LIGHTS! CAMERA! ACTION!
DIRECTING YOUR PRACTICE TO EXCELLENCE

GO
GI
OUTLOOK
2017

THE PRACTICE MANAGEMENT CONFERENCE

AUGUST 11–13, 2017
LOEWS HOLLYWOOD HOTEL • HOLLYWOOD, CA

COURSE DIRECTORS
Edward S. Bentley, MD
Santa Barbara Gastroenterology Consultants
Santa Barbara, CA

Alejandro Fernandez, MBA, CMPE
Gastro Health, PL
Miami, FL

Reed B. Hogan II, MD
GI Associates & Endoscopy Center
Jackson, MS

Early Registration Discounts End July 13, 2017
asge.org/go
Running a successful GI practice requires strong business leadership skills to help you overcome challenges, build the right team, embrace change, drive your practice’s financial performance and thrive in this modern healthcare environment.

Join your colleagues on August 11 – 13, 2017, in Hollywood, California at GI Outlook 2017: The Practice Management Conference and get the script you need to:

• Strengthen your executive leadership skills to inspire individual and organizational excellence
• Create and realize a shared vision
• Successfully manage change to achieve the organization’s strategic plan and performance goals

Through breakouts, interactive discussions, and pre-conference workshops, GO 2017 will offer learning and skill-building opportunities tailored to your practice size, practice arrangement, and leadership role.

Attend GO 2017 and get the tools you need to set a clear vision and strategy, share diverse perspectives in leading the business side of a GI practice, embrace innovation and guide your entire team toward greater performance and profit.

WHAT YOU WILL LEARN
Upon completion of this educational activity, participants will be able to:

• Apply key principles in executive leadership to achieve the organization’s vision, strategic plan, and performance goals
• Recruit and build a high-functioning GI team
• Assess and identify opportunities for efficiencies, growth, consolidation, or changes in approach in practice operations
• Discuss how health care reform and the CMS Quality Payment Program may affect your practice

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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.

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Alejandro Fernandez, MBA, CMPE
Chief Executive Officer
Gastro Health, PL Miami, FL

Reed B. Hogan II, MD
GI Associates & Endoscopy Center
Jackson, MS

INVITED KEYNOTE SPEAKER
William “Marty” Martin, PsyD, MPH, MS, MA, CHES
Director and Associate Professor
Health Sector Management MBA Program
DePaul University
Chicago, IL

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

Craig Hunter
Senior Vice President
Coker Group
Alpharetta, GA

INVITED FACULTY
Jacob Asher, MD
Chief Medical Officer
Anthem Blue Cross Blue Shield
Woodland, CA

Marcia Brauchler, MPH, FACMPE, CPC, COC, CPC-I, CPHQ
President
Physicians’ Ally, Inc.
Littleton, CO

Denise D. Burke, JD
Waller Law
Memphis, TN

Frank Chapman, MBA
Chief Operating Officer
Ohio Gastroenterology Group, Inc.
Columbus, OH

Alexander Cmil
Chief Financial Officer
Rocky Mountain Gastroenterology
Denver, CO

Viju P. Deenadayalu, MD
The Oregon Clinic
Portland, OR

Will Latham, MBA
President
Latham Consulting Group
Chattanooga, TN

James S. Leavitt, MD
Gastro Health, PL
Miami, FL

Glenn D. Littenberg, MD, MACP, FASGE
Insite Digestive Healthcare
Pasadena, CA

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

David Silvernale, BS, CPA
Chief Financial Officer
Minnesota Gastroenterology, P.A.
Minneapolis, MN

James A. Turner, Jr., MBA, MHA
Chief Executive Officer
Indianapolis Gastroenterology and Hepatology, Inc.
Indianapolis, IN

R. Todd Warren, MBA
Chief Executive Officer
GI Associates & Endoscopy Center
Jackson, MS

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

Karen L. Woods, MD, FASGE
Houston Methodist Hospital
Houston, TX
PRE-CONFERENCE WORKSHOPS
FRIDAY, AUGUST 11 • 7:30 am* – NOON

Enhance your experience and maximize your skills with one of these pre-conference workshops.

