

The Florida Gastroenterologic Society and
The Florida Medical Association present

The Practice Management Seminar

Friday, September 24, 2010, 3:00 pm to 6:00 pm
Buena Vista Palace, Lake Buena Vista, FL

Held in conjunction with the FGS Annual Meeting

Dear Colleague:

We are very pleased to have Jere Pittner, MS, MBA, Christopher Acevedo, CHC, CPC, and Steven Morris, MD, JD, FACP address our meeting attendees during the Annual Meeting on Friday, September 24, 2010, from 3:00 to 6:00 pm at the Buena Vista Palace, in Lake Buena Vista, Florida. I hope you will accept our invitation to attend this program, which has been approved for 3.0 Category I Credits.

Herbert Wolfsen, M.D., President, Florida Gastroenterologic Society



Doing More with Less

Jere Pittner, MS, MBA, President/CEO and Co-founder,
Galen Advisors, LLC and Galen Billing Services

3:00 pm - 4:00 pm

Managing a medical practice is more challenging than ever before. As reimbursement rates continue to fall and patient responsibility increases, practice managers are finding themselves required to achieve more with less. In this talk, we explore how to maximize your practice's earning potential while maintaining costs. Topics of discussion include: Operational efficiencies, technology adoption, revenue enhancers, and organizational structure.



Optimizing Your Reimbursement in the Midst of Medicare Changes

Christopher Acevedo, CPC, CHC

4:00 pm - 5:00 pm

Everyone is trying to understand the intricacies of Evaluation & Management Services documentation and coding — both practitioners and the payers. We should not forget that much more is involved in being able to submit proper claims and to keep an organization's revenue safe from recoupment. Join this out of the ordinary discussion on the recent changes to reporting consultations, how to utilize non-physician practitioners, the rules for covering physicians, the fuss about ordering physicians, incentive bonus payments, and more.



3
Category I
CME
Credits

Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the Florida Medical Association and The Florida Gastroenterologic Society. The Florida Medical Association is accredited by the ACCME to provide continuing medical education for physicians.

The Florida Medical Association designates this educational activity for a maximum of 3.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Disclosures

The planners of this activity have disclosed no financial relationship relevant to the content to be presented.

The speakers have disclosed no financial relationship relevant to their content to be presented.



How to Better Prepare Your Gastroenterology Practice to be Successful in the "New" Medical Environment

Steven Morris, MD, JD, FACP,
Chair and Co-founder of Galen

Advisors, LLC; CEO, Atlanta Gastroenterology Associates; GI Section Chief, Emory University Midtown Hospital, Assistant Clinical Professor of Medicine

5:00 pm - 6:00 pm

The current financial crisis and new health care legislation is bringing a generational change to the practice of medicine which may possibly be even more profound than that ushered in by the era of managed care. To succeed in this new environment it is imperative to understand the new rules of the "game"; the role of the government, private insurers, hospitals and physicians. Health care accounts for over \$2 trillion a year in expenditures and the question physicians will need to answer is how they can be empowered to take care of their patients and receive a fair piece of the overall "pie". In this talk we will look at the overview of how medicine will look going forward, the changes physicians will face and the necessary tools to be certain they can not just survive but thrive in this environment.

Sponsored by The Florida
Gastroenterologic Society
and The Florida Medical
Association



**FMA ACCREDITATION
PROGRAM**
How Physicians Earn Quality CME

Questions? Contact FGS at (305) 687-1367

REGISTRATION FORM **FGS Practice Management Seminar**
September 24, 2010
Buena Vista Palace, Lake Buena Vista, FL

Yes, I will attend the Practice Management Seminar on Friday, September 24, from 3:00 - 6:00 pm, held in conjunction with the FGS Annual Meeting.

- Office Manager
- Physician (private practice)
- Physician (academic)
- Fellow
- Other _____

Please mail or fax this form to: Florida Gastroenterologic Society,
PO Box 540363, Opa-Locka, FL 33054 Fax: (305) 687-2490

Please PRINT clearly for correct name badges and registration

Name

Address

Address

City/State/Zip

Daytime Phone

Email Address

To register for the FGS Annual Meeting, please use the form in the accompanying brochure or download a registration form at www.fl-gastrology.org.