Charting a Course through Rough Waters and Putting Your Practice on a Solid Foundation

August 2–4, 2019 • Hollywood, CA
Loews Hollywood Hotel

Conference Directors
Glenn D. Littenberg, MD, FASGE
InSite Digestive Health Care, Pasadena, CA

Klaus Mergener, MD, PhD, MBA, FASGE
Washington Gastroenterology, Tacoma, WA

Early Registration Discounts end June 27, 2019
asge.org/go
The pace of change in U.S. healthcare, in general, and gastroenterology practice, in particular, continues to be accelerating. Regulatory, financial, strategic and operational challenges are requiring physician leaders and GI practice administrators to take a closer look at the business side of their practices to continue to position their GI groups in a way that guarantees the continued provision of high-quality care in an economically viable fashion.

Through pre-conference workshops, practice case studies and interactive sessions, GO 2019 will offer practical solutions in GI practice operations and skill-building opportunities tailored to your practice size, arrangement, and GI team role.

GO 2019 attendees will gain an in-depth understanding of current healthcare reform efforts and state-of-the-art practical solutions techniques, enabling them to improve their practice performance through increased provision of cost-efficient care and a specific emphasis on high-quality, evidence-based care, thereby improving patient outcomes.

Who Should Attend
GI Outlook is designed for all individuals involved in or who are seeking a future in GI practice business leadership, including gastroenterologists, nurse managers, and practice administrators.

What You Will Learn
Upon completion of this educational activity, participants will be able to:

• Understand how healthcare and payment reform will affect your practice
• Describe value to payers, health systems and referring providers by using data to differentiate your practice from the competition by achieving cost-efficient care and superior health outcomes
• Identify opportunities to increase the economic viability of your practice through new practice models, service lines and payment models
“Solutions are key—keep bringing them. This is the hallmark of GO.” – 2018 GO Participant

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Tacoma, WA

Keynote Speakers

Theodore R. Levin, MD
Chief of Gastroenterology
The Permanente Medical Group
Walnut Creek, CA

John Mulchaey, PhD
Director, Carnegie Observatories
Los Angeles, CA

James C. Robinson, PhD, MPH
UC Berkeley School of Public Health
Berkeley, CA

John C. (Jack) Lewin, MD
Lewin and Associates, LLC
Washington, DC

Bret T. Petersen, MD, FASGE
Mayo Clinic
Rochester, MN

Faculty

Frank Chapman, MBA
Ohio Gastroenterology
Columbus, OH

Randy Farber
InSite Digestive Health Care
Pasadena, CA

Harish Gagneja, MD, FASGE
Austin Gastroenterology
Austin, TX

Joseph M. Garcia, MBA
Gastro Health
Miami, FL

Martine Henry
inSite Digestive Health Care
Glendale, CA

Costas H. Kefalas, MD, MMM, FASGE
Akron Digestive Disease Consultants, Inc.
Akron, OH

Scott R. Ketover, MD, FASGE
Minnesota Gastroenterology
Plymouth, MN

Lawrence R. Kosinski, MD, MBA
Illinois Gastroenterology Group
Elgin, IL

James S. Leavitt, MD
Gastro Health
Miami, FL

Jill Olmstead, MSN, ANP-BC, FAANP
St. Joseph Health
Fullerton, CA

David H. Robbins, MD, MSc, FASGE
Manhattan Endoscopy
New York, NY

Scott Roman, JD
Scott Roman Attorney at Law
San Clemente, CA

Edward Sun, MD, MBA, FASGE
Stony Brook University Hospital
Stony Brook, NY

Barbara Tauscher, MHA
The Oregon Clinic
Portland, OR

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

James J. Weber, MD
Texas Digestive Disease Consultants
Dallas, TX

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Dallas, TX
### Small Craft Advisory: How Small Practices Can Weather the Squall  
*members of larger practices welcome to participate*