WORKSHOP 1: PRINCIPLES OF FINANCIAL MANAGEMENT IN THE GI PRACTICE
Presenters: Marcia L. Brauchler, MPH, FACMPE, CPC, COC, CPC-I, CPHQ; Alexander Cmil; Alejandro Fernandez, MBA, CMPE; David Silvernale, BS, CPA; and R. Todd Warren, MBA

This workshop is designed to help increase your proficiency in the financial management of your practice. Through presentations, panel discussions, and question and answer sessions, leading experts in the field will address the following topics:
• Understanding What Costs are Relevant to Financial Decision Making
• Using Financial Reports to Evaluate the Condition of Your Practice
• 10 Obstacles in Payer Contract Negotiations
• Applying Pro Forma to Help Make Informed Decisions
• Revenue Cycle Management from A to Z

Learning Objectives:
• Use fiscal reports to evaluate the performance of the organization.
• Apply accounting and finance principles to make informed decisions regarding incorporating or disposing services and/or equipment.
• Improve ability to conduct successful payer contract negotiations.

* Registration and breakfast take place from 7:30–8:00 am.

WORKSHOP 2: STRATEGIC PLANNING, THINKING AND DECISION MAKING FOR PHYSICIAN LEADERS
Presenter: William “Marty” Martin, PsyD, MPH, MS, MA, CHES

Making choices to achieve desired outcomes requires use of strategy. Grasp the essentials of key components of strategy, how and why they work, and how these components are deployed effectively. Understand how using strategy in thinking, planning and decision making works to create and sustain competitive advantage and value for your organization.

Learning Objectives:
• Explain, in the context of organizations, the meaning and importance of system strategies and the ways strategies can be used.
• List of types of creative foresight requirements and key strategic questions.
• Examine the components and steps of strategy and complete a strategic planning audit.
• Compare and contrast mission and vision statements.
• Identify one’s own methods and characteristics of decision making.
• Examine the seven criteria of strategic decisions.
• Categorize decision type models and describe decision making tools.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter/Details</th>
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</table>
| 1:00–1:05 pm | Welcome and Announcements<br>
*Course Directors*                                                                 |                                                                                     |
| 1:05–3:00 pm | **DEVELOPING THE SCREEnPLAY**<br>
1:05–3:00 pm: KEYNOTE SPEAKER<br>
*Scripting Your Approach to Leadership Excellence*
*William “Marty” Martin, PsyD, MPH, MS, MA, CHES*                            |                                                                                     |
| 3:00–3:30 pm | Break and Exhibits                                                                         |                                                                                     |
| 3:30–3:50 pm | **THE CASTING CALL:**<br>
LEADING FROM THE C-SUITE OF YOUR PRACTICE<br>
3:30–3:50 pm: *Where Does Your Medical Group Go from Here?*
*Will Latham, MBA*                                                              |                                                                                     |
| 3:50–4:10 pm | 4:00–4:10 pm: *Strategic Physician Recruitment and Onboarding*
*Craig Hunter*                                                              |                                                                                     |
| 4:10–4:30 pm | **Paying for Good Physician Leadership**<br>
*Colleen Schmitt, MD, MHS, FASGE*                                               |                                                                                     |
| 4:30–4:50 pm | **Organizational Structure and Physician Governance**<br>
*Glenn D. Littenberg, MD, MACP, FASGE*                                          |                                                                                     |
| 4:50–5:10 pm | **Succession and Exit Strategies for the Medical Practice**<br>
*Craig Hunter*                                                                 |                                                                                     |
| 5:10–5:30 pm | **Panel Discussion:**<br>
Leading Discussion from the C-Suite of Your Practice<br>
*Craig Hunter*                                                              |                                                                                     |
| 5:30–7:00 pm | Networking Reception and Exhibits                                                            |                                                                                     |
7:00–8:00 am  Continental Breakfast and Exhibits
8:00–8:05 am  Announcements
  Course Directors
8:05–8:40 am  KEYNOTE SPEAKER
  Vision for Healthcare Reform and Its Impact on Physician Care
  U.S. Department of Health and Human Services Representative
8:40–9:00 am  Questions and Answers

