

# 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](http://asge.org/go)



## 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.



# DIRECTING YOUR PRACTICE TO EXCELLENCE

**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

## COURSE DIRECTORS



**Edward S. Bentley, MD**  
Santa Barbara  
Gastroenterology  
Consultants  
Santa Barbara, CA



**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

## 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

### **Craig Hunter**

Senior Vice President  
Coker Group  
Alpharetta, GA

### **Costas H. Kefalas, MD, MMM, FASGE**

Akron Digestive Disease  
Consultants, Inc.  
Akron, OH

### **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.



# GO: DAY 1

FRIDAY, AUGUST 11 • 1:00–7:00 pm

1:00–1:05 pm **Welcome and Announcements**  
*Course Directors*

## DEVELOPING THE SCREENPLAY

1:05–3:00 pm **KEYNOTE SPEAKER**  
**Scripting Your Approach to Leadership Excellence**  
*William "Marty" Martin, PsyD, MPH, MS, MA, CHES*

3:00–3:30 pm **Break and Exhibits**

## THE CASTING CALL: LEADING FROM THE C-SUITE OF YOUR PRACTICE

3:30–3:50 pm **Where Does Your Medical Group Go from Here?**  
*Will Latham, MBA*

3:50–4:10 pm **Strategic Physician Recruitment and Onboarding**  
*Craig Hunter*

4:10–4:30 pm **Paying for Good Physician Leadership**  
*Colleen Schmitt, MD, MHS, FASGE*

4:30–4:50 pm **Organizational Structure and Physician Governance**  
*Glenn D. Littenberg, MD, MACP, FASGE*

4:50–5:10 pm **Succession and Exit Strategies for the Medical Practice**  
*Craig Hunter*

5:10–5:30 pm **Panel Discussion:**  
**Leading from the C-Suite of Your Practice**

5:30–7:00 pm **Networking Reception and Exhibits**



# GO: DAY 2

SATURDAY, AUGUST 12 • 7:00 am–5:30 pm

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**



## CREATING YOUR BLOCKBUSTER: FROM STRATEGIC PLANNING TO OPERATIONAL SUCCESS

1:30–1:50 pm	<b>Management Service Agreements: Getting Paid For What You Do</b> <i>James A. Turner, Jr., MBA, MHA</i>
1:50–2:10 pm	<b>The Economies of Operation</b> <i>Reed B. Hogan II, MD</i>
2:10–2:30 pm	<b>Knowing the Financial and Operational Metrics of Your Practice</b> <i>Frank Chapman, MBA</i>
2:30–2:50 pm	<b>Compliance</b> <i>Denise Burke, JD</i>
2:50–3:00 pm	<b>Panel Discussion: From Strategic Planning to Operational Success</b>
3:00–3:30 pm	<b>Break and Exhibits</b>

## CLASSICS—STANDING THE TEST OF TIME: ORGANIZATIONAL ALIGNMENT FOR THE GI PRACTICE OF THE FUTURE

3:30–3:50 pm	<b>Case Study 1: Physician Practice and Hospital Integration</b> <i>Karen L. Woods, MD, FASGE</i>
3:50–4:10 pm	<b>Case Study 2: Integration of Multi-Specialty Practices</b> <i>Viju P. Deenadayalu, MD</i>
4:10–4:30 pm	<b>Case Study 3: Integration of Small Physician-Owned Practices</b> <i>James J. Weber, MD</i>
4:30–4:50 pm	<b>Case Study 4: Consolidation</b> <i>James S. Leavitt, MD</i>
4:50–5:30 pm	<b>Panel Discussion: Organizational Alignment for the GI Practice of the Future</b>
5:30 pm	<b>Adjourn</b>



# GO: DAY 3

HOLLYWOOD

SUNDAY, AUGUST 13 • 7:30–10:30 am

7:30–8:00 am **Continental Breakfast**

8:00–8:05 am **Announcements**  
*Course Directors*

**THE DIRECTOR:**  
**LEADING YOUR PRACTICE TO GREATNESS**

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."



