

AAOE 2020 Annual Conference
Preliminary Program

All Aboard!

JOIN US IN SAN DIEGO



USS Midway Event
PAGE 1
Networking Sessions
PAGE 4

Pre-Conference Workshops
PAGE 6
Keynote Speakers
PAGE 8

2020 CHARITY
Introducing Children
of Fallen Patriots
PAGE 10

Sessions
PAGE 16
Hotel and Registration
PAGE 32

Register now! aaoe.net/2020annualconference

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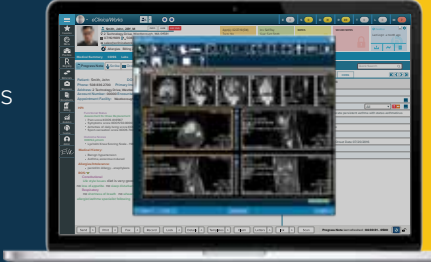



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All Aboard!

JOIN US IN SAN DIEGO MAY 2-5
 At the AAOE 2020 Annual Conference...

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:

- *Al fresco dining on the flight deck*
- *Open craft beer, wine, and soda bar*
- *Flight simulators*
- *Live entertainment*
- *And more!*

Don't miss out on an unforgettable experience during the AAOE 2020 Annual Conference. **Separate RSVP required!**

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Would you use a stethoscope to diagnose a broken bone?

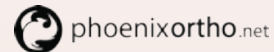
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Schedule | AT A GLANCE

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. Concurrent Educational Sessions
 2:30 p.m. - 3:45 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
 4:00 p.m. - 6:00 p.m. Exhibit Hall Open
 6:00 p.m. - 6:45 p.m. State Receptions *(by invitation)*

SUNDAY, MAY 3, 2020 • Sports Day

– Be sure to pack your favorite sports team jersey, hat, or t-shirt.

7:00 a.m. - 6:00 p.m. Registration Open
 7:30 a.m. - 8:30 a.m. Continental Breakfast + Optional Networking Time
 8:00 a.m. - 8:30 a.m. Hive Meet Up Event
 8:30 a.m. - 9:15 a.m. Concurrent Educational Sessions
 9:30 a.m. - 11:00 a.m. State of AAOE and Opening Keynote – Jon Gordon
 11:15 a.m. - 4:30 p.m. Exhibit Hall Open *[TBA Book Signing]*
 11:30 a.m. - 1:15 p.m. Networking in Exhibit Hall
 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. New Networking – Networking by Practice Size and Networking Hot Topics
 Concurrent Educational Sessions
 President and Volunteer Reception *(by invitation)*
 4:15 p.m. - 5:15 p.m. AAOE Celebration on the flight deck of the USS Midway
 5:15 p.m. - 6:00 p.m.
 6:30 p.m. - 8:30 p.m.

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 EXPLORE San Diego!

7:30 a.m. - 10:30 a.m. Registration Open
 7:30 a.m. - 8:15 a.m. Continental Breakfast
 8:00 a.m. - 8:15 a.m. Hive Meet Up
 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!

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



★ **Pro-Tip:**

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!

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 *await!*

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.



Unique learning formats shake things up and present content in memorable ways.



Deep Dive: Taking place on the final day of the conference, immediately preceding the Closing General Session, these 90-minute sessions will provide a deep dive on a hot industry topic.



Game Changers: Learn how to take your career and practice to the next level with sessions that let you take a break from industry-specific education to focus on you.



IGNITE: During these fast-paced “edu-tainment” sessions, speakers will have just five minutes to give their presentations while their Power Point slides auto advance, challenging them to keep up.



Learning Loft: A memorable educational experience that presents content in a unique way, displayed across multiple screens.



TED-Style Talks: Three speakers will present 15-minute sessions designed to inspire and motivate you!

See sessions listed by topic starting on page 16!

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 not 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 group's mission, vision, and values. The presenters will highlight the differences between physicians and administrators, identify more importantly what they share in common, and articulate the implementable methods used to bring them together in a successful leadership partnership.



