AAOE 2020 Annual Conference
Preliminary Program

All Aboard!
JOIN US IN SAN DIEGO

USS Midway Event
Networking Sessions
Pre-Conference Workshops
Keynote Speakers
2020 CHARITY
Introducing Children of Fallen Patriots
Sessions
Hotel and Registration

Register now! aaoe.net/2020annualconference
Navigate the most recent changes in healthcare

At the AAOE 2020 Annual Conference, create connections through community and data to help you discover what you need to make key strategic decisions in your practice. Choose from a variety of data-driven sessions to gain advanced insights into the operational factors that lead to improved quality of care and patient experiences. Join the morning meet-ups at the Hive to collect the wisdom and advice of your peers.

All hands on deck for education

Learn how to employ new practice management techniques, execute new ideas and strategies, and generate management policies to promote efficient business practices. The knowledge and insight gained during the Annual Conference will continue long after you return home and allow you to forge ahead in your practice.

Don’t anchor your practice in the past

Implement cutting-edge solutions and the latest technologies in your practice while comparing new products and services. Whether you are attending a session on up-and-coming technology, talking over new ideas with fellow attendees, or discovering a product or service from the Exhibit Hall, the AAOE 2020 Annual Conference will help you innovate and keep your practice in shipshape.

Register Now! aaoe.net/2020annualconference

Embark on a special event aboard the deck of the USS Midway! The USS Midway Museum is a historical naval aircraft carrier museum just around the corner from the conference hotel. The aircraft carrier, now museum, was once the largest ship in the world. The museum consists of the aircraft carrier and houses an extensive collection of aircraft artifacts, many of which were built in Southern California. Now, it sits in the San Diego Harbor and offers a one-of-a-kind experience for those lucky enough to visit. Look forward to a night of:

• Live entertainment
• Flight simulators
• Open craft beer, wine, and soda bar
• Aboard! - an unforgettable experience during the AAOE 2020 Annual Conference.
• Separate RSVP required!

Party sponsored by
PheonixOrtho

Recovery Kits sponsored by
Blue Ridge X-Ray

USS Midway Museum

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**FRIDAY, MAY 1, 2020**
- **Arrival and Welcome**
  5:00 p.m. - 8:00 p.m. Registration Open
  Arriving early? Don’t be left adrift! Meet up with other early arrivals at the Marina Kitchen Bar at the hotel

**SATURDAY, MAY 2, 2020**
- **Arrival and Welcome**
  7:00 a.m. - 6:30 p.m. Registration Open
  7:30 a.m. - 8:00 a.m. Continental Breakfast
  8:00 a.m. - 10:15 a.m. Speed Meetings (separate registration required)
  8:00 a.m. - 10:30 a.m. Pre-Conference Workshops (separate registration required)
  10:45 a.m. - 12:00 p.m. User Group Lunch ’n’ Learns (by invitation)
  12:15 p.m. - 1:15 p.m. Concurrent Educational Sessions
  1:30 p.m. - 2:15 p.m. Networking by Practice Size
  4:00 p.m. - 4:30 p.m. Hive Welcome Event for Newbies
  4:00 p.m. - 6:00 p.m. Opening Reception in Exhibit Hall

**SUNDAY, MAY 3, 2020**
- **Sports Day**
  7:00 a.m. - 6:00 p.m. Registration Open
  7:00 a.m. - 8:30 a.m. Continental Breakfast + Optional Networking Time
  8:00 a.m. - 8:45 a.m. Concurrent Educational Sessions
  9:45 a.m. - 10:30 a.m. Networking in Exhibit Hall
  10:45 a.m. - 11:45 a.m. IGNITE + Awards + Charity Presentation
  12:00 p.m. - 1:00 p.m. Lunch in Exhibit Hall
  1:30 p.m. - 2:30 p.m. Concurrent Educational Sessions
  2:45 p.m. - 4:00 p.m. Networking by Practice Size
  4:15 p.m. - 5:15 p.m. Concurrent Educational Sessions
  5:30 p.m. - 6:30 p.m. State Receptions (by invitation)

**MONDAY, MAY 4, 2020**
- **Charity Day**
  Charity Day - Children of Fallen Patriots
  - Be sure to choose your charity t-shirt during registration to donate $25 to this year’s charity! Pick-up will be available onsite.
  7:30 a.m. - 8:30 a.m. Continental Breakfast
  7:30 a.m. - 5:45 p.m. Registration Open
  8:00 a.m. - 8:30 a.m. Hive Meet Up Event
  8:30 a.m. - 9:30 a.m. Concurrent Educational Sessions
  9:30 a.m. - 2:00 p.m. Exhibit Hall Open
  9:45 a.m. - 10:30 a.m. Networking in Exhibit Hall
  10:45 a.m. - 11:45 a.m. IGNITE + Awards + Charity Presentation
  12:00 p.m. - 1:30 p.m. Networking in Exhibit Hall
  12:15 p.m. - 1:15 p.m. Lunch in Exhibit Hall
  1:45 p.m. - 2:45 p.m. Concurrent Educational Sessions
  3:00 p.m. - 4:00 p.m. Concurrent Educational Sessions
  3:30 p.m. - onward Potential game night and dinner with friends (old and new)! Watch for more details!

**TUESDAY, MAY 5, 2020**
- **Chaity Day**
  7:30 a.m. - 10:30 a.m. Registration Open
  8:00 a.m. - 8:15 a.m. Continental Breakfast
  8:15 a.m. - 9:45 a.m. Concurrent Educational Sessions
  10:00 a.m. - 11:15 a.m. Closing Keynote - Pegine Echevarria and Prizes
  12:00 p.m. - whenever Enjoy San Diego!

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**Your Orthopaedic Needs Are Different.**

Would you use a stethoscope to diagnose a broken bone? Why would you use a primary care-based EHR to chart your orthopaedic patient encounters?

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**Schedule | AT A GLANCE**

**EXPLORE San Diego!**

Justify your attendance!