**Chair:** Joseph J. Vicari, MD, MBA, FASGE  
**Faculty:** Randy Farber, Harish Gagneja, MD, FASGE,  
Scott Roman, JD, Costas H. Kefalas, MD, MMM, FASGE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>6:00 am</td>
<td>Registration Opens</td>
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<tr>
<td>7:00–8:00 am</td>
<td>Breakfast <em>(Pre-conference Workshop Participants)</em></td>
</tr>
</tbody>
</table>
| 8:00 – 11:30 am| PRE-CONFERENCE WORKSHOPS *(A+B)*  
Attend both or individually |
| 8:00–9:30 am  | **Workshop A: Practice Foundations**  
• Associate and Partner Contracts: A Look from Both Sides  
• Is Outsourcing the Answer?  
• HR, Staff Leasing  
• MSO for Revenue Cycle and Other Management Services  
• Comp Models in Small Practices: How Do Ancillaries Figure In?  
• Building Bigger and Stronger |
| 9:30–10:00 am | Refreshment Break                                                         |
| 10:00–11:30 am| **Workshop B: Practice Transitions**  
• Retirement  
• Phasing In, Phasing Out  
• Recruiting and Retaining  
• Cutting Back Without Getting Out  
• Buy Ins and Buy Outs |
General Conference

Friday, August 2, 2019

1:00–1:15 pm Welcome and Program Overview

Conference Directors

Session 1 Climate Change is for Real

1:15–2:15 pm KEYNOTE
Pharma Prices: Phixable or Phubar?
James C. Robinson, PhD, MPH

2:15–2:45 pm Panel Discussion:
Value-Based Contracts and Market Consolidation—The GI Perspective
Moderator: Glenn D. Littenberg, MD, FASGE
Panelists: Harish Gagneja, MD, FASGE, Scott R. Ketover, MD, FASGE, James C. Robinson, PhD, MPH, James J. Weber, MD

2:45–3:05 pm Slip through MIPS: Minimal Effort for Maximal Effect
Costas H. Kefalas, MD, MMM, FASGE

3:05–3:35 pm Break and Exhibits

Session 2 Shake, Rattle & Roll

3:35–4:20 pm KEYNOTE
“Beyond 80% in 2018“:
CRC Prevention in the Next 10 Years
Theodore R. Levin, MD
## Friday, August 2, 2019 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 4:20 – 5:00 pm | Panel Discussion: Colonoscopy and Colorectal Cancer Prevention—Protecting Your ‘Bread and Butter’  
Moderator: Klaus Mergener, MD, PhD, MBA, FASGE  
Panelists: Theodore R. Levin, MD, James S. Leavitt, MD, Jill Olmstead, MSN, ANP-BC, FAANP, Bret T. Petersen, MD, FASGE |
| 5:00 – 6:30 pm | Digesting Day #1: Networking Reception & Exhibits |
| 6:30 pm     | Conference Adjourns Day #1 |

## Saturday, August 3, 2019

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 8:00 am</td>
<td>Continental Breakfast and Exhibits</td>
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</table>
| 8:00 – 8:10 am | Announcements Day #2  
Conference Directors |

### Session 3  
**Shake-ups Ahead: Seismic Retrofits**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 8:10 – 9:00 am | KEYNOTE  
Healthcare Reform: 20-20 Vision  
John C. (Jack) Lewin, MD |
| 9:00 – 10:15 am | Your Business Dashboard: Recognizing Broken Processes  
Joseph M. Garcia, MBA  
Your Biggest Compliance Risks  
Martine Henry, Barbara Tauscher, MHA  
Panel Discussion  
Joseph M. Garcia, MBA, Martine Henry, Barbara Tauscher, MHA |
| 10:15 – 10:45 am | Break and Exhibits |

