

GO | GI OUTLOOK 2022

THE PRACTICE MANAGEMENT AND LEADERSHIP CONFERENCE

GETTING BACK TO THE FUTURE OF GASTROENTEROLOGY

Early Registration Discounts End July 15, 2022

Register at ASGE.org/GO

August 13-14

Hyatt Regency Crystal City
Arlington, Virginia

Course Directors



Inessa Khaykis, MD, FASGE
Vanguard Gastroenterology, LLP
New York, New York



Anne Marie Lennon, MD, PhD, FASGE
John Hopkins University
Baltimore, Maryland



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American Society for
Gastrointestinal Endoscopy

TABLE OF CONTENTS

Getting Back to the Future of Gastroenterology	1
2022 In-Depth Sessions	2
Who Should Attend?	2
What You Will Learn	3
Course Directors	4
Keynote Speakers	4
Faculty	5
Agenda.....	6
Hotel Information	8
Continuing Medical Education.....	9
Registration.....	9

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2022
START

GETTING BACK TO THE FUTURE OF GASTROENTEROLOGY

The future of a successful GI Practice will include a team-based approach to care, technology that will transform business operations, patient care, data analytics and new solutions to address the GI staffing shortage.

To succeed, leaders in GI will need to evolve and become more sophisticated in their management of people and the business of GI. These leaders will need to be prepared to handle the ever-changing landscape of healthcare, constantly disrupted by new innovations: AI, virtual healthcare, practice consolidations, regulatory changes and more.

GI Outlook (GO) 2022 has been redesigned to meet these needs and help you get back to the future of gastroenterology. Obtain in-depth education through skill-building workshops, breakout sessions and presentations from experts in the field of GI practice management.



GO IN-DEPTH (NEW)

This year, ASGE has eliminated pre-conference workshops and have incorporated in-depth sessions for all GO registrants, providing additional content value and reducing expense for all participants. Go In-depth sessions are competency-building workshops, helping attendees:

- Meet business goals
- Satisfy employee needs
- Create high-functioning healthcare teams that feel valued.

2022 GO IN-DEPTH SESSIONS

This year's sessions will be led by an expert on integrating human performance theory and business strategy.

THE ART OF BEING A GREAT BOSS

At the foundation of great leadership is effective management, the ability to help employees reach their potential and contribute to your mission. This session examines effective practices for managing and supervising employees, including tools for setting expectations, managing conflict, inviting participation, providing feedback and making decisions.

CHOOSING BALANCE AND LEADERSHIP

In life and in leadership, it's the choices you make about what to do – and what not to do – that define the path. This session will explore the perceived dichotomy between balance and leadership and discover how choices that contribute to balance can lead to more effective leadership.

WHO SHOULD ATTEND?

GI Outlook is designed for all individuals involved in or who are seeking a future in GI organizational leadership, including gastroenterologists, nurse managers, advanced practice providers and practice administrators.



WHAT YOU WILL LEARN

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

1. Recognize new digital tools that are used to increase patient satisfaction and improve operational efficiency. *(Comprehension)*
2. Summarize known skills, strategies and tools provided by faculty to effectively lead your practice team through organizational alignment, team building, effective communication and change management. *(Comprehension)*
3. Analyze various practice and staffing models of the future and how these models might apply to your practice. *(Analysis)*
4. Utilize tools to effectively manage people and teams. *(Application)*
5. Understand how a culture of wellness can ensure long term growth and stability in your practice. *(Comprehension)*

COURSE DIRECTORS

Inessa Khaykis, MD, FASGE
Managing Partner
Vanguard Gastroenterology, LLP
New York, New York

Anne Marie Lennon, MD, PhD, FASGE
Director of Division of Gastroenterology
John Hopkins University
Baltimore, Maryland

Joseph J. Vicari, MD, MBA, FASGE
Rockford Gastroenterology Associates
Rockford, Illinois

SPECIAL REMARKS

Senator Bill Cassidy, MD
United States Senate
Washington, DC

KEYNOTE SPEAKERS

Carolyn Carpenter, MHA, FACHE
President of the National Capital Region
John Hopkins Medicine
Baltimore, Maryland

Allison Linney, MBA
President and Founder
Allison Partners, LLC
Charlottesville, Virginia

