

## Wednesday, April 3

6:30 am – 6:15 pm **Registration**

6:30 am – 8:00 am **Pre-Conference Session Breakfast**

### PRE-CONFERENCE SESSIONS

8:00 am – 11:30 am **Physician-Administrator Dyad**

MODERATOR: WARREN LEVY, MD, FACC, PRESIDENT & CMO, VIRGINIA HEART; FALLS CHURCH, VA  
GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI  
ANN HONEYCUTT, EXECUTIVE DIRECTOR, VIRGINIA CARDIOVASCULAR SPECIALISTS; RICHMOND, VA  
JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN

#### Part 1: Succession Planning for the Dyad

##### Description:

The challenge of succession planning requires a careful plan to ensure a smooth transition. Join us to explore this issue through the case studies of groups that have successfully managed their change in leadership for both the physician executive as well as the administrative leader. A moderated discussion after the case studies will provide you with further insight into this important issue.

- How does the world of “integration” alter our ability to independently address succession planning?
- How do we move from giving succession planning lip service to implementing a formal plan that is independent of individual preferences and tendencies?

#### Part 2: Understanding Hospital Financial Reports and Language

##### Description:

Often hospital financial reports and nomenclature can be confusing to physician leaders and administrators alike. During this session, we will present a brief overview of how to better understand hospital financial reporting and how it impacts our ability to have a meaningful voice at the table. Some of the topics we will cover include:

- What is the difference between an inpatient, an observation patient, an outpatient in a bed, and a same day procedure!!
- Understanding hospital reimbursement and how hospitals get paid
- Understanding accrual accounting
- What are the key elements in a hospital department's P&L statement
- What should we track/watch in a CV SL structure
- Service Line Profit & Loss Statements aka blended financials
- Understanding Total Patient Revenue, Total Net Revenue, Direct v. Indirect costs, Contribution Margin, Total Operating Income, Allocated Cost

8:00 am – 11:30 am **Practice Operations Nuts and Bolts**

GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI  
NICOLE KNIGHT, LPN, CPC, CCS-P, DIRECTOR, REVENUE CYCLE SOLUTIONS AND SENIOR CONSULTANT, MEDAXIOM; JACKSONVILLE, FL

##### Description:

This pre-conference bootcamp will focus on ambulatory operations within the practice and how to expand and manage access by following the patient journey of receiving a referral, in-office experience, follow-up and billing. The target audience for this session is: Practice administrators, Managing Partners/Physician Leads, Mid-level managers, Nurse/Clinical Manager, APP Managers.

##### Topics:

- Effective Governance & Leadership
- Referral Management
  - Phones
  - Schedule Optimization – Special consideration for sub-specialties, specialty clinic development
- Patient Throughput
  - Front desk/Intake/Reg
  - Patient Rooming/Visit Prep
  - Discharge
  - In basket
- Patient Follow-up Management
  - Recall infrastructure
  - Matching demand with capacity
  - Prescription Refill Best Practices
- Revenue Cycle Considerations
  - Appropriate provider billing practices
  - Coding & documentation hot buttons
  - Predicting patient mix

**Wednesday, April 3 – Continued****GENERAL SESSION**

- 1:00 pm – 1:20 pm **Welcome and Opening Remarks**  
JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN  
LORI WALSH, VP, MEMBERSHIP AND SENIOR CONSULTANT, MEDAXIOM; CROSSETT, AK
- 1:20 pm – 1:45 pm **ACC/MedAxiom Merger**  
TIM ATTEBERY, CEO, AMERICAN COLLEGE OF CARDIOLOGY
- 1:45 pm – 2:30 pm **MedAxiom Survey Review**  
JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN
- 2:30 pm – 3:15 pm **Center for Medicare and Medicaid Innovation/Alternate Payment Models Deep Dive**
- 3:15 pm – 3:30 pm **Corporate Partner Introductions (Part 1 of 2)**
- 3:30 pm – 4:00 pm **Break with Corporate Partners and Exhibitors**
- 4:00 pm – 4:45 pm **Navigating the Corridor from Volume to Value-Based Healthcare**  
JAMES RIDER, MD, CARDIOLOGY ASSOCIATES OF BELLIN HEALTH; GREEN BAY, WI  
ANDREA WERNER, VICE PRESIDENT, HEART, LUNG & VASCULAR SERVICES, CARDIOLOGY ASSOCIATES OF, BELLIN HEALTH; GREEN BAY, WI
- 4:45 pm – 5:30 pm **Will Artificial Intelligence Disrupt Cardiovascular Care?**  
JOHN RUMSFELD, MD, PHD, FACC, AMERICAN COLLEGE OF CARDIOLOGY; WASHINGTON D.C.
- 5:30 pm – 5:45 pm **Corporate Partner Introductions (Part 2 of 2)**
- 5:45 pm – 6:45 pm **Networking Reception with Corporate Partners and Exhibitors**
- 6:45 pm **Group Dinner**