Our 2020 Attendance Justification Toolkit is available and ready to use. Everything you need to justify the cost of conference. Visit aaoe.net/2020justification

**AAOE_Phoenix Ortho prelim ad 2020.indd   1**

Would you use a stethoscope to diagnose a broken bone?

Why would you use a primary care-based EHR to chart your orthopaedic patient encounters?
Join the Crew! Special Invitation for First-Time Attendees and New AAOE Members

We know it can be overwhelming to attend a conference where you don’t know anyone. That’s why special programs have been created for first-time attendees and new members, collectively (and warmly) referred to as Newbies. We can help eliminate the unknown.

While onsite at the conference, newbies are invited to spend time at The Hive, making it a type of home base to meet new friends or just get away from the crowd. Volunteer Ambassadors serve as hosts in this lounge-like area to answer questions you have about the conference or about AAOE. Whether you’re new or you’ve attended conference for many years, everyone is welcome at The Hive!

To help you make the most of your Annual Conference experience, we’ve designed a couple events specifically to help Newbies make connections. Stop in The Hive before going into the Exhibit Hall on Saturday for the Opening Reception. That gives you a chance to get acquainted and head into the reception with buddies. And then Sunday morning we’ll meet up for networking time during the Ambassador Breakfast.

Networking Opportunities

The AAOE 2020 Annual Conference is THE place for orthopedic practice management professionals to connect with one another. While networking happens throughout the conference, AAOE provides planned special events to facilitate peer connections.

Back by popular demand! Networking by Practice Size

Networking by practice size will be offered again this year to help you make important connections with professionals from similarly sized practices.

HOT TOPICS! Networking by Topic

We’re excited to announce a new hot topic selection process taking place prior to the conference. Be on the lookout for communications from AAOE about selecting the topics to be discussed at the 2020 networking sessions. You choose the topics you want to learn more about and we find facilitators in the know who can guide the conversation and offer advice.

Hidden Treasures Awaits!

Education designed for orthopedic practice professionals of all experience levels and roles!

Whether you’re an administrator wearing multiple hats, or focus on one or two specific areas, there are sessions tailored to your educational needs! Attend sessions in these 11 topic areas:

- Business Development
- Compliance
- Customer Service
- Data Analytics
- Finance
- Human Resources
- IT
- Leadership
- Marketing and Communication
- Operations
- Value-Based Care

Session tracks help identify the type of content to be presented.

Nuts and Bolts: Provide the tools and resources to perform the day-to-day operations required for your job—“the nuts and bolts” you need to succeed. After attending these sessions, you will be able to apply the information learned immediately.

Strategic: Designed for practice executives planning growth and positioning, or who are looking to address an issue within their practice. Learn what is needed to create a strategic plan to move your practice forward in the coming year. After attending these sessions, you will have the knowledge and tools to go back to your office and develop a strategy specific to your practice’s needs.

On the Horizon: Prepare for new initiatives that are coming. These “hot topic” trends may be frequently talked about, but only a few practices have begun implementing them. Learn about these emerging trends and how to prepare from practices who have already started. Make sure you are ready for these changes and learn how they will affect your practice.

Arriving before the conference and don’t know anyone else attending? The Marina Kitchen Bar, located inside of the Marriott Marquis San Diego Marina, is an AAOE hotel meet up spot! Look for registration badges and vendors from the Annual Conference and get the conversations started!
Attend an optional pre-conference workshop for a hands-on, deep dive learning opportunity. Arrive Friday and awake refreshed on Saturday morning for one of two workshops taking place 8:00 a.m. – 10:30 a.m. Pre-conference workshops are $125 to add on.

Pre-Conference Workshop: Lights, Smartphones, Action! A Hands-On Video Workshop

Since Steven Spielberg isn’t going to intern at your practice, YOU need to figure out how to make videos for social media, marketing, and communications. This hands-on workshop teaches you dozens of easy, budget-friendly tech tools to make professional-level videos on the cheap and on the fly. We’ll cover everything you need to up your video game, from GIFs to video postcards to conversion tools so your creations can be shared on a number of platforms. In this session, you won’t just be taking notes! You’ll be taking pictures... and transforming them into video content within minutes.

About the Speaker

Meet your new Nerdy Best Friend… Beth Ziesenis: author, speaker, nerd. Although the only real trophy she ever won was for making perfect french fries at McDonald’s in high school, Ziesenis has been featured on best speaker lists by Meetings & Conventions magazine and MeetingsNet. Since her first Commodore 64 computer, Ziesenis has made a verb out of the word nerd. She helps computer users all over the country filter through thousands of apps, gadgets, widgets, and doodads to find the perfect free and bargain technology tools for business and personal use through presentations and her books.

Pre-Conference Workshop: Creating Empowered and Successful Physician and Administrator Teams

Although physicians and administrators of orthopedic practices have been educated in two different tracks and often do interact during their education, they must, in order to be successful in this complex healthcare environment, become strong trusting partners, and fully coordinated in driving the groups mission, vision, and values. The presenters will highlight the differences between physicians and administration, identify more importantly what they share in common, and articulate the implementable methods used to bring them together in a successful leadership partnership.

About the Speakers

For 12 years Thomas Royer served as founding CEO and President of CHRISTUS Health, transitioning to the CEO-Emeritus role in March 2011. He led CHRISTUS, an international health system, through a remarkable period of growth, making it one of the 15 largest Catholic healthcare systems in the country. Prior to CHRISTUS, he served as an integral part of the Henry Ford Health System, the Johns Hopkins Medical Services Corporation, and the Genesee Medical Center. Royer is currently the CEO and Partner with Royer-Maddox- Herton Advisors. He has extensive experience in developing physician partnerships, focusing on providing measurable high quality patient care.

Rebecca Dean is the Practice Administrator Orthopedics of Tanana Valley Clinic Orthopedics and Sportsmedicine Fairbanks in Fairbanks, Alaska. Dean holds a Masters Degree in Business Administration and Fellow Status in the American College of Medical Practice Executives. She has more than 25 years of experience in healthcare management with a broad based proficiency in all aspects of practice operations, efficiency, governance, and leadership. Dean lectures on leadership, governance, business operations, strategic planning, risk management/compliance, contracting, and physician and physician assistant creative contracting at the national level.