### Session 4  
**Stronger Space**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
</table>
| 10:45 – 11:45 am | Own Your Own? Build or Lease?  
Frank Chapman, MBA  
Making the Most of the Lease  
Randy Farber  
Panel Discussion  
Frank Chapman, MBA, Randy Farber, Scott R. Ketover, MD, FASGE |
<p>| 11:45 am – 12:45 pm | Lunch and Exhibits |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:45 – 1:15 pm</td>
<td><strong>KEYNOTE</strong></td>
<td>From Hollywood to the (Other) Stars</td>
<td>John Mulchaey, PhD</td>
</tr>
<tr>
<td>1:15 – 1:45 pm</td>
<td><strong>KEYNOTE</strong></td>
<td>Endoscope Reprocessing and Infection Transmission — An Update</td>
<td>Bret T. Petersen, MD, FASGE</td>
</tr>
<tr>
<td>1:45 – 2:45 pm</td>
<td>Fix or Replace? The Aging Endoscope and ‘Real’ Scope Costs per Case</td>
<td>Frank Chapman, MBA</td>
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<td></td>
<td></td>
<td>Can We Do Advanced Endoscopy in the ASC? Should We?</td>
<td>David H. Robbins, MD, MSc, FASGE</td>
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<tr>
<td></td>
<td><strong>Panel Discussion</strong></td>
<td></td>
<td>Frank Chapman, MBA, David H. Robbins, MD, MSc, FASGE, Bret T. Petersen, MD, FASGE</td>
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<tr>
<td>2:45 – 3:15 pm</td>
<td>Break and Exhibits</td>
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<tr>
<td>3:15 – 4:30 pm</td>
<td><strong>Staff Productivity</strong></td>
<td>What to Expect, How to Assess &amp; Use in Reviews</td>
<td>Barbara Tauscher, MHA</td>
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<td></td>
<td><strong>Best Practices for Advanced Practice Professionals (APPs)</strong></td>
<td></td>
<td>Jill Olmstead, MSN, ANP-BC, FAANP</td>
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<tr>
<td></td>
<td><strong>Panel Discussion</strong></td>
<td></td>
<td>Jill Olmstead, MSN, ANP-BC, FAANP, David H. Robbins, MD, MSc, FASGE, Barbara Tauscher, MHA</td>
</tr>
<tr>
<td>4:30 – 5:15 pm</td>
<td><strong>The Late Debate</strong></td>
<td>Taking in a Private Equity Partner — A Must!</td>
<td>James S. Leavitt, MD, James J. Weber, MD</td>
</tr>
<tr>
<td></td>
<td><strong>Taking in a Private Equity Partner — A Bust!</strong></td>
<td></td>
<td>Glenn D. Littenberg, MD, FASGE, Joseph J. Vicari, MD, MBA, FASGE</td>
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<tr>
<td>5:15 pm</td>
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<td>Conference Adjourns Day #2</td>
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# General Conference

## Sunday, August 4, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:00 am</td>
<td>Continental Breakfast</td>
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</tbody>
</table>
| 8:00 – 8:10 am | Announcements Day #3  
|               | Conference Directors                                                 |

## Session 8  
Fixing Your Fault Lines

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
</table>
| 8:10 – 8:50 am | The Road from Anarchy to Effective Teams  
|               | Edward Sun, MD, MBA, FASGE                                           |
| 8:50 – 9:30 am | Can We Extend our Staff and Advanced Practice Providers?  
|               | Moderator: James J. Weber, MD  
|               | Panelists: Joseph M. Garcia, MBA, Jill Olmstead, MSN, ANP-BC, FAANP, David H. Robbins, MD, MSc, FASGE, Edward Sun, MD, MBA, FASGE |
| 9:30 – 10:00 am | Can Economics Drive the Triple Aim in the Office? Lessons from Project SONAR  
|               | Lawrence R. Kosinski, MD, MBA                                         |
| 10:00 – 10:30 am | Break                                                                |

## Session 9  
GO (2019)-ING, GO-ING, GONE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
</table>
| 10:30 – 11:00 am | Squares and Towers: Where Are Physicians in the Power Struggle?  
|               | Lawrence R. Kosinski, MD, MBA                                         |
| 11:00 – 11:50 am | Production Pressure and Burn-Out: Strategies for Improving the Health of Your Practice, Your Providers, and Your Staff  
|               | Moderator: Klaus Mergener, MD, PhD, MBA, FASGE  
|               | Panelists: Glenn D. Littenberg, MD, FASGE, Joseph J. Vicari, MD, MBA, FASGE, Scott R. Ketover, MD, FASGE |
| 11:50 am – Noon | Wrap Up  
|               | Conference Directors                                                 |

## Exhibit Marketplace Hours

- **Friday, August 2**
  - 3:05 – 3:35 pm: Break and Visit Exhibits
  - 5:00 – 6:30 pm: Networking Reception and Exhibits
- **Saturday, August 3**
  - 7:00 – 8:00 am: Continental Breakfast and Exhibits
  - 10:15 – 10:45 am: Break and Exhibits
  - 11:45 am – 12:45 pm: Lunch and Exhibits
  - 2:45 – 3:15 pm: Break and Exhibits

Visit the Exhibit Marketplace and learn about the latest products and services for GI clinicians and practices.
Welcome to Hollywood, CA

The chic 20-story Loews Hollywood Hotel is located in one of the most iconic neighborhoods in all of the United States. It boasts some of the best views in the city, including panoramas of the landmark Hollywood sign, the glittering city lights, the Capitol Records building and the TCL Chinese Theatre.