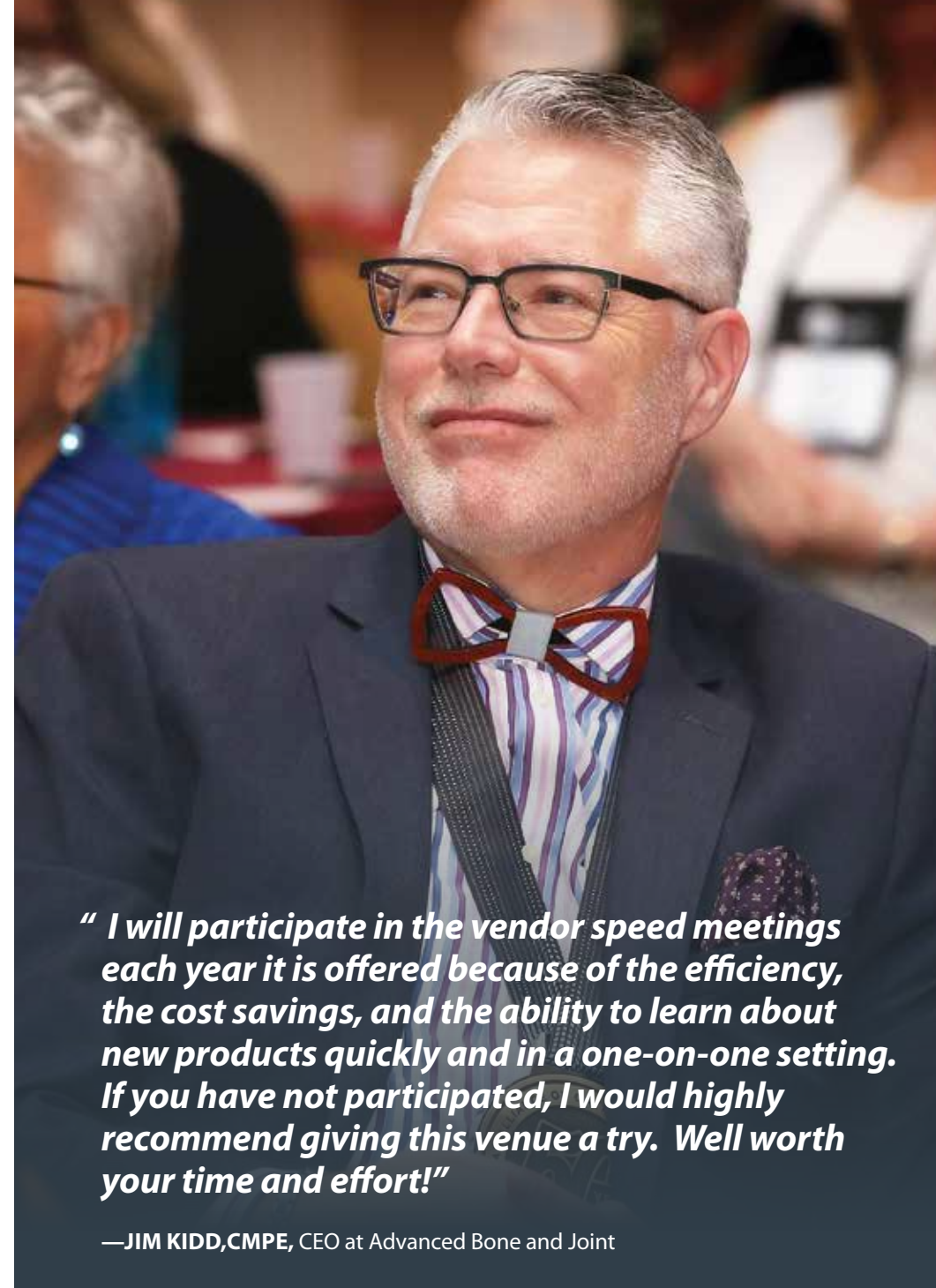
About the Speakers

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 10 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 Geisinger Medical Center. Royer is currently the CEO and Partner with Royer-Maddox- Herron 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

5 **Speed Meetings**
Only 5 spots remaining!

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! aaoc.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!



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2020 | *Keynote Speaker*

JON GORDON,
Bestselling Author

The Power of Positive Leadership

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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.