“ I will participate in the vendor speed meetings each year it is offered because of the efficiency, the cost savings, and the ability to learn about new products quickly and in a one-on-one setting. If you have not participated, I would highly recommend giving this venue a try. Well worth your time and effort!”

—JIM KIDD,CMPE, CEO at Advanced Bone and Joint

Apply for Speed Meetings with Vendors for a quick exploration of products and services from top companies that could make YOUR business the best it can be. You will be scheduled with participating company representatives based on your purchasing needs but without obligation.

When: Saturday, May 2

Why Participate?

• Discounts: Speed meeting participants are eligible for significant conference registration discounts based on practice size! Apply when you register for conference! aaoe.net/2020annualconference

• Stress Free: One-on-one meetings are pre-arranged for you with relevant exhibitors based on your interests! Talk with representatives from companies who specialize in the business needs of orthopedic administrators and staff!
2020 | Keynote Speaker

JON GORDON, Bestselling Author

The Power of Positive Leadership

Based on his Wall Street Journal bestselling book The Power of Positive Leadership, Jon Gordon presents how and why positive leaders transform teams and organizations, and change the world. Positive leadership is not about fake positivity. It is the real stuff that makes great leaders great. The research is clear. Being a positive leader is not just a nice way to lead. It’s the way to lead if you want to build a great culture; unite your organization in the face of adversity, develop a connected and committed team, and achieve excellence and superior results. Discover the Proven Principles and Practices that Make Great Leaders Great. Jon Gordon’s bestselling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 17 books including multiple best-sellers: The Energy Bus, The Carpenter, Training Camp, You Win in the Locker Room First, The Power of Positive Leadership, and The Power of a Positive Team. Jon and his tips have been featured on The Today Show, CNN, CNBC, The Golf Channel, Fox and Friends, and in numerous magazines and newspapers.

PEGINE ECHEVARRIA, Leadership and Business Speaker

Be Powerful! Be You! Great Engaged Leaders Manifest Success

Innovation starts within. How do you use your uniqueness to influence, impact and inspire others? You have three responsibilities, your individual growth, your growth as a leader and your growth as an organizational representative. Learn how to influence, impact and inspire others during this informative, energetic, interactive program by Motivational Speaker Hall of Fame member Pegine. Known as a maverick leader, Pegine is pioneering, irreverent, and entrepreneurial. As a keynote speaker on leadership and business, she is motivational, inspirational, really funny, real, and relevant. Pegine is independent, confident, and perhaps a little eccentric. She is creative, innovative, and sharp-witted. A deep thinker, she thinks in both linear and nonlinear ways. People love being around her, she is a natural leader with an adventurous spirit. “Be powerful! Be You! Make a positive impact!” is Pegine’s call to action. She goes by her first name, Pegine. If first names are good enough for Oprah, Beyoncé and Shakira it is good enough for her.

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Children of Fallen Patriots

They gave their lives for our freedom. Help care for those they left behind.

Our mission is to provide college scholarships and educational counseling to military children who have lost a parent in the line of duty.

We are dedicated to serving the families of servicemembers from all branches of the armed forces who have died as a result of combat casualties, military training accidents, service-related illnesses, suicide, as well as other duty-related deaths as ruled by the Department of Veterans Affairs.

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Children of Fallen Patriots Foundation

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- Send to more places
  - Send estimates where your patients want them with secure SMS and email delivery.

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We strive to bring you new formats and hot topics for an engaging and memorable learning experience!

Lauren Pasqualone speaking at the Learning Lofts for the 2019 Annual Conference.

Justify your attendance!

Our 2020 Attendance Justification Toolkit is available and ready to use. Everything you need to justify the cost of conference. Visit aaoe.net/2020justification
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CareCredit is a health, wellness, and personal care credit card that gives patients an easy way to pay over time for:
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855-860-9002 • carecredit.com/oaoe

* Subject to credit approval. Minimum monthly payments required. See carecredit.com for details.
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For those of you that have considered attending the annual conference, but never have: **THIS IS THE YEAR!** Meet friends that will help you survive your day and attend educational sessions that will help you excel at your position. Have fun while networking and learning. And make life long friendships. I met Joseph at a conference and he is now my life long friend.

— KIM WISHON, MBA, FACMPE, CEO at Watauga Orthopaedics

“I agree. Meeting old friends, making new ones amidst an intense learning atmosphere sprinkled with a lot of fun and drinking. I met Kim at a conference and she is now my life long friend... and yearly photo-op mate!”

— JOSEPH MATHEWS, PT, DPT, Practice Administrator at Advanced Orthopaedics and Sports Medicine
IGNITE
This is a unique learning experience that’s equal parts education and entertainment! Held as a General Session on Monday, May 4, 10:45 a.m. – 11:45 a.m., IGNITE sessions are designed to spark new ideas and creativity. Speakers will present on a variety of topics in just five minutes, and their PowerPoint slides are timed to auto-advance to ensure they keep up!

No Wish Left Behind: Unbottling Your Inner Genie
Speaker: KERMIT SMITH, Certified Coach, Professional Speaker, Professional Coach, The Transformational Tour Guide
No, not those sweet treats, the M&M’s of positive and effective communication! You spell check and grammar check your emails - right? Even in text messages, you constantly search for the best words to deliver the message. But are you as careful with the phrases you say aloud and to yourself? What if the conversations we have with ourselves are the reason good things don’t happen? What if what you are saying is the culprit to negative feelings? Join Vernon Brown in this fun and light approach about using grammar to impact your mind and body, positively.

Leading Like A Toddler: What a Three-Year-Old Knows and Why We Should Take Note
Speaker: JARETT LANDMAN, MS, PA-C, MBA, Chief Operating Officer, Sports Medicine North
As a C-level executive and a parent of a toddler, the presenter is fascinated by how his child learns. Fully immersed in his environment, each day he engages his five senses for information gathering and discovery. As orthopedic executives and practice leaders, our days are also filled with learning opportunities. However, mired in our daily business operations, we often fail to listen to what our environment is telling us about the decisions we make and how we lead. This thoughtful and personal session will describe what a three-year-old is telling us about the decisions we make and how we lead. This presentation goes through the simple process for releasing your inner genie and making those wishes come true.

