LEARN FROM LEADING EXPERTS

Thomas Lee, MD, MBA | Course Director
Kathie Kobler, PhD, PCNS-BC, CHPPN
Rizwana Fareeduddin, MD
Linda J. Deering-Dean RN, MSN
Annette Perez-Delboy MD, MBA
Leslie Protomastro RN, MBA
James Keller, MD, MHSA | Course Director
Andrei Rebarber, MD
Suwan Mehra, MD
Nathan S. Fox, MD
Frank Ciafone, MBA
Rita S. Willis RN, MPH

LEARNING OBJECTIVES

Upon completion of this activity, participants should be better able to:

1. Describe successful growth strategies for any model of an MFM practice.
2. Navigate contracting as payers transition toward value-based reimbursement.
3. Use advanced practice clinicians to allow for growth and efficiency in an MFM practice.
4. Learn to use basic monitoring tools to protect the online reputation of their practice.
5. Avoid errors by eliminating common mistakes made during coding.
The Practice Management Conference will be held at the Hyatt Regency Grand Cypress Hotel in Orlando, Florida. A block of rooms has been reserved for course attendees at a discounted, group rate of $199 per night. To enjoy this special rate, book online or call +1 (800) 233-1234. Please identify your affiliation with the Society for Maternal-Fetal Medicine’s Practice Management Conference when calling. The special room rate will be available until October 15, 2019, or until the group block is sold-out, whichever comes first.

HOTEL

For the first time, the SMFM Practice Management Conference will be presented in conjunction with the Coding Course for MFM. Attend one event or maximize your time away from home and attend both.

The first 1½ days (November 7-8) will be the Coding Course followed by the second 1½ days (November 8-9) with the Practice Management Conference. Combining the two meetings this year provides a tremendous opportunity for education within the area of MFM practice administration. Learn more about the Coding Course for MFM at SMFM.org/mfmcoding.

Travel once, enjoy two educational opportunities

Bring more than one person and save! SMFM is offering a group discount when both the physician and practice manager from the same organization attend. See the final page for details.
NOVEMBER 8

7:00 AM - 5:00 PM  Registration

12:00 - 6:00 PM  Exhibits

12:00 - 1:15 PM  Joint Coding & Practice Management Conference Lunch - AMA: Ask Me Anything..........................................Drs. Keller, Lee and Jain and Mr. Ciafone

1:30 - 2:45 PM  Welcome & Session 1

• Welcome..................................................Drs. Keller and Lee
• Consumerism: What it Means for Health Care.........................Dr. Keller
• Your Practice’s Mission Statement: An Operational Tool to Help Optimize the Patient Experience........................................................................Dr. Lee

2:45 - 3:15 PM  Break and Exhibits

3:15 - 5:30 PM  Session 2

• Starting a New Practice. Can I Do It?..................................Dr. Perez-Delboy
• Templates Not to be Messed With........................................Ms. Willis
• Protecting Online Reputation............................................Ms. Protomastro

5:30 - 6:30 PM  Networking Reception and Exhibits

NOVEMBER 9

7:00 AM - 12:00 PM  Registration

7:00 - 8:00 AM  Breakfast and Exhibits

8:00 - 10:15 AM  Session 3

• Introduction to Practice Management Communities...............Dr. Lee
• The Patient Experience..............................................Ms. Deering-Dean
• Caring for the Pregnancy Complicated by Fetal Issues: A Patient Experience Challenge..........................................Drs. Mehra and Kobler

10:15 - 10:45 AM  Break and Exhibits

10:45 - 11:30 AM  Session 4

• Administrators and Physician Leaders Working Together to Guide the Patient Experience......Ms. Protomastro and Drs. Fox and Rebarber

11:30 AM - 12:45 PM  Lunch

12:45 - 2:45 PM  Session 5 and Closing

• Financial Basics: A Mini MBA..................................................Dr. Fareedudden
• Putting It All Together: Lessons from an MFM Practice Consultant........Mr. Ciafone
• Q&A, Closing...........................................................................Drs. Keller and Lee
REGISTER EARLY FOR THE BEST PRICING

All course fees include continental breakfasts, lunch on Friday, coffee breaks, and access to course materials online. In order to maximize the interactive nature of the course, the number of participants is limited and registrations will be honored in the order in which they are received. Cancellations must be in writing and received in the Registrar's Office one week prior to the course. No refunds will be given after that time. A $75 administrative fee will be charged for cancellations. Questions? Contact Rachelle Fondaw at rfondaw@smfm.org.

Best Deal!

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SMFM is offering a group discount when both the physician and practice manager from the same organization attend. Email Rachelle Fondaw