – ASGE designates the Improving Quality and Safety in Your Endoscopy Unit course for a maximum of 8.50 *AMA PRA Category 1 Credits™* for this activity. ASGE designates the GI Practice Management 201 course for a maximum of 7.25 *AMA PRA Category 1 Credits™* for this activity. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses – For nurse participants in the Improving Quality and Safety in Your Endoscopy Unit course, this continuing nursing education activity was approved by the Society of Gastroenterology Nurses and Associates, Inc., an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This activity is approved for 7.75 contact hours. Nurse participants in the GI Practice Management 201 course will receive a certificate of attendance specifying hours of education accredited for *AMA PRA Course Category 1 Credit.™* This certificate can be used toward nursing requirements.

Practice Administrators – This program is eligible for American College of Medical Practice Executive (ACMPE) credit hours. To apply this program toward your ACMPE continuing medical education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the MY TRANSCRIPT area of mgma.com.

Coders – The American Academy of Professional Coders (AAPC) will honor 1-for-1 CEUs for any live event offering *AMA PRA Category 1 Credits.™* You may claim only the actual hours that you are present during the education. One hour of instruction is worth one CEU.

ASGE CANCELLATION POLICY

Requests for refunds must be sent in writing at least two weeks before the activity to education@asge.org. Refunds will be subject to an administrative fee of \$100. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

For more information about this or upcoming ASGE educational courses, please visit www.asge.org, email education@asge.org or call 630.573.0600.

Photography Waiver: ASGE periodically takes photographs and/or video during our educational courses and events, and reproduces them in ASGE educational, news or promotional material, whether in print, electronic or other media, including the ASGE website. By participating in this course, you grant the right to use your name and photograph for such purposes to ASGE. All postings become the property of ASGE.



Educational programming through the ASGE Institute for Training and Technology is supported, in part, by the ASGE Foundation. To donate visit www.asge.org

QUALITY & OPERATIONS

REGISTRATION FEES

EARLY REGISTRATION DEADLINE: FEB. 2, 2017

- Course Fee if registered on or before February 2
- Course Fee if registered after February 2

QUALITY GI PRACTICE MANAGEMENT 201

March 3-4, 2017	BEST VALUE		
	QUALITY	PM201	QUALITY & PM201
Physician Member	<input type="checkbox"/> \$450 <input type="checkbox"/> \$550	<input type="checkbox"/> \$595 <input type="checkbox"/> \$695	<input type="checkbox"/> \$945 <input type="checkbox"/> \$1145
Physician Non-Member	<input type="checkbox"/> \$550 <input type="checkbox"/> \$650	<input type="checkbox"/> \$795 <input type="checkbox"/> \$895	<input type="checkbox"/> \$1245 <input type="checkbox"/> \$1445
Member Non-Physician	<input type="checkbox"/> \$450 <input type="checkbox"/> \$550	<input type="checkbox"/> \$395 <input type="checkbox"/> \$495	<input type="checkbox"/> \$745 <input type="checkbox"/> \$945
Non-Member Non-Physician	<input type="checkbox"/> \$550 <input type="checkbox"/> \$650	<input type="checkbox"/> \$495 <input type="checkbox"/> \$595	<input type="checkbox"/> \$945 <input type="checkbox"/> \$1145

EURP Members: Contact ASGE Customer Care at 630.573.0600 for special EURP discounted pricing.

Industry representatives interested in attending this course must contact Sara Estrella, assistant manager of sales and business development (phone: 630.570.5618; email: sestrella@asge.org). In compliance with ACCME guidelines, industry representatives may not participate in hands-on training or ask questions during a CME course.

REGISTRATION FORM

Name		Date
Academic Degree(s)		Title
Institution		NPI#
Address		
City	State	Zip
Country		Specialty
E-mail	Phone	Fax
This information is my: <input type="checkbox"/> Home <input type="checkbox"/> Work ASGE Member? <input type="checkbox"/> Yes <input type="checkbox"/> No Member ID _____		

NOT A MEMBER? Save even more when you join ASGE prior to registering for the courses. Submit a membership application with your registration form and receive the discounted member rate. Visit asge.org/join for more information.

FOUR EASY WAYS TO REGISTER

1. **Online at www.asge.org** (Recommended)
2. **Phone:** 630-573-0600
3. **Fax:** 630-963-8332

Credit Card: Visa MasterCard AmEx Discover Total \$ _____

Cardholder Name _____

Card Number _____ Expiration Date _____

Signature _____

4. Mail: Send your completed registration form and check for \$ _____ made payable to:
American Society for Gastrointestinal Endoscopy
PO Box 809055, Chicago, IL 60680-9055

For all registration inquiries, email ASGE Customer Care at info@asge.org or call 630-573-0600.

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SOLUTIONS AND OPPORTUNITIES

to help your GI practice excel in the changing healthcare delivery system.

VITAL INFORMATION

that will immediately and positively impact quality of care, safety and practice operations.

NEW TECHNIQUES

to manage the business side of your endoscopy unit.



American Society for Gastrointestinal Endoscopy
3300 Woodcreek Drive
Downers Grove, IL 60515

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