Game Changers
Take a break from industry-heavy content to focus on YOU! Game changers help you take a step back and shift your perspective as you work on your own needs as a leader. Led by top-notch speakers, you will walk away with the motivation and tools you need to take your practice and your career to the next level.

Building Your Team
Speaker: BILLIE MOORE, Olympic Coach and Hall of Fame Member
Learn how to build loyalty, day by day. How to recruit people instead of positions. Distinguish winners from losers. A tremendous amount of planning and preparation is needed to enable a team or athlete to excel. Find out how to define and set goals, get your point across, create a work ethic, and shape winning attitudes!

The Illusion of Transparency
Speaker: MICHAEL BEHR, MD, Medical Director, IntraHealth Group/OrthoAtlanta, KAREN SOLLAR, CMPE, Chief Executive Officer, Webster Orthopaedics
Transparency is a buzzword we hear everywhere. But what does it actually mean when we put it into practice? It plays a crucial role in our ability to communicate effectively, and it is built on a foundation of trust. During this session, the presenter will examine a phrase that is essential to understanding transparency but may not yet be familiar to you: “the illusion of transparency.”

Powered Productivity: Tech Tools You Need to Get Stuff Done
Speaker: BETH ZIESENS, CSP, Your Nerdy Best Friend
You love being a leader at work, but keeping on top of everything is exhausting! The right technology can give you back your time and your sanity… you just need a Nerdy Best Friend to share the perfect tools. Join Author Beth Z, Your Nerdy Best Friend, for a fast-moving, laugh-filled session chock full of technology tools and apps that you can start using immediately!
E D U C A T I O N A L  S E S S I O N S  B Y  T O P I C  A R E A

Business Development

**Croaking the Code for Organizational Growth**
*Speaker: AMY LAFFKO, MSPT, MBA, CPBA, Founder/Principal, Cairn Consulting Solutions*

The complexity of your organization is defined by the number of people. As your organization grows, so does the number of people and thus, the complexity. Do you wish you had a crystal ball to anticipate the challenges of growth so you could grow your business more effectively? Good news! Based on research of more than 650 businesses, you can predict these challenges! This session will allow you to identify critical issues in advance of growth and put you ahead of the growth curve.

**Metrics That Matter: Measuring and Managing Your Urgent Care Clinic**
*Speaker: NATE MOORE, CPA, MBA, FACHE, President, Moore Solutions Inc.; MONA REIMERS, MBA, FACHE, CPC, Ortho Northeast*

How do you evaluate the success of your urgent care clinic? What do you measure? How do you communicate these measurements? How do you look past the urgent care visit to future visits, procedures, and surgeries to capture all of the benefits flowing from the urgent care component of your practice? Join an interactive discussion to learn what works, what is not working, and how to improve your urgent care clinic both operationally and financially. Join a conversation about making urgent care practices more effective and take home ideas after your practice.

**Orthopedic Urgent Care Success Formula**
*Speaker: KIM WISHON, MBA, FACHE, Chief Executive Officer, Wasugua Orthopaedics LLC*

All orthopaedic groups have either established a walk-in/urgent care center or have the idea to jump into the market. The presenter will review the success and opportunities of orthopaedic urgent care including marketing, staffing, and how to manage patient expectations. As patients demand immediate and convenient access, this division of your practice will be the key to driving new patients and patient satisfaction.

Compliance

**Did you like MU, MIPS, and MACRA? Welcome to the 21st Century Cures Act! With fines up to $1 Million for NOT Sharing Patient Data**
*Speaker: MARION JENKINS, PHD, FHIMSS, Partner, OrthoCarolina*

Welcome to the 21st Century Cures Act, the latest effort by Washington to shape technology in healthcare. Passed in 2016, “The Cures Act” primarily addressed the pharmaceutical and medical device approval process. However, several key provisions designed to force EHR interoperability and prevent data blocking, which are buried deep in the details, have significant implications to orthopedic practices. The presenter will highlight the significant and real-world impact to practices.

**Successful Facilities and Partnerships in New Outpatient TJA Programs**
*Speakers: FRANK GILBERT, Principal, H.O.P.E Consulting; ROB MOSS, ERDMAN*

For orthopedic group leaders considering launching an outpatient total joint arthroplasty program, determining whether to build a new facility or use existing space, and whether either is feasible, requires deliberate consideration. Assessment of optimized location, space dimensions, support space, and options for overnight needs will guide you through making this decision. The presenter will then explore ownership and financing models and which types of organizations are best suited to each. Learn about joint venture options, potential partnerships, and services that may be contracted. Take away insights to make sound facility, ownership, and partnering choices when planning your outpatient TJA program.
Office Visit Changes for 2021

January 1, 2021. Required elements of documentation for these visits, as well as identify CMS to be implemented for 2021. The presenter will review the new documentation of office and outpatient visits from the AMA and There are expected changes in the requirements necessary for proper compliance topics that you need to consider in your organization to fines. During this presentation, the presenter will discuss the top 10 practices is Medicare's Targeted, Probe, and Educate Program focused on DME, Procedures, and Evaluation and Management Services. Each year thousands of practices are targeted by payors (MACs) and/or governmental investigators focused on recoupment. Using generic

Compliance can’t.

What’s in Your Wallet? HIPAA Enforcement Activity Affecting Physician Practices

Speakers: ROSALIND CORDIN, JD, MSN, RN, CHC, CHPC, Senior Vice President/Director of Coding & Compliance Services, Coker Group; PATRICIA ROGERS, Shareholder, Mclade & Taft

Although in effect since 2003, many physician practices have not fully or effectively implemented the many HIPAA privacy and security requirements. The Office of Civil Rights (OCR), HIPAA’s enforcement arm, has increased its oversight and resultant settlements related to this important regulatory area. The presenters will provide a review of recent settlements and walk you through the path of what not to do, but more importantly what to do to remain compliant.