FACULTY

Lukejohn Day, MD, FASGE
Chief Medical Officer
Zuckerberg San Francisco
General Hospital
Professor
University of California San Francisco
San Francisco, California

Victoria Gomez, MD, FASGE
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Mayo Clinic Jacksonville
Jacksonville, Florida

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Associate Program Director
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Assistant Professor
Assistant Chief Medical Officer
Stony Brook University Hospital
Stony Brook, New York

Michael L. Weinstein, MD
Chief Executive Officer
Capitol Digestive Care
Washington, DC

AGENDA

DAY ONE Saturday, August 13, 2022

	7:00 - 8:00 AM	Continental Breakfast
	8:00 - 8:05 AM	Announcements <i>Course Directors</i>
GO IN-DEPTH		Dr. James Frakes Lecture
	8:05 - 10:05 AM	Workshop: The Art of Being a Great Boss <i>Allison Linney, MBA</i>
	10:05 - 10:30 AM	Break & Exhibits
STAFFING STRATEGIES	10:30 - 10:50 AM	Strategies to Improve Provider Staffing & Retention <i>Eric Rose, MBA</i>
	10:50 - 11:10 AM	Succession Planning for GI Leadership <i>Joseph Vicari, MD, MBA, FASGE</i>
	11:10 - 11:30 AM	Staffing & Compensation Packages: From Physicians to Nurses <i>Eric Rose, MBA</i>
	11:30 AM-12:00 PM	Questions & Answers
	12:00 - 1:00 PM	Lunch & Exhibits
CONCURRENT BREAKOUT SESSIONS		Breakout 1 The New GI Workforce – Understanding the Next Generation <i>Rabia de Latour, MD, Aly Strauss, MD, PhD, MIE, Anne Marie Lennon, MD, PhD, FASGE</i>
		Breakout 2 Consolidation Trends in GI <i>James S. Leavitt, MD, FASGE, M. Mazen Jamal, MD, FASGE, Michael L. Weinstein, MD</i> 1. Pros & Cons to Consolidation 2. Update on Private Equity 3. Practice & ASC Consolidation
	1:00 - 2:00 PM & 2:05 - 3:05 PM	Breakout 3 Expanding Your Business & Communicating with Impact <i>Bruce L. Hennessy, MD, FASGE, Inessa Khaykis, MD, FASGE, Edward Sun, MD, MBA, FASGE</i> 1. Optimizing Reimbursement with Ancillary Services 2. Communicating with Impact 3. Online Reputation Management
		Breakout 4 Building a Foundation: Pillars of Clinical & Operations Quality <i>Lukejohn Day, MD, FASGE, Joseph Vicari, MD, MBA, FASGE</i> 1. The State of Quality & Operations in GI Practice: Resetting Priorities & Securing Resources 2. Getting Back on Track 3. Redefining Healthcare Team Roles to Achieve Efficiency & Quality in GI Care
GO IN-DEPTH	3:05 - 3:25 PM	Break & Exhibits
		Dr. James Frakes Lecture
	3:25 - 5:25 PM	Workshop: Choosing Balance & Leadership <i>Allison Linney, MBA</i>
	5:30 - 6:30 PM	Reception & Exhibits

DAY TWO Sunday, August 14, 2022

	7:00 – 8:00 AM	Continental Breakfast & Exhibits
	8:00 – 8:05 AM	Announcements <i>Course Directors</i>
REMARKS	8:05 – 8:30 AM	Special Remarks The Future of Healthcare <i>Senator Bill Cassidy, MD</i>
LEVERAGING DIGITAL RESOURCES	8:30 – 8:50 AM	Cyber Security Challenges in 2022 <i>Jody Jankovsky</i>
	8:50 – 9:10 AM	The Future of Virtual Healthcare <i>Edward Sun, MD, MBA, FASGE</i>
	9:10 – 9:30 AM	Front Desk to ASC: New Technologies Transforming Patient Experience <i>Michael L. Weinstein, MD</i>
	9:30 – 9:50 AM	Questions & Answers
	9:50 – 10:20 AM	Break & Exhibits
BUILDING TEAM CULTURE	10:20 – 10:40 AM	Keys to Incorporating Diversity, Equity & Inclusion into your Practice <i>Victoria Gomez, MD, FASGE</i>
	10:40 – 11:00 AM	The Value Proposition in Building Team Culture <i>Lukejohn Day, MD, FASGE</i>
	11:00 – 11:20 AM	Panel Discussion
KEYNOTE	11:20 – 11:50 AM	Keynote Speaker Leading Today: What Matters Now <i>Carolyn Carpenter, MHA, FACHE</i>
	11:50 – 12:10 PM	Final Words from the Course Directors
	12:10 PM	Adjourn