EDITING THE SCRIPT: ADAPTING TO THE NEW LANDSCAPE OF HEALTHCARE
9:00–9:20 am  Take 2: 2018 Requirements for the Medicare Quality Payment Program
  Costas H. Kefalas, MD, MMM, FASGE
9:20–9:40 am  Alternative Payment Models: Are They Prime Time Ready?
9:40–10:00 am  Government Regulation: Its Impact on the Physician Practice

10:00–10:30 am  Panel Discussion: Adapting to the New Landscape of Healthcare
10:30–10:50 am  Break and Exhibits
10:50–11:10 am  A Private Payer Perspective: Vision of Health Care Delivery in the Modern Era
  Jacob Asher, MD
11:10–11:20 am  Questions and Answers
11:20–11:30 am  Breakout Session Transition
11:30 am – 12:30 pm  Breakout Sessions
  • Large and Medium Size Groups
  • Small and Medium Size Group
  • Preparing and Responding to CMS Surveys
  • Hot Topic
12:30–1:30 pm  Lunch and Exhibits
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<tr>
<th>Time</th>
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<tr>
<td>1:30–1:50 pm</td>
<td>Management Service Agreements: Getting Paid For What You Do</td>
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<td>James A. Turner, Jr., MBA, MHA</td>
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<td>1:50–2:10 pm</td>
<td>The Economies of Operation</td>
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<td>Reed B. Hogan II, MD</td>
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<td>2:10–2:30 pm</td>
<td>Knowing the Financial and Operational Metrics of Your Practice</td>
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<td>Frank Chapman, MBA</td>
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<td>2:30–2:50 pm</td>
<td>Compliance</td>
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<td>Denise Burke, JD</td>
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<td>2:50–3:00 pm</td>
<td>Panel Discussion:</td>
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<td>From Strategic Planning to Operational Success</td>
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<td>3:00–3:30 pm</td>
<td>Break and Exhibits</td>
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<td>CLASSICS – STANDING THE TEST OF TIME: ORGANIZATIONAL ALIGNMENT FOR THE GI PRACTICE OF THE FUTURE</td>
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<tr>
<td>3:30–3:50 pm</td>
<td>Case Study 1: Physician Practice and Hospital Integration</td>
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<td>Karen L. Woods, MD, FASGE</td>
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<td>3:50–4:10 pm</td>
<td>Case Study 2: Integration of Multi-Specialty Practices</td>
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<td>Viju P. Deenadayalu, MD</td>
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<td>4:10–4:30 pm</td>
<td>Case Study 3: Integration of Small Physician-Owned Practices</td>
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<td>James J. Weber, MD</td>
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<td>4:30–4:50 pm</td>
<td>Case Study 4: Consolidation</td>
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<td>James S. Leavitt, MD</td>
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<td>4:50–5:30 pm</td>
<td>Panel Discussion:</td>
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<td>Organizational Alignment for the GI Practice of the Future</td>
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<td>5:30 pm</td>
<td>Adjourn</td>
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</tbody>
</table>
7:30–8:00 am  Continental Breakfast
8:00–8:05 am  Announcements  
Course Directors
8:05–8:30 am  Leading Your Practice to Greatness:  
A Large Practice Perspective  
Alejandro Fernandez, MBA, CMPE
8:30–8:55 am  Leading Your Practice to Greatness:  
A Small Practice Perspective  
Edward S. Bentley, MD
8:55–9:00 am  Introduction of Table Discussions  
Reed B. Hogan II, MD
9:00–10:00 am  Table Discussions
10:00–10:30 am  And the Winner Is…  
Reed B. Hogan II, MD
10:30 am  Adjourn

EXHIBIT MARKETPLACE HOURS
Visit the Exhibit Marketplace to learn about the latest products and services for GI clinicians and practices.