Preparing for the Evaluation and Management Office Visit Changes for 2021

Speaker: LYNN ANDERANIN, CPC, CPC-I, CPMA, CPCM, COSC, Senior Coding Educator, Healthcare Information Services, LLC

There are expected changes in the requirements necessary for proper documentation of office and outpatient visits from the AMA and CMS to be implemented for 2021. The presenter will review the new required elements of documentation for these visits, as well as identify changes that will need to occur with current templates. You will leave this session with knowledge needed to implement the changes on January 1, 2021.

The 10 Hottest Compliance Topics You Should Be Looking at in Your Practice and How They Affect Your Operation

Speaker: ERIC CHRISTENSEN, MSCE, CCNA, CHCP, Director of Client Services, Healthcare Compliance Pros, Inc.

Regulatory compliance in healthcare is a complex, ever-changing industry. Regulatory change means constant vigilance is necessary to prevent serious vulnerabilities that will lead to costly penalties and fines. During this presentation, the presenter will discuss the top 10 compliance topics that you need to consider in your organization to assure adherence to requirements and government standards.

Customer Service

Delivering Exceptional Customer Service

Speaker: LOURIE ROBERTS, Chief Operating Officer, Olympia Orthopaedic Associates; BENJAMIN SHAH, MBA, FHFMA, CEO, Olympia Orthopaedic Associates

Many orthopedic groups are spending lots of time and money on the value proposition, but one area that is often overlooked in building a successful practice is customer service! Attend this session to learn from a group that has implemented a new philosophy based on the world’s leaders in service. You will learn practical and easy ways to approach internal and external customers to improve the patient experience. Walk away with in-session practice and materials to make this program your own.

Customer Service

Mastering the Art of Providing an Exceptional Patient Experience

Speaker: RYAN NESTRICK, ERDMAN

Consumers of healthcare are making more direct care decisions than ever before! And with value-based reimbursement tied to the perception of care, providers must respond with greater transparency and customer focus. Most physician groups and health systems underperform in the delivery of patient experience and provider engagement. Optimizing the patient experience results in better care, reduced costs, and increased loyalty. This session explores the hard facts about patient experience, why it matters, and how physician groups and orthopaedic specialists can get intentional about crafting exceptional patient experiences while enhancing provider engagement by looking through the lens of the healthcare consumer.

Patient Satisfaction: Using Data and Technology to Improve Accountability and Drive Meaningful Change

-speaker: ERIKA NOLL, OTR/L, CHC, Director of Clinical Services, Peachtree Orthopaedic Clinic; CHRIS GREEDHUN, PHD, Chief Integration Officer, AAOE, Tahoe Fracture & Orthopedic Medical Clinic, Inc.

Patient satisfaction – what does that mean to your practice? How can you utilize data from social media, patient comments, and formal surveys to drive meaningful change from the physician level to your front desk? Join us for an engaging discussion about patient expectations, customer service, and tools they have used to optimize the patient experience and drive growth at their practices.

Critical Practice Measures: How to Use Data to Motivate Your Providers

Speaker: RON CHORZEWSKI, PT, MBA, CEO, Concord Orthopaedics, PA

Dashboards are an integral tool for communicating to data to your providers and staff. Learn some creative and meaningful measures that can help motivate the right behaviors in your practice, maximizing productivity and efficiency. We all know that measuring leads to improvement. Learn what to measure and how to report it for the best possible results. The creation of this presentation was assisted through the valuable input of AAOE membership.

Getting the Most from AAOE Empower

Speaker: BRADLEY COFFEY, MA, Manager, Data Services & Government Affairs, AAOE, VICKI

Send satisfaction surveys. Collect patient reported outcomes. Submit quality data to CMS. Compare your practice data to other applications, and to share this knowledge of cutting-edge innovations with your practice.

Data Analytics

Artificial Intelligence and Data Analytics in Healthcare

Speaker: RANJAN SACHDEV, MD, MBA, CHC, Data Analytics and Artificial Intelligence in Orthopaedic Workflow, Sachdev Orthopaedics, LLC

Each week orthopedic practices hear of changes that will affect their workflow; medical healthcare industry incorporate artificial intelligence (AI). Natural language processing, chatbots, blockchain, and machine learning offer tremendous potential to make workflow simpler, faster, and more efficient. Data analytics is giving practices deeper insight into their business challenges, which will allow managers to make the right decisions for their practices. Attend this session to learn more about these technologies, discussing their current and future applications, and to share this knowledge of cutting-edge innovations with your practice.
Operations Management, Northwell Health;

**Speakers:**

- **MATT SEEFELD**, Executive VP, MedEvolve
- **ANDREA VITALICH**, Clinic Administrator, Pacific Rim Orthopaedic Surgeons, PLLC

In this presentation, a small orthopedic practice with limited resources and high staff turnover in the billing department will discuss how it went from using dozens of spreadsheets to manually track the practice’s performance (read: barely able to track anything, nor hold anyone accountable because we couldn’t trust any of the data) to using analytics to streamline and automate menial tasks and identify smarter ways to utilize full-time employees’ time. Learn how to effectively manage your revenue cycle with a small billing staff.

**Evaluative Questions:**

- How can analytics and automation help optimize your revenue cycle?
- What are some examples of menial tasks that can be automated through analytics?
- How can you ensure accountability among employees when using analytics to manage performance?

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**Use Analytics to Automate and Streamline Practice Management and Revenue Cycle**

**Speakers:**

- **MATT SEEFELD**, Executive VP, MedEvolve
- **ANDREA VITALICH**, Clinic Administrator, Pacific Rim Orthopaedic Surgeons, PLLC

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**Financial:**

**Benefit Planning 101: What You Must Know about Retirement Plans to Maximize Tax Benefits and Stay Out of Trouble**

**Speaker:**

- **DAVID MANDELL, JD, MBA**, Partner, G&J Group

Qualified retirement plans, such as pensions, profit-sharing plans, and 401(k)s, are powerful tools for present tax deductions and long-term wealth preservation. They can also be the source of liability for the practice if not implemented and monitored in the right way. In addition, non-qualified plans provide a terrific tax hedge right way. In addition, non-qualified plans provide a terrific tax hedge for practice owners and come with far fewer restrictions and no employee costs. The presenter will explain the pros/cons of qualified and non-qualified retirement plans and provide examples of each.

