



Thursday, May 4, 2017  
Spring Educational Conference

Details Just Released!  
Hear experts address YOUR top challenges!  
RSVP Now!  
Program Next Week!

# TOP 5 CHALLENGES *facing* PHYSICIANS & MEDICAL PRACTICES As identified by our members...

Join us on May 4th for informative sessions to assist you and your practice to address the Top 5 Challenges!

11:30 am Registration & Visitation with Conference Exhibitors & Sponsors

12:15 pm - 1:00 pm Lunch with Conference Exhibitors & Sponsors

1:00 pm - 2:10 pm Opening Remarks & General Session

## #1 Challenge: Payors Dictating Healthcare

How did we get here & where are we going? National Policy Perspective

Kathleen Zwarick, PhD, CAE, Executive Vice President, Public Policy & Advocacy; Susan Crews, CPC, ACS-UR, PCS, Reimbursement Policy Manager; Joel Dunay, MS, Senior Manager, Practice Management  
American Urological Association

2:20 pm - 3:20 pm Breakout Sessions

## #2 Challenge: GETTING PAID

Why & How Has it Gotten So Complicated?

Kate Gilman, CPC, Operations Executive  
Julia Konovalov, Client Relations Executive  
Medical Business Partners, LLC

## #3 Challenge: MANAGING PRACTICE FINANCES

How Can We Collect Every Dollar & Save a Penny or Two?

Jessica Folmar, Performance Consultant  
PRIVIA Health

3:20 pm - 3:50 pm Refreshment Break & Networking with Colleagues

3:50 pm - 5:00 pm Breakout Sessions & Closing Remarks

## #4 Challenge: COMPLIANCE WITH INCREASING REGULATIONS

How Do You Stay Out of Jail or Avoid Big Fines?

Cary Gates, OHCC, Sr. Training & Compliance Advisor  
Kem Tolliver, BS, CMPE, CPC, CMOM, President  
Medical Revenue Cycle Specialists, LLC

## #5 Challenge: RECRUITING, TRAINING, MANAGING & RETAINING STAFF & PHYSICIANS

How Do You Attract and Keep the Super Stars?

Joe Beale, Beale Personnel  
Edith Alger & Clete Clark, COA  
Washington Eye Physicians

5:00 pm - 7:00 pm RESOURCES EXPO & NETWORKING RECEPTION

**\$59 Member Rate; \$99 Potential Member Rate** (Fee includes lunch, break, materials, parking & resources expo)

Bethesda Marriott - 5151 Pooks Hill Road

Registration Form (Please complete one form for each person and fax to 301.921.4368.)

Name: \_\_\_\_\_ Practice: \_\_\_\_\_

Email: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Credit Card: VISA MC Amex Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

**RESERVE YOUR SPACE TODAY!**