Just steps away is the bustling Hollywood & Highland, the place to window shop, grab a quick bite or enjoy the occasional outdoor concert. Take a stroll down the Hollywood Walk of Fame or visit the Madame Tussauds Wax Museum. For a different sort of stargazing, head to the Griffith Observatory. Kids of all ages will love a trip to Universal Studios®. It features a theme park, multi-screen theatre, working film studio and CityWalk®, where you’ll find great shopping and wonderful restaurants.

Hotel Information
Loews Hollywood Hotel
1755 Highland Avenue
Hollywood, CA 90028

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 2019 Conference will be held at the Loews Hollywood Hotel. ASGE has arranged a room block for this course at $229 Single/Double occupancy per night plus applicable taxes and fees. This discount is only valid if the reservation is made before July 5, 2019.

Please contact the Reservation Department directly to make reservations by calling 323.856.1200 or 855.563.9749 (Toll Free) and reference “ASGE GO–GI OUTLOOK Conference.”
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 17.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

   Pre-Conference Workshops: 1.50 AMA PRA Category 1 Credits™ each
   GO 2019 Conference: 14.25 AMA PRA Category 1 Credits™

Nurses will receive a certificate of participation specifying hours of education accredited for AMA PRA Category 1 Credits™. This certificate can be used toward nursing requirements.

Practice Managers and other healthcare professionals will receive a certificate of participation specifying hours of accredited education for AMA PRA Category 1 Credits™.

Cancellation and Change Policy
Cancellations and requests for refunds must be received in writing no later than Friday, July 19, 2019 to info@asge.org. Refunds requested before this date will be subject to an administrative fee of $100. Refunds will not be issued after July 19, 2019. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

Industry Representatives
Industry representatives interested in attending this course must contact Vanita Jordan-Moore, Senior Manager, Sales and Business Development (Tel: 630.570.5625; email: vmoore@asge.org). In compliance with ACCME guidelines, industry representatives may not ask questions during a CME course.

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

<table>
<thead>
<tr>
<th>Before June 27</th>
<th>Workshop A: Practice Foundations</th>
<th>Workshop B: Practice Transitions</th>
<th>GO Conference only</th>
<th>Combined Pre-Conference Workshops and GO Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>After June 27</td>
<td>$249</td>
<td>$249</td>
<td>$850</td>
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<td>Physician Member</td>
<td>$349</td>
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<td>$1,248</td>
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<td>Physician Non-Member</td>
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<td>Nurse/Practice Manager Member</td>
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<td>Nurse/Practice Manager Non-Member</td>
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<td>$950</td>
<td>$944</td>
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</table>

Select Your Pre-Conference Workshop
- Pre-Conference A: Practice Foundations
- Pre-Conference B: Practice Transitions

**NOT AN ASGE MEMBER?** Save even more when you join ASGE prior to registering for the course. Visit www.asge.org/join to join today!

### Team Discount
Register as a team of three or more and take an extra $100 off each registration!* Call ASGE Customer Care at 630.573.0600 to register at discounted team pricing.

*Must register for conference or conference + workshops. Pre-conference workshops alone are not eligible for team discount. Teams must register at the same time and be employed by same group.

## Four Easy Ways to Register

- **Online** [asge.org/go2019](asge.org/go2019)
- **Phone** 630.573.0600
- **Fax** completed form to 630.963.8332
- **Mail** completed form to address below

### Complete Registration Form

<table>
<thead>
<tr>
<th>Name</th>
<th>Academic Degree/Credentials</th>
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<tbody>
<tr>
<td>Title</td>
<td>Institution/Affiliation</td>
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<td>Email</td>
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<tr>
<td>Credit Card</td>
<td>Please charge my credit card:</td>
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<tr>
<td>Credit card #</td>
<td>Exp. Date (MM/YY)</td>
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<tr>
<td>Name as it appears on credit card</td>
<td>Signature</td>
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</table>

**Check** I’ve enclosed a check for $___________ made payable to: American Society for Gastrointestinal Endoscopy, P.O. Box 809055, Chicago, IL 60680-9055

For all registration inquiries, email ASGE Customer Care at info@asge.org or call 630.573.0600.