

## 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**

PROGRAM DIRECTOR: WARREN LEVY, MD, FACC, PRESIDENT & CMO, VIRGINIA HEART; FALLS CHURCH, VA  
CATHIE BIGA, RN, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS AND PAST PRESIDENT, CAA;  
WOODBRIDGE, IL

GREG CORBETT, CEO, VIRGINIA HEART; FALLS CHURCH, VA

EDWARD T.A. FRY, MD, FACC, FSCAI, CHAIR, CARDIOLOGY DIVISION AND CVSL, ST. VINCENT MEDICAL GROUP, ST. VINCENT HEART  
CENTER; INDIANAPOLIS, IN

ANN HONEYCUTT, EXECUTIVE DIRECTOR, VIRGINIA CARDIOVASCULAR SPECIALISTS; RICHMOND, VA

WILLIAM KATSIYIANNIS, MD, MINNEAPOLIS HEART INSTITUTE; MINEAPOLOIS, MN

LORI SHANNON, ASCENSION HEALTH; INDIANAPOLIS, IN

GREG SIMPSON, CFO, CARDIOVASCULAR ASSOCIATES; ELK GROVE VILLAGE, IL

TOM TALLEY, CHIEF OPERATING OFFICER, MINNEAPOLIS HEART INSTITUTE; MINEAPOLOIS, MN

KETAN TRIVEDI, MD, VIRGINIA HEART; FALLS CHURCH, VA

#### **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

## Wednesday, April 3 – Continued

### PRE-CONFERENCE SESSIONS

#### 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  
JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN  
LORI WALSH, VP, MEMBERSHIP AND SENIOR CONSULTANT, MEDAXIOM; CROSSETT, AR

#### **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, AR
- 1:20 pm – 1:45 pm **ACC/MedAxiom Merger**  
TIM ATTEBERY, CEO, AMERICAN COLLEGE OF CARDIOLOGY; WASHINGTON, D.C.
- 1:45 pm – 2:30 pm **MedAxiom Survey Review**  
JOEL SAUER, MBA, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN  
  
This presentation will offer a sneak preview of the 2019 MedAxiom Provider Compensation & Productivity Survey data including trends in CV physician compensation and production. In addition, key cardiovascular service metrics and other interesting data will be reviewed.
- 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  
  
With many different variables to consider, determining costs as your organization moves from volume to value-based care can be difficult. Attend this session to hear from members that have developed an outline of cost per case and created a transparent way to manage it.
- 4:45 pm – 5:30 pm **Will Artificial Intelligence Disrupt Cardiovascular Care?**  
JOHN RUMSFELD, MD, PHD, FACC, AMERICAN COLLEGE OF CARDIOLOGY; WASHINGTON D.C.  
  
Artificial Intelligence continues to improve and offer new ways for us to test, manage and track our cardiovascular patients. As we work to incorporate these new capabilities into our programs we also recognize the potential for disruptions. Join this session to hear from our speaker as he discusses the topics below to address where we are today and how to identify key barriers for success with AI applications in CV care.  
  
Discussion topics to include:
- Potential applications of AI
  - Imaging and risk prediction
  - The current state of evidence supporting AI applications for CV care
  - Identifying key barriers to successful AI applications for CV care
- 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  
  
We have been talking about the transition to a value-based economy in healthcare for nearly a decade, yet in 2019 the vast majority of revenue is still derived from volume. At the same time, cardiology has become deeply subspecialized with new focus areas like structural heart and heart failure, challenging reward systems built on work Relative Value Units (wRVUs). For best patient care this complex cardiovascular system must act like a unified team. So in this sometimes polarized environment what is the best method for compensating physicians? Two MedAxiom member programs will highlight their respective answers to this question, showcasing unique compensation models for cardiology in these challenging times. Aspects that work well and challenges will be discussed in a panel-style format that will include audience participation.
- 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  
  
Cardiology Advocacy Alliance (CAA) represents cardiologists in Washington to ensure our voices are heard as the Value Agenda is updated. This session will review the latest developments in Washington, both regulatory and legal, that impact the CV health care community.  
Topics will include:
  - Latest details on CMS Rules
  - Legislative Outlook
  - CAA Priorities
- 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**

**Thursday, April 4 – Continued**

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-STRIBY, 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 **MIPS is Changing – Are you Prepared?**

CATHIE BIGA, RN, PRESIDENT & CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS AND PAST PRESIDENT, CAA; WOODBRIDGE, IL

As MIPS enters its 3<sup>rd</sup> year understanding how to access your data, interpret it, and create meaningful action plans becomes challenging. This session will review the Quality, Promoting interoperability, and Improvement activities scoring and how it looks on the QPP web site. We will also do a deep dive on the newest category – cost. Finding the episode data that is in use for calculating the 2019 data as well as looking forward to 2020 and understanding how to interpret it will be the focus of this important session.

9:40 am – 10:25 am **BREAKOUT SESSIONS – Choose 1****1. Private Practice Roundtable**

This roundtable discussion will allow private practice groups to share details on new strategies, approaches and innovative projects they are working on that allow them to remain private while improving efficiency, performance and patient satisfaction.

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

MARK KLAKULAK, ADMINISTRATOR, CLINICAL OPERATIONS, OKLAHOMA HEART HOSPITAL PHYSICIANS; OKLAHOMA CITY, OK

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

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

Get expert insights and advice from the MedAxiom Consulting team. This informal roundtable discussion will include a review of the top issues facing cardiovascular care providers as well as time for a Q&A session with attendees.

Just some of the topics that will be discussed:

- Cardiac urgent care centers
- The rising role of telemedicine
- Predictions on physician recruitment, compensation and production
- Team based care and how to maximize efficiency
- Improving patient access

11:15 am

**Conference Adjourns**