**Evaluative Questions:**

- What are the tax benefits of using qualified retirement plans?
- How do non-qualified plans provide tax hedging opportunities for practice owners?
- What are some key differences between qualified and non-qualified retirement plans?

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**Changing Your Group Practice Compensation Formula: Does it Have to be a Zero Sum Gain?**

**Speakers:**

- **MICHAEL MCCASLIN, CPA**, Principal, Somers CPA Group
- **ANDREA VITALICH**, Clinic Administrator, Pacific Rim Orthopaedic Surgeons, PLLC

The compensation plan for an orthopedic group practice is more than math. It must take into account the goals, objectives, strategies, and behaviors desired not just of the physicians but of the practice team as a whole. If the compensation plan is designed in this way, the opportunity to change the plan is not about taking compensation from some physicians and giving to other physicians but is about driving behavior to enable a rising tide to lift all boats in the practice and enable the practice to achieve financial and cultural success.

**Evaluative Questions:**

- How does the compensation plan impact physician behaviors and practice culture?
- What are the implications of a compensation plan that is designed to achieve the practice’s overall goals?
- How can the compensation plan be redesigned to promote collaboration and team success?
The hiring process can be a legal minefield. This class gives you the answers to your most pressing employee engagement questions, with time reserved at the end for Q&A, so come ready to learn and for creating a strong company culture that engages employees. There talking about and demonstrating every day for your staff. A panel of levels within your practice must live and breathe your culture each day. This isn’t just about your mission statement – it’s what you’re talking about and demonstrating every day for your staff. A panel of AACE members will share their experiences, best practices, and tools for creating a strong company culture that engages employees. There will be time reserved at the end for Q&A, so come ready to learn and get answers to your most pressing employee engagement questions, directly from your peers who understand what you’re going through!

**Physician Recruitment Panel**

**Speaker:** MICHAEL BEHR, IntraHealth Group/ OrthoAtlanta; TERRANCE ROSENTHAL, Orthopedic Partners

Whether you’re new to physician recruitment or have been doing it for years, there are a multitude of factors to consider. Do you hire a recruiter or take it on in-house? How many interviews should you conduct before offering an interview? On top of that, there are a number of barriers to consider, including the cost of recruitment, the size of your practice, and more – both questions new methods needed for recruiting the younger generation of physicians. Attend this session to learn from a practice administrator and medical director who will share their experience, advice, and lessons learned!

**Information Technology**

**Speaker:** SCOTT LESNICK, CSP, Professional Speaker/Author, Successful Business Solutions, LLC

Retention rates are higher for both men (22% more) and mentors (20% more) than for employees who do not participate in a mentoring program. We need to do a better job of mentoring in healthcare. Our competitors are, and they may land and retain the same talented individuals you seek to grow your orthopedic business. Learn how to implement a successful mentoring program, including the nine steps needed to start this type of program, why mentoring programs fail and why they work, and what to look for when connecting mentor and mentee.

**Engaging Your Patients through Telecommunication and Telemedicine: The Future is NOW**

**Speaker:** MICHAEL GREIWE, MD, CEO and Founder, OrthoLive

App and web-based telecommunication is engaging patients in today’s society, but how can your patients be able to request visits online? Can your providers be seen via telemedicine? Is your call center allowing for providers be seen via telemedicine? Is your call center allowing for providers to communicate increases productivity, allows for a more provider-to-provider communication increases productivity, allows for a more efficient workplace, and improves morale amongst physicians and employees. Patient and provider communication technology can either improve or impede your practice’s workflow. Don’t let new technology lead to frustration. Find out firsthand how new communication technology can improve your practice’s ability to compete in today’s changing healthcare world.

**Navigating the Future of Healthcare Information Technology**

**Speaker:** MARION JENKINS, PHD, FHIMSS, Partner, OrthoCarolina

After 10+ years of ARRA/HITECH, what does the future of healthcare information technology look like in the next decade? With buzzwords like cloud, big data, artificial intelligence (AI), and machine learning, what will healthcare technology ever live up to its promise? How do we evaluate and strengthen the best of what we have, while planning for the future? What tools and processes are necessary and available to practice executives to enable technology to become a strategic differentiator, rather than a time and money-consuming burden? The presenter will provide tools and processes to help you navigate your otherwise ‘cloudy’ technology future.

**Health IT Policy: What You Should Know**

**Speaker:** TERRI RIPLEY, MIT, CPHIMSS, FHIMSS, CHCIO-eligible, Chief Information Officer, OrthoVirginia

This session outlines current Health IT Policy that relates to orthopedic practices and does a deep dive in areas such as cybersecurity and interoperability. As the world becomes increasingly more inter-connected, health IT policy continues to promote the interoperability of healthcare data, and everyone shares the responsibility of securing patient data.

**HIPAA and Dolo Security 101: Is Your Data Secure?**

**Speaker:** BRIAN BEWLEY, President, Status; JERED BRENT, CEO, Director of Technical Services, Status.

This session will discuss the HIPAA Privacy Rule, and how securing Protected Health Information (PHI) extends beyond insuring that your EHR and/or Practice Management Systems are HIPAA-compliant. Topics include securing your office network, WiFi printers, external storage devices, employee retirement, password requirements, system backups, and more!

**Emotional Mastery: How to Leverage Yourself and Others for Lasting Change**

**Speaker:** KERMIT SMITH, Certified Coach, Professional Speaker, Professional Coach, The Transformational Tour Guide

One of the top issues that prevents consistent growth is failure to understand the step-by-step process for creating lasting change. In this presentation you’ll learn how to use five simple steps to quickly and effectively disrupt old, negative patterns, create new empowering ones, and master your emotions instead of letting them master you.