FRIDAY, AUGUST 11, 2017
3:00 – 3:30 pm  Break
5:30 – 7:00 pm  Networking Reception with Exhibitors

SATURDAY, AUGUST 12, 2017
7:00–8:00 am  Breakfast
10:30–10:50 am  Morning Break
12:30–1:30 pm  Lunch with Exhibitors
3:00–3:30 pm  Afternoon Break
LOEWS HOLLYWOOD HOTEL

WELCOME TO HOLLYWOOD CALIFORNIA! 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 fascinating Griffith Observatory. Kids of all ages will love a trip to Universal Studios Hollywood®. It features a movie-based theme park and Studio Tour, multi-screen theatre, and CityWalk® entertainment, shopping and dining.

HOTEL INFORMATION
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 2017 Conference will be held at the Loews Hollywood Hotel, 1755 Highland Avenue, Hollywood, CA 90028. 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 7, 2017.

Please contact the Reservation Department directly to make reservations by calling 323.856.1200 or 855.563.9749 (Toll Free) and reference “GO2017.”
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 17.75 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

- Pre-Conference Workshops: 3.75 AMA PRA Category 1 Credits™ each
- GO 2017 Conference: 14 AMA PRA Category 1 Credits™
- Pre-Conference Workshop and GO 2017 Conference: 17.75 AMA PRA Category 1 Credits™

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 2017 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.

CANCELLATION AND CHANGE POLICY
Cancellations and requests for refunds must be received in writing no later than Friday, July 21, 2017 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 21, 2017. 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 Linda Kay Tyler, Senior Director, Sales and Business Development (Tel: 630.570.5601; email: ltyler@asge.org) or Sara Estrella, Assistant Manager of Sales and Business Development (Tel: 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.

SUPPORT THE ASGE FOUNDATION
Educational programming is supported, in part, by the ASGE Foundation. To donate, visit www.asge.org/foundation.
## GI Outlook 2017: Registration Fees and Form

**Extended Early Registration Deadline: July 13, 2017**

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<thead>
<tr>
<th></th>
<th>Pre-Conference Workshop Rates</th>
<th>Conference Rates</th>
<th>Multiple Course Rates</th>
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<tbody>
<tr>
<td></td>
<td>Financial Management</td>
<td>Strategic Planning</td>
<td>GO Conference</td>
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<tr>
<td><strong>Physician Member</strong></td>
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<tr>
<td>Course Fee if registered after July 13</td>
<td>$295</td>
<td>$395</td>
<td>$850</td>
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<tr>
<td><strong>Physician Non-Member</strong></td>
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<tr>
<td>Course Fee if registered after July 13</td>
<td>$495</td>
<td>$595</td>
<td>$995</td>
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<tr>
<td><strong>Nurse/Practice Manager Member</strong></td>
<td>$195</td>
<td>$295</td>
<td>$695</td>
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<tr>
<td>Course Fee if registered after July 13</td>
<td>$295</td>
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<td>$795</td>
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<tr>
<td><strong>Nurse/Practice Manager Non-Member</strong></td>
<td>$295</td>
<td>$395</td>
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<td>$395</td>
<td>$495</td>
<td>$895</td>
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**Four Easy Ways to Register**

- **Online**: asge.org/go2017
- **Phone**: 630.573.0600
- **Fax**: Complete registration form and fax to 630.963.8332
- **Mail**: Complete registration form and mail to address below

<table>
<thead>
<tr>
<th>Name (Please print legibly)</th>
<th>Academic Degree(s)</th>
<th>Title</th>
<th>NPI #</th>
<th>Institution</th>
<th>Specialty</th>
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<td>Address</td>
<td>City</td>
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<td>Zip</td>
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<td>Phone</td>
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<td>This information is my:</td>
<td>Home</td>
<td>Work</td>
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</table>

**Credit Card**

- Please charge my credit card
- □ Visa
- □ MasterCard
- □ American Express
- □ Discover

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<th>Card Holder Name (please print)</th>
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<th>Expiration Date (MM/YY)</th>
<th>Signature</th>
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**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.
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THE PRACTICE MANAGEMENT CONFERENCE

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