

Dear Doctor [Name],

I would like to participate in the [name of course(s)] at **ASGE's Practice Management Trifecta Conference**, happening November 14-16, 2019 in Downers Grove, IL. Unlike most practice management educational opportunities, ASGE's courses focus exclusively on the GI practice. I will be able to obtain information specific to my field and immediately share valuable insights to the entire GI team that will result in a more profitable practice.

This event includes three courses led by important members of the GI practice management community. I am interested in attending: [choose the courses you wish to attend]

- **2020 Gastroenterology Reimbursement and Coding Update (Thursday, Nov. 14)** – I will gain knowledge to share with my team about adopting new payment delivery models, providing accurate billing and coding, and revenue cycle management. This course will increase my practice proficiencies in coding and reimbursement and prepare us for 2020 payment and coding changes for GI endoscopy.
- **Improving Quality and Safety in Your Endoscopy Unit (Friday, Nov. 15)**–I will hear insights from expert thought leaders and advance my knowledge of everyday endoscopy unit quality and safety. I will also learn how to define and measure quality and techniques to safely make endoscopy more efficient.
- **Looking at GI Practice Management Differently (Saturday, Nov. 16)** – I will learn about critical issues facing the business side of our endoscopy unit in this new age of healthcare delivery systems. I will also hear about the new possibilities in GI practice operations to share with my team, from transforming data to useful information to cultivating our human capital.

After the course, I'll be able to immediately apply my newly-acquired skills: [select any that apply]

- Implement all CPT changes affecting GI practice in 2020 including all new, revised and deleted codes for 2020
- Comply with new 2020 requirements for Medicare physician and facility payment
- Implement GI billing and coding procedures such as new evaluation and management services
- Employ techniques to make endoscopy more efficient while maintaining safety
- Implement methods to improve patient satisfaction in endoscopy, including improved doctor-patient communication
- Take measures for improving unit quality, including training and credentialing for new procedures, quality assurance programs, sedation and monitoring, and unit accreditation and re-accreditation
- Engage in new strategies for employment management
- Employ useful strategies to effectively benchmark clinically and operationally
- Utilize new staffing approaches to "right size" your unit

The registration fees are [\$XX], taking advantage of the early bird savings if I register before October 17, 2019. I'd like to request a budget of [\$XX]. The breakdown of the total cost is below.

If Attending in Person	If Live-streaming or Ordering on-Demand
Airfare:	Registration:
Transportation:	Total Cost:
Hotel:	
Meals:	
Registration:	
Total Cost:	

My attendance will provide an immediate return on investment when I am able to put into practice what I've learned from the best in GI practice management. You can learn more about ASGE's Practice Management Trifecta at asge.org/trifecta. Thank you for your consideration.

Regards,