OVER **96%**  
OF GO 2016  
PARTICIPANTS  
RATED THIS  
CONFERENCE  
AS EXCELLENT



## 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](mailto: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: [lt Tyler@asge.org](mailto:lt Tyler@asge.org)) or Sara Estrella, Assistant Manager of Sales and Business Development (Tel: 630.570.5618; email: [sestrella@asge.org](mailto: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](http://www.asge.org/foundation).



# GI OUTLOOK 2017: REGISTRATION FEES AND FORM

EARN DISCOUNTS FOR  
ATTENDING 2 COURSES!

EXTENDED EARLY REGISTRATION  
DEADLINE: JULY 13, 2017

	Pre-Conference Workshop Rates		Conference Rates	Multiple Course Rates	
	Financial Management	<i>select one</i> Strategic Planning	GO Conference	Financial Management + GO Conference	Strategic Planning + GO Conference
Physician Member Course Fee if registered after July 13	<input type="checkbox"/> \$295 <input type="checkbox"/> \$395	<input type="checkbox"/> \$395 <input type="checkbox"/> \$495	<input type="checkbox"/> \$850 <input type="checkbox"/> \$950	<input type="checkbox"/> \$1,045 <input type="checkbox"/> \$1,245	<input type="checkbox"/> \$1,145 <input type="checkbox"/> \$1,345
Physician Non-Member Course Fee if registered after July 13	<input type="checkbox"/> \$495 <input type="checkbox"/> \$595	<input type="checkbox"/> \$595 <input type="checkbox"/> \$695	<input type="checkbox"/> \$995 <input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,390 <input type="checkbox"/> \$1,590	<input type="checkbox"/> \$1,490 <input type="checkbox"/> \$1,690
Nurse/Practice Manager Member Course Fee if registered after July 13	<input type="checkbox"/> \$195 <input type="checkbox"/> \$295	<input type="checkbox"/> \$295 <input type="checkbox"/> \$395	<input type="checkbox"/> \$695 <input type="checkbox"/> \$795	<input type="checkbox"/> \$790 <input type="checkbox"/> \$990	<input type="checkbox"/> \$890 <input type="checkbox"/> \$1,090
Nurse/Practice Manager Non-Member Course Fee if registered after July 13	<input type="checkbox"/> \$295 <input type="checkbox"/> \$395	<input type="checkbox"/> \$395 <input type="checkbox"/> \$495	<input type="checkbox"/> \$795 <input type="checkbox"/> \$895	<input type="checkbox"/> \$990 <input type="checkbox"/> \$1,090	<input type="checkbox"/> \$1,090 <input type="checkbox"/> \$1,290

## NOT A MEMBER?

Save even more when you join ASGE prior to registering for the conference.

Submit a membership application with your registration form and receive the discounted member rate. Visit [asge.org/join](http://asge.org/join) for more information.

## FOUR EASY WAYS TO REGISTER

**ONLINE** [asge.org/go2017](http://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

Name (Please print legibly)	Academic Degree(s)	Title	NPI #	Institution	Specialty
Address		City	State	Zip	Country
Email	Phone	Fax	This information is my: <input type="checkbox"/> Home <input type="checkbox"/> Work		

**Credit Card** Please charge my credit card ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Holder Name (please print)	Card Number	Expiration Date (MM/YY)	Signature
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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](mailto:info@asge.org) or call 630.573.0600.



3300 Woodcreek Drive  
Downers Grove, IL 60515

# GO | GI OUTLOOK 2017

## THE PRACTICE MANAGEMENT CONFERENCE

August 11–13, 2017  
Loews Hollywood Hotel  
Hollywood, CA

Early Registration  
Discounts End  
July 13, 2017

[asge.org/go](http://asge.org/go)

Non-Profit  
U.S. Postage  
**PAID**  
Permit #384  
Oak Brook, IL