2020 | *Keynote Speaker*

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

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

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**Why should
someone
attend
conference?**

“ 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!



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 knows about leadership, and why we should all take note.



Emotional Intelligence: More than Fluff

Speaker: **AMY LAFKO, MSPT, MBA, CPBA**, Founder/Principal, Cairn Consulting Solution

Some people still see emotional intelligence (EQ) as fluff. EQ isn't soft and sugary. It is a significant factor in superior performance. No matter what your current level of EQ is, this IGNITE session is designed to inspire you to improve your EQ. Let's spark innovative ways to make those improvements and move to superior performance.



How the M&M's Can be Your Lifesavers

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

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.



No Wish Left Behind: Unbottling Your Inner Genie

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

Job satisfaction is directly tied to having certainty that the work we do is meaningful, significant, and has purpose. We often lose that feeling when we lose connection with the dreams, hopes, and aspirations that initially led us to pursue our careers. Reclaiming that empowering vision and integrating it into our outcomes can easily reignite our passion for both our professional and personal lives. This presentation goes through the simple process for releasing your inner genie and making those wishes come true.



The Illusion of Transparency

Speaker: **MICHAEL BEHR, MD**, Medical Director, IntraHealth Group/OrthoAtlanta; **KAREN SOLLAR, CMPE**, Chief Executive Officer, Webster Orthopedics

Transparency is a buzzword we hear everywhere today. 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."



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!



Powered Productivity: Tech Tools You Need to Get Stuff Done

Speaker: **BETH ZIESENIS, 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!



Run Your Own Race... Let the World Chase You

Speaker: **PATRICIA MURRAY**, Lieutenant Colonel, California Air National Guard

The title of this session was advice given to the presenter on the stage at the Miss America Pageant and it is advice that directs her to this day. Attend this session to find the strength and determination to succeed on your own terms, and turn any failure into an opportunity and to stop looking from side to side along the way. Circumstances play only a small role in our potential. It's the discipline to stay focused on goals and keep taking action while being true to yourself that ultimately brings the biggest and most satisfying wins.



The Benefits of Laughter: Stress Less

Speaker: **ROBERT MAC**, TV, Comedy Central Winner, Speaker / Comedian, Robert Mac Communications

Robert Mac (Last Comic Standing, Comedy Central, Dry Bar Comedy) will put a smile on your face as you learn how laughter evolved to become a natural stress reliever, as well as one of the many other benefits of laughing. Plus, you'll take home 31 stress reduction techniques, one for every hour of the day. (And day of the week, when you put them together.) Mental-health awareness meets award-winning comedy. Free stress-o-meter for all attendees!



TED-Style Talks

Get ready for an educational experience that truly stands apart from the rest! Held during the last educational session block on Monday, May 4, 3:00 p.m. – 4:00 p.m., TED-Style Talks feature three motivational talks taking place one after the other. As the conference begins to wind down, this inspirational learning format will leave you ready to implement your takeaways when you get back to the office!



Appealing to the Human Side of Healthcare

Speaker: **LAURRI WALLACE, PT, DPT, MHS, MBA, COO,** Georgia Spine and Orthopaedics

Learn how you can think outside of the box to inspire Millennial providers while serving the needs of the patient and the business.



Create Your Life: From the Projects to the Penthouse!

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

Regardless of circumstance, each of us has the power to design the life we want for ourselves! Listen in as Sasha Simmons shares her unlikely journey of how she used an encyclopedia set to take her from the projects of Duval County to the Penthouses of New York City!



Getting my Professional Life in Order: How I Used a Productivity Tool to Help my Practice Collaborate, Organize, Communicate, and Execute

Speaker: **DAVID KOBASA, MSPT,** Practice Manager, South Shore Orthopedics LLC

After returning to the office following AAOE's 2019 Annual Conference, the presenter incorporated a productivity tool into the practice which quickly helped the management team drive results through completing numerous projects in a more efficient and productive manner. Attend this TED-Style Talk to learn how to set up and use a project management tool to help your business achieve its desired results.