EXHIBIT MARKETPLACE HOURS

Visit the Exhibit Marketplace and learn about the latest products and services for GI Clinicians and Practices

SATURDAY, AUGUST 13, 2022

10:05 – 10:30 AM	Morning Break with Exhibitors
12:00 – 1:00 PM	Lunch with Exhibitors
2:20 – 2:45 PM	Afternoon Break with Exhibitors
5:30 – 6:30 PM	Reception with Exhibitors

Sunday, August 14, 2022

7:00 – 8:00 AM	Continental Breakfast with Exhibitors
10:00 – 10:20 AM	Morning Break with Exhibitors

HOTEL INFORMATION

With a stay at Hyatt Regency Crystal City in Arlington (Crystal City), you'll be within 4 miles from the Washington Monument, National Museum of American History, the National Museum of Natural History and National Mall. This 4-star hotel is 4.2 mi from Arlington National Cemetery and 4.8 mi from the White House. The hotel is convenient to a number of local attractions including the Fashion Center at Pentagon City, Birchmere, the Pentagon and great restaurants.

Hyatt Regency Crystal City at Reagan National Airport
2799 Richmond Highway
Arlington, VA 22202

Hotel Reservations

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. The GI Outlook 2022 Conference will be held at the Hyatt Regency Crystal City at Reagan National Airport. ASGE has arranged a room block for this course at \$119 Single/Double occupancy per night plus applicable taxes and fees. This discount is only valid if the reservation is made **before July 15, 2022**.

Please use the dedicated website and link hyatt.com/en-US/group-booking/WASRC/G-IQZP to book your reservation online. You may also contact the Reservation Department directly to make reservations by calling **800-591-1234** (toll free).



CONTINUING MEDICAL EDUCATION

Physicians

The American Society for Gastrointestinal Endoscopy (ASGE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASGE designates this live activity for a maximum of 11.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses

All nurse participants will receive a certificate of attendance specifying hours of education accredited for *AMA PRA Category 1 Credits™*. This certificate can be used toward nursing requirements.

Practice Administrators

The GI Outlook 2022 Conference is eligible for American College of Medical Practice Executive (ACMPE) Credit Hours. To apply

this program toward your ACMPE continuing 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.

All Others

All other healthcare professionals will receive a Certificate of Participation specifying hours of education accredited for *AMA PRA Category 1 Credits™*.

REGISTRATION

Two Ways to Register

1. Online: ASGE.org/GO2022
2. Phone: 630-573-0600

Register Early and Save!		
	Thru July 15	After July 15
Physician Member	\$850	\$950
Physician Non-Member	\$995	\$1,095
GI Team Member (Administrator, APP Nurse, APP)	\$695	\$795
GI Team Non-Member	\$795	\$895

Cancellation and Change Policy

Cancellations and requests for refunds must be received in writing no later than **Friday, July 22, 2022**, to education@asge.org. Refunds requested before this date will be subject to an administrative fee of \$100. Refunds will not be issued after July 22, 2022. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

Interested In Exhibiting or Supporting Symposia?

Industry, practices or other representatives interested in promoting their product or service at this program or have questions on submitting a symposia request, can contact Glen Hildebrandt, Manager of Sales and Business Development (Tel: 630-570-5653; email: ghildebrandt@asge.org).



Support the ASGE Foundation
This educational programming is supported, in part, by the ASGE Foundation. To donate, visit asge.org/foundation.

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OUTLOOK
2022



**GETTING BACK
TO THE
FUTURE OF
GASTROENTEROLOGY**

Don't miss GI Outlook (GO) 2022, designed to focus on trends to drive your GI practice to future success. Tackling today's topics at the forefront including:

- Technology, including AI and virtual healthcare
- Practice operations, including consolidation, staff shortages and regulatory changes
- Leadership tools to leverage your team's strengths

We have your roadmap. REGISTER TODAY!
ASGE.org/GO