**Leadership**

**Speaker:** ED KROWN, SPHR, CCP, SHRM-SCP, CHCM, Ed Krown, LLC

What is the quickest way to evaluate how well you are leading your team? How do you lead the toughest person in the room? Good leadership always makes a difference. It can turn organizations around in a limited amount of time, we are only going to scratch the surface of these concepts, but there will be tangible takeaways to raise your leadership today.
Leadership Traits to Live By

Speaker: SHANE MELENBACKER, Macnisky Clinic Orthopaedics

Trust is the essence of true leadership and since the early ‘50s the Navy Corp has taught 14 leadership traits to influence Marines to become leaders and earn the trust of their teams. Those same traits that men and women have died for on the battlefield are just as useful to live by in our offices and lives. In this session, the presenter will combine his experience as a Recon Marine and healthcare administrator when presenting the 14 leadership traits and how they can be used to build the trust every leader desires for his or her team.

Physician Coaching: Why and How

Speaker: JEFFREY SMITH, MD, FACS, CPC, Orthopaedic Traumatologist, SurgeonMasters, Orthopaedic Trauma and Fracture Specialists

At all levels of the healthcare system we are expanding our awareness of the impact of burnout on the delivery of care, as well as on the healthcare professionals that are critical to delivering that care. Physician coaching, when appropriately defined, shows considerable promise as a method to create positive change in our team environment and practice, our organizational culture, and our own wellness. The presenter will address the why and how of physician coaching.

Practice in the Positive — Pays

Speakers: VERNON BROWN, CEO, What’s Your Happi; RYAN SMITH, MBA, ACHC, Vice President/COO, Capital Orthopaedics; ARUN MOHAN, Pirate Health

Being a leader in healthcare is a challenge and wrought with negativity at times: lack of resources, lower reimbursements, “full plate syndrome.” How much time as a leader, at home and at work, do you spend being productive and expand your leadership resiliency and set yourself up for success. Like? While there is certainly no “one size fits all” approach, focusing on certain behaviors will improve your chance of success.

Resilience in Leadership

Speaker: OLIVIA WOLK, CPC, Administrator, Alaska Hand Elbow Shoulder Surgical Specialists

Leadership in healthcare is not for the faint of heart. Resilience is a necessary leadership quality and often one that is attained through the challenges of hardship. Attend this session to learn new ways to expand your leadership resiliency and set yourself up for success.

What Sets Successful Leaders Apart

Speaker: JOHN POOL, President, MD, MBA, MPH, MBA, MPP, FACHE, CMPE, CEO, Vail Summit Orthopaedics

We all know stories of legendary leaders who seemed destined for or simply born to success. But most successful leaders are not born, they are made. People who aspire to be successful leaders have to seize the opportunity and seek ways to manage their career choices and craft their experiences and behaviors. But what does that path look like? While there is certainly no ‘one size fits all’ approach, focusing on certain behaviors will improve your chance of success.

Competing in a Digital World: Online Self-Scheduling as a Part of Digital Transformation

Speakers: MIRANDA MADAR, BA, Chief Marketing Officer, Resurgens Orthopaedics; ARUN MOHAN, Pirate Health

Driven by the need for better customer experience, healthcare is undergoing a major digital transformation. In this session, the presenters discuss the experience of Resurgens Orthopaedics, a large regional group with over 150 providers, to offer digital tools for patient self-scheduling. By listening to patients and providers and applying cutting-edge marketing techniques, the organization was able to implement and optimize online access.

Marketing Artificial Intelligence (AI) Enables Any Practice to Compete and Win in Any Market

Marketing artificial intelligence (AI) is enabling any sized orthopedic practice to compete and win. Attracting the more profitable market share of patients into your practice for each physician is possible and can be automated. Marketing AI tools now learn from your practice, then target the profitable market share in your area of service with reputation, ads, and search marketing power. These automated and self-learning systems attract potential new patients and give you control over the growth. How prepared is your practice begin using marketing artificial intelligence systems? See how other practices are doing with these technologies today.

Marketing and Communication

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Speak Like a Boss!

Speaker: SASHA SIMMONS, Professional Speaker, NSA Member, Speaker & Empowerment Activist, SpeakLife, LLC

Are you ready to attain speaking skills to take your life and career to the next level? Do you find yourself secretly admiring people who already have a well-established platform? Do you know that there is not one-size-fits-all in this market, professionals must acquire specific skills in order to secure opportunities and create new ones. This public speaking seminar is sure to change the trajectory of your career.

How to Increase Referrals from Your Past Patients for FREE? Digital Marketing in 2020

Speaker: WILLIAM KURZT, M.D., Orthopedic Surgeon / Founder, Reviews from Friends / Tennessee Orthopedic Alliance

Only 10% of patients who are eligible for a knee replacement each year proceed with the surgery. The other 90% are too scared or uninformed to sign up for surgery. Patients scour the internet for reputable answers to their questions, but review sites just confuse the situation. Every provider looks the same with most reviews being either extremely positive or extremely negative. The best adjustment of answers is your happy past patients. By allowing your new patients to chat with your past patients, new patients overcome their fear, schedule clinic appointments, and sign up for surgery faster.

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Leadership, Collaboration, Quality, and Performance Excellence = Value Based Care and Program Growth

**Speaker:** KRISTA CHRISTENSEN, MBA, CPC, CRA, Administrator, Orthopedic and Neurosciences Care Lines, Multicare Health System

Even if you aren’t ready or wanting to build a value-based care model, quality, service, and performance excellence are needed to be successful in today’s healthcare marketplace. Using lean and cross collaboration you bring teams together across large and small systems and delegator? Sharing his own experiences and past executive client experiences, happiness coach Vernon Brown will give attendees a new perspective on leadership, life, happiness, and success.

Selecting and Implementing a New EHR/EMR

**Speaker:** JENNIFER ALE-EBRAHIM, MHA, COO, Practice Administrator, OrthoArizona

Selecting and implementing a new EHR/EMR is a major undertaking (to say the least). With so many factors to consider, do you know which EHR/EMR is the best one for your practice? What questions should you be asking potential vendors, and what criteria should you be judging them against? And once you’ve finally found the right one, how do you make sure that you follow the best process for implementation? Even if you are not actively searching for a new EHR/EMR, you might someday, and this is the perfect opportunity to gain key insight into this massive process.