EDUCATIONAL SESSIONS BY TOPIC AREA

Business Development



Cracking the Code for Organizational Growth

Speaker: **AMY LAFKO, 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

Speakers: **NATE MOORE, CPA, MBA, FACMPE,** President, Moore Solutions Inc.; **MONA REIMERS, MBA, FACMPE, CPC,** Ortho Northeast

How do you evaluate the success of your urgent care clinic? What do you measure? How do you communicate those 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 idea after idea to your practice.



Orthopedic Urgent Care Success Formula

Speaker: **KIM WISHON, MBA, FACMPE,** Chief Executive Officer, Watauga Orthopaedics PLC

All orthopedic 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 orthopedic 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.



Successful Facilities and Partnerships in New Outpatient TJA Programs

Speakers: **FRANK GILBERT,** Principal, H.O.P3.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 spaces, 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.

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, their technology, and trading partners. There is no "carrot" to encourage compliance, only a "stick" to punish non-compliance, including reduction of reimbursements and fines of up to \$1 million. The presenter will highlight the significant and real-world impact to practices.



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LEARNING LOFT



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EDUCATIONAL SESSIONS BY TOPIC AREA

Compliance con't.

OIG and Orthopedic Audit Risks in 2020

Speaker: **SEAN WEISS, CHC, CEMA, CMCO, CPMA, CPC-P, CMPE, CPC**, Partner/Vice President & Chief Compliance Officer, DoctorsManagement

Each year thousands of practices are targeted by payors (MACs) and/or governmental investigators focused on recoupment. Using generic findings “Not Medically Necessary” or “Outside Coverage Guidelines” helps them level overpayment demands and leaves practices scrambling to appeal! The newest and biggest risk to orthopedic practices is Medicare’s Targeted, Probe, and Educate Program focused on DME, Procedures, and Evaluation and Management Services. Couple all of this with the OIG Annual Work Plan and DOJ Targeting of Practice for Fraud, Waste and Abuse and you can find yourself in the perfect storm. This session focuses on mitigating these risks!

Preparing for the Evaluation and Management Office Visit Changes for 2021

Speaker: **LYNN ANDERANIN, CPC, CPC-I, CPMA, CPPM, 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, MCSE, 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.

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

Speakers: **ROSALIND CORDINI, JD, MSN, RN, CHC, CHPC**, Senior Vice President/Director of Coding & Compliance Services, Coker Group; **PATRICIA ROGERS**, Shareholder, Mcafee & 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 their 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.

Customer Service

Delivering Exceptional Customer Service

Speakers: **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 con't.

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 orthopedic specialists can get intentional about crafting exceptional patient experiences while enhancing provider engagement by looking through the lens of the healthcare consumer.

For Every Action There is a Reaction: The Risk and Return of Patient Satisfaction

Speaker: **JEANA SINGLETON, JD**, Member, Brennan, Manna & Diamond, LLC; **SHEILA TONN-KNOFF, MHA, CMPE**, Principal, Tenamark

A well-known scientific theory: “For every action, there is a reaction.” Join us as we explore the value and pitfalls of patient opinion, how to create a customer-focused culture among your employees and providers, and the legal implications of failing to adopt a customer-focused culture.

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

Speakers: **ERIKA NOLL, OTR/L, CHT**, Director of Clinical Services, Peachtree Orthopaedic Clinic; **CHRIS GREENMAN, MBS/MHA**, 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 team? Join the presenters for an engaging conversation about patient expectations, customer service, and tools they have used to optimize the patient experience and drive growth at their practices.

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 as the healthcare industry incorporates artificial intelligence (AI). Natural language processing, chatbots, blockchain, and machine learning offer tremendous potential to make workflow simpler, faster, and more accurate. 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, including their current and future applications, and to share this knowledge of cutting-edge innovations with your practice.

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

Speaker: **RON CHORZEWSKI, PT, MBA**, CEO, Concord Orthopaedics, P.A.