**Thursday, April 4**

- 6:30 am – 8:30 am **Breakfast**
- 6:30 am – 6:00 pm **Registration**
- 6:45 am – 7:45 am **Physician-Only Breakfast**

- 8:00 am – 9:30 am **POD Sessions**
- 9:30 am – 10:00 am **Break with Corporate Partners and Exhibitors**
- 10:00 am – 11:30 am **POD Sessions (continued)**
- 11:45 am – 12:45 pm **Educational Spotlight Lunches**

**GENERAL SESSION**

- 1:00 pm – 1:45 pm **Value-Based Care Compensation Plan/Unique Compensation Models**  
JOSEPH GOEKE, MD, FACC, SAINT LUKE'S MID AMERICA HEART INSTITUTE CARDIOVASCULAR CONSULTANTS;  
KANSAS CITY, MO  
ARIE SZATKOWSKI, MD, THE STERN CARDIOVASCULAR CENTER, PA; GERMANTOWN, TN  
MODERATOR: JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN
- 1:45 pm – 2:30 pm **Cardiology Advocacy Alliance (CAA) Update**  
PAT HOLLOWAY, CPA, CHIEF OPERATION OFFICER, OKLAHOMA HEART HOSPITAL PHYSICIANS AND PRESIDENT,  
CAA; OKLAHOMA CITY, OK  
CATHIE BIGA, RN, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLIONOIS AND PAST PRESIDENT, CAA;  
WOODBIDGE, IL  
JERRY BLACKWELL, MD, FACC, MBA, PRESIDENT, WELLMONT CVA HEART INSTITUTE; KINGSPORT, TN  
MARSHALL BRACHMAN, LOBBYIST, CARDIOLOGY ADVOCACY ALLIANCE
- 2:30 pm – 3:00 pm **Outreach: Team Based Care Strategy**  
DINO RECCHIA, MD, TRAVERSE HEART AND VASCULAR; TRAVERSE CITY, MI  
KAY STEWART-HUEY, VICE PRESIDENT, CARDIAC SERVICES, CHILDREN'S HEALTHCARE OF ATLANTA;  
ATLANTA, GA  
ROBERT VINCENT, MD, CFO, CHILDREN'S HEALTHCARE OF ATLANTA; ATLANTA, GA
- 3:00 pm – 3:30 pm **Break with Corporate Partners and Exhibitors**
- 3:30 pm – 4:15 pm **BREAKOUT SESSIONS – Choose 1 of 3**
- 1. Remote Monitoring Panel**
  - 2. MEAT: It's Billable, So Don't Leave Money on the Table!**  
NICOLE KNIGHT LPN, CPC, CCS-P, ACS-CA, DIRECTOR, REVENUE CYCLE SOLUTIONS, MEDAXIOM;  
JACKSONVILLE, FL  
LINDA GATES-STIBY, COMPLIANCE MANAGER, ST. VINCENT MEDICAL GROUP; INDIANAPOLIS, IN
  - 3. Triad of Care**



4:25 pm – 5:10 pm

**BREAKOUT SESSIONS – Choose 1 of 3**

**1. Wearable Devices & Operational Remote Monitoring**

MIKE MYTYCH, PRINCIPAL AND FOUNDER, HEALTH INFORMATION CONSULTING, LLC; MILWAUKEE, WI

ATTORNEY, MAYNARD COOPER GALE; BIRMINGHAM, AL

**2. Bundle Specific Clinical Strategies**

KRIS ZELLER, PRACTICE ADMINISTRATOR, CARDIOVASCULAR, MEDICINE, PC; DAVENPORT, IA

**3. Heart Failure in Congenital Heart Disease**

THOMAS RYAN, MD, THE HEART INSTITUTE OF CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER; CINCINNATI, OH

ROBERT VINCENT, MD, CFO, CHILDREN'S HEALTHCARE OF ATLANTA; ATLANTA, GA

5:10 pm – 6:10 pm

**Networking Reception with Corporate Partners and Exhibitors**

**Friday, April 5**

6:30 am – 8:00 am **Breakfast**

6:30 am – 12:00 pm **Registration**

6:45 am – 7:45 am **Physician-Only Breakfast Meeting**

**GENERAL SESSION**

8:00 am – 8:45 am **What Patient-Centric Care Really Mean**

GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

8:45 am – 9:30 am **Physician Succession Planning**

9:40 am – 10:25 am **BREAKOUT SESSIONS – Choose 1**

1. **Private Practice Roundtable**
2. **Chronic Care Management: Potentially Profitable, But Can It Add Real Value?**

10:30 am – 11:15 am **BREAKOUT SESSIONS – Choose 1**

1. **Clinic Operations**

GINGER BIESBROCK, PA-C, MPH, MPAS, AACC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

NICOLE KNIGHT, LPN, CPC, CCS-P, DIRECTOR, REVENUE CYCLE SOLUTIONS AND SENIOR CONSULTANT, MEDAXIOM; JACKSONVILLE, FL

11:15 am **Conference Adjourns**