**Value-Based Care**

**Hot Topics in Government Affairs**

**Speaker:** BRADLEY COFFEY, MA, Manager, Data Services & Government Affairs, AAOS

Meet with AAOS’s public policy staff and learn about recent developments in public policy that affect your practice and how AAOS is representing you in Washington, DC. This is an opportunity to get your questions answered including: why does a certain California Congresswoman keep introducing legislation to end the invoice ancillary services exception to the Stark Law? Or, what new rules will CMS develop that will affect me, my practice, and my physicians? Hot topics to be discussed will be announced closer to the conference!

**Administrators, Case Managers, and Data Analytics: The Power of Leadership in Bundled Payment Success**

**Speakers:** MARY BETH FAUCHUEX, MSN, RN, CCM, Sensor Director Clinical Services, Signature Medical Group; ANDREW TESSIER, MBA, Director of Business Development, Signature Medical Group

Forward-thinking organizations are leading the transition to value-based care. Implementing this transition involves systematic changes in healthcare administration and delivery to improve the quality, efficiency, and effectiveness of patient care while reducing costs. This presentation will share a comprehensive suite of orthopedic episode management strategies we have developed and implemented at over 100 physician group practices across the country that have proven effective regardless of the specific provider, bundle, episode, or area of the country. We will expand on the strategies to succeed in bundled payments and provide results from implementing effective strategies including improved outcomes and reduced episode costs.

**OrthoVirginia’s Journey to becoming a Convenor: Past, Present, and Future**

**Speaker:** BARBIE HAYES, Chief Administrative Officer, OrthoVirginia

Considering becoming your own convenor? Come hear how OrthoVirginia (OV) made the leap and the process they went through to get there. OV will share their journey in the BPCI program, what made them decide to move to the next level with the advanced program, and what they are doing to be successful.

**Practical Strategies to Optimize Bundle Payment Initiatives: Taming Bundled Payment Expectations into Reality**

**Speaker:** ANANG CHOKSHI, PT, DPT, OCS, SCS, Chief Clinical Officer, Reflexion Health; KATHRYN DUNCAN, MSW, LCSW, Case Manager, BPCI Program, Raleigh Orthopaedic Clinic; DONNA GARVEY, Sports Medicine and Joint Replacement, JILL LAUER; CHRIS ZITO, Reflexion Health

Learn from successful organizations and practitioners on how to implement, operate, and successfully deliver value-based care to patients. This panel will bring together the country’s leading experts in the field of bundled care to discuss their best practices for negotiating physician driven commercial bundles, implementing CMS bundle programs, and setting up the case manager role for success. Value-based care is more prevalent due to the benefits to both the health system and practitioner while delivering high quality care to patients. This panel will bring together the experts who have successfully implemented and self-managed both commercial and CMS bundles.

**Unwrapping Medicare for All**

**Speaker:** BRADLEY COFFEY, MA, Manager, Data Services & Government Affairs, AAOS; JOEL JAMES, MA, Director, Public Relations and Government Affairs, Signature Medical Group

2020 is a big year in American politics. Voters will choose the President, House of Representatives, and one third of the United States Senate. If the 2018 elections are to be a guide, healthcare will play a major role in the 2020 contest with progressive Democrats pushing Medicare for All and conservative Republicans pushing repeal and replace of the Affordable Care Act. First will be Institut Medicare for All. Single-payer, Universal healthcare, and related proposals introduced in the 116th Congress and the implications of these policies for orthopedic practices.

**Operations can’t...**

**Speaker:** VERNON BROWN, CEO, Founder, What’s Your Happi?

There are so many distractions in life. How much time do you spend being present and communicating at your best while juggling deadlines, reports, and guidelines? And on top of all that, you still have to manage life! On a larger scale, your time management (or lack thereof) could be negatively influencing your employees and colleagues. How can you be a more effective leader, communicator, and delegator? Sharing his own experiences and past executive client experiences, happiness coach Vernon Brown will give attendees a new perspective on leadership, life, happiness, and success.

**Week to Do What You Love**

**Speaker:** Vern Brown, CEO, Founder, What’s Your Happi?

Week to Do What You Love: Give Me an Hour…How to Gain 10-15 Hours a Week to Do What You Love

Client experiences, happiness coach Vernon Brown will give attendees a new perspective on leadership, life, happiness, and success. Even if you aren’t ready or wanting to build a value-based care model, quality, service, and performance excellence are needed to be successful in today’s healthcare marketplace. Using lean and cross collaboration you bring teams together across large and small systems and delegator? Sharing his own experiences and past executive client experiences, happiness coach Vernon Brown will give attendees a new perspective on leadership, life, happiness, and success.
The Marriott Marquis San Diego Marina hotel overlooks a private marina and is close to area attractions, including Seaport Village, San Diego Convention Center, Petco Park, Balboa Park and the Zoo. Every room and suite has incredible views of downtown or the San Diego Bay. Recharge on the plush bedding and enjoy the cozy reading chairs, flat-screen TVs, ample desks, and Wi-Fi. Many rooms boast balconies, too. After a busy day at the conference, pamper yourself at the day spa, work out in the gym, or take a dip in one of two outdoor pools.

**Hotel & Registration**

Register Now to Get the Lowest Possible Rates!

**Marriott Marquis San Diego Marina**
333 West Harbor Drive
San Diego, California 92101

**ROOM RATE:**
$269 per night

**Standard Rate (Now - March 18):**
$599 Member / $1099 Nonmember / $799 Nonmember Physician

**Late/Onsite Rate (Starting March 19):**
$699 Member / $1199 Nonmember / $899 Nonmember Physician

*Not an AAOE member, but you’re eligible to join? You can apply for membership while you are registering for the conference. Paying for membership through 2020 and for conference registration at the same time will save you money!*