Dashboards are an important tool for communicating 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

Speakers: **BRADLEY COFFEY, MA**, Manager, Data Services & Government Affairs, AAOE; **VICKI SPRAGUE, PHD**, Chief Integration Officer, AAOE

Send satisfaction surveys. Collect patient reported outcomes. Submit quality data to CMS. Compare your practice data to other orthopedic practices. You might recognize one or more of these as key components of AAOE Empower, but do you know how to make Empower work for your practice? During this session, AAOE staff will demonstrate how to use each of the components of Empower and how the components work together to maximize your ability to collect, manage, and use the data you need for increasing your market position, negotiating contracts, meeting regulatory requirements, and being successful in value-based healthcare.

EDUCATIONAL SESSIONS BY TOPIC AREA

Data Analytics con't.

Resource Utilization: Are Your Providers Productive Enough?

Speakers: **MICHAEL BROWN, MBA**, Senior Director Finance and Operations Management, Northwell Health; **JENNA GRUNDFAST, MBA**, Senior Director, Service Line, Northwell Health

To help support the growth of their practice, providers are allocated both facility and FTE resources. Based on the given resource, a productivity expectation is set, but is their volume truly optimized? The presenters will share practical methods for practice administrators and managers to identify volume and access opportunities by analyzing space and resource utilization. You will gain tools to define expectations of productivity based on resource, and learn how to identify volume gaps and opportunities within your own practice.

Must-See Session

Secrets from Top Performing Practices

Speakers: Administrators recognized as top performers based on the AAOE Benchmarking Results; Moderated by **VICKI SPRAGUE, PHD**, Chief Integration Officer, AAOE

Orthopedic practices continually seek to increase revenue, reduce overhead, and maximize physician compensation. Learn the secrets to achieving these goals from administrators of practices recognized as top performers based on the AAOE Benchmarking Results. Panelists will share how they were able to overcome challenges unique to their practices to achieve productivity, compensation, net collection, and overhead levels that led to success for their physicians, staff, and patients. They will also reveal secrets related to using benchmarking data as part of the strategy to overcome practice obstacles.

Using 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

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.

Finance

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, OJM Group

Qualified retirement plans, such as pensions, profit-sharing plans, and 401(k)s, are powerful tools for present tax deductions and long-term retirement wealth, if properly maximized. 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 and tax diversification 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.

Finance con't.

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

Speakers: **MICHAEL MCCASLIN, CPA**, Principal Somerset CPAs and Advisors Health Care Team, Somerset CPAs, PC; **KAREN SIMONTON**, OrthoVirginia

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, then changing 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.

Embracing Employee Financial Wellness: Eliminating the High Costs of Employee Financial Stress

Speaker: **KIMBERLY GREENMAN**, CEO and Founder, Financially Fit Employees

There are \$250 billion in lost employee wages to financial stress. What is your share of that staggering number? Attend and find out. Learn about the issues and costs associated with your employees' financial stress, how to identify your individual clinic losses and what you can do about it. You will also discover ways of managing employee financial stress that are both effective and surprisingly popular but ineffective. Highlights include how you can achieve up to a 78% increase in employee satisfaction, 70% increase in employee loyalty, 68% increase in employee engagement, and 57% increase in employee work productivity!

Private Equity in Orthopedics: Understanding the Emerging Trend

Speaker: **ANDY BLANKEMEYER, MHSA**, Chief Executive Officer, Beacon Orthopaedics & Sports Medicine

The presenter will discuss the emerging trend of private equity investment in the physician-owned orthopedic space. You will learn what is different now versus the '90s and lessons learned from other specialties (including dental, radiology, dermatology, and eye) who have been undergoing private equity investments for more than 10 years. Finally, you will understand potential opportunities available to physicians in private equity transactions to help remain independent in a hospital consolidated market.

Protect Your Practice! Deductibles are High and Cash is Short! Keep Safe from Fraud and Embezzlement!

Speakers: **MICHAEL BROHAWN, FACMPE**, Practice Administrator, Orthopaedics East & Sports Medicine, Inc.; **SUSAN CHILDS, FACMPE**, President/Founder, Evolution Healthcare Consulting

Be confident that every cent that enters and leaves your practice is appropriately confirmed, applied, and balanced by the appropriate staff members! Is it time to tighten controls and reduce the opportunity to embezzle? Learn how to analyze every level of care to identify "high risk" areas within your practice - and not just financial! Real life examples and experiences of embezzlement, inventory theft, and fraud will be shared. Distinguish improved financial policies, inventory controls, access issues, and daily "check and balance" procedures that can protect your practice.

Your Revenue Cycle Health and How to Improve It

Speaker: **PAOLA TURCHI, MSHCA, CHFP, CMPE, CPC**, Revenue Cycle Consultant, Allscripts

Historically, medical practices have been bogged down with addressing the day-to-day challenges of the organization, making it very difficult to strategically manage their revenue cycle. This session will show the audience how to conduct a workflow assessment highlighting popular inefficiencies and measure key performance indicators.

Human Resources

Hiring the Productive and Legal Way

Speaker: **WENDY CHRISTIE, NA**, Owner, Employer ESources.com

The hiring process can be a legal minefield. This class gives you the information to navigate the legal risks of hiring employees. Employers can unknowingly violate state and federal laws when asking questions, completing background checks, and offering employees a position. This material also gives employers guidance to avoid being sued.

EDUCATIONAL SESSIONS BY TOPIC AREA

Human Resources con't.

Beyond Your Mission Statement: Create a Company Culture that Engages and Retains Employees

Speakers: **JOANNA COONS, RN MSN, MSN**, Clinic Nurse Supervisor - Grays Woods, Geisinger Musculoskeletal Institute; **JOHN POLIKANDRIOTIS, PHD, MBA, MPH, PHD, MBA, MPH, FACHE, CMPE**, CEO, Vail Summit Orthopaedics; **TAMMIE SIMAO CMPE**, Orthopedic Partners

Employee engagement is all about company culture. Leaders at all 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 AAOE 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

Speakers: **MICHAEL BEHR**, IntraHealth Group/ OrthoAtlanta; **TERRANCE ROSENTHAL**, The Orthopaedic Clinic PC

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 giving an offer? On top of that, there are a number of barriers to consider, including the cost of recruitment, the size of your practice, and more – not to mention new methods needed for recruiting the younger generation of physicians. Attend this session to hear from a practice administrator and medical director who will share their experience, advice, and lessons learned!



The Multiple Benefits of Mentoring and Succession Planning in the Healthcare Workplace

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

Retention rates are higher for both mentees (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're seeking 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.

Just as important is having a succession plan in place to prepare for employees who leave unexpectedly (leaving for another opportunity, winning the lottery, suddenly moving or retiring, etc.). Learn how to identify internal employees as successors for key roles in your practice and take note of talent gaps to focus your recruiting efforts.

Information Technology



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. Are your patients able to request visits online? Can your providers be seen via telemedicine? Is your call center allowing for patient-to-provider messaging? HIPAA-compliant patient-to-provider messaging, telemedicine, and secure staff-to-staff and 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 impede or improve 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.

Information Technology con't.



Health IT Policy: What You Should Know

Speaker: **TERRI RIPLEY, MIT, CPHIMS, 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 Data Security 101: Is Your Data Secure?

Speakers: **BRIAN BEWLEY**, President, Stratusi; **JERED BRENT, CEH**, Director of Technical Services, Stratusi

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, equipment retirement, password requirements, system backups, and more!



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, will healthcare tech 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 an otherwise "cloudy" technology future.

Leadership



Advanced Leadership Program: Two Part Session

Speakers: **BRIAN DONNELLY, MBA, CMPE**, President & CEO, Momentum Solutions, LLC; **W. SCOTT ERICKSON, MBA, CMPE, CPC**, Owner, Coach, Facilitator, Health Care Management Concepts dba OPTIMUS

Leadership flows from the inside, out. As such, deepening self-awareness expands leadership capacity. Leaders able to discern cause from effect prior to addressing problems will gain clarity of action, make best use of resources, and engender the trust of those they lead. In part one of the workshop, you will explore the critical nature of inner work required for your leadership journey, including identifying obstacles to that journey.



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 Gold: How to be a Leader Worth Following

Speaker: **ED KROW, SPHR, CCP, SHRM-SCP, CHCM**, Ed Krow, 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 and positively impact the lives of thousands. Learning more about leadership will make a difference in you, and you will make a difference in the lives of others. 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.



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Leadership con't.

Leadership Traits to Live By

Speaker: **SHANE MELENBACKER**, Klasinski Clinic Orthopaedics

Trust is the essence of true leadership and since the early '50s the Marine 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**, MHA, ACHE, Vice President/COO, Capital Orthopaedics and Sports Medicine PC

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 positive, present, and at your best with where you are? With so much to manage, something has to be neglected, right? Most often it's the company culture, and that is causing a huge loss of money and time that you can't get back. Are you at your best as a leader or are you just expecting that of all of those around you?

Resilience in Leadership

Speaker: **OLIVIA WOLF, 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 resilience and set yourself up for success.

What Sets Successful Leaders Apart

Speaker: **JOHN POLIKANDRIOTIS, PHD, MBA, MPH, MBA, MPH, 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 set a path: 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.

Marketing and Communication

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**, Radix 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 and Communication

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

Speaker: **WILLIAM KURTZ, 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 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 source of answers is your happy past patients. By allowing your new patients to chat with your past patients, new patients overcome their fears, schedule clinic appointments, and sign up for surgery faster.

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

Speaker: **TYLER ALLEN**, CEO, CEO & Co-Founder, SocialClime

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 areas of service with reputation, ads, and search marketing power. These automated and self-learning systems attract new potential patients and give you control over the growth rate. How prepared is your practice is to begin using marketing artificial intelligence systems? See how other practices are doing with these technologies today.

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 always seem to have the right thing to say? In a highly competitive 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.

Operations

Productivity for Orthopedic Practices

Speakers: **NATE MOORE, CPA, MBA, FACMPE**, President, Moore Solutions Inc.; **MONA REIMERS, MBA, FACMPE, CPC**, Ortho Northeast

Join an interactive discussion with practices nationwide on measuring and managing productivity in a medical practice. Topics will be prioritized by attendees and could include physician productivity, patient access, front desk, billing office, wait times, and lag days. Do you share physician productivity by name with all providers? Where are the bottlenecks at your front desk? Is patient access getting better or worse? How can productivity changes influence your bottom line? Discover what leading practices are measuring, how those metrics are reported, and how to implement productivity changes in your practice.

Efficient, Effective Practice Flow: Learn How to Eliminate Logjams in Your Practice, Have Providers Running on Time, and Maximize Your Patient Volume

Speaker: **LARRY BROOKS, AIA**, President, Practice Flow Solutions

The orthopedic practice has many moving parts. All these parts need to work seamlessly to efficiently and effectively handle a patient visit and get the most out of the providers' and staff's time. Today the practice, doctors, and staff are being asked to do so much more for each visit, and it is getting much more difficult to maximize doctor/patient time. Learn the 4 S's – Provider Style, Staffing, Systems, and Space. Understand how to assess each, identify inefficiencies and lost time, and get them all working together to maximize your practice's patient care.

EDUCATIONAL SESSIONS BY TOPIC AREA

Operations con't.

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

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.

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 market. Using lean and cross collaboration you bring teams together across large and small systems to align goals, highlight metrics, and drive process improvement to grow programs and drive improvement.

Selecting and Implementing a New EHR/EMR

Speakers: **JENNIFER ALE-EBRAHIM, MHA, COO** Rockhill Orthopaedic Specialists'; **JANA FOOR, CMPE**, Practice Administrator, OrthoArizona

Selecting and implementing a new EHR/EMR is a major undertaking (to say the least). With so many factors to consider, how 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, AAOE

Meet with AAOE's public policy staff and learn about recent developments in public policy that affect your practice and how AAOE 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 in-office 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 FAUCHEUX, MSN, RN, CCM**, Senior 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.

Value-Based Care

OrthoVirginia's Journey to becoming a Convener: Past, Present, and Future

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

Considering becoming your own convener? 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: Turning Bundled Payment Expectations into Reality

Speakers: **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

Speakers: **BRADLEY COFFEY, MA**, Manager, Data Services & Government Affairs, AAOE; **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. This session will examine Medicare for All, Single-payer, Universal healthcare, and related proposals introduced in the 116th Congress and the implications of these policies for orthopedic practices.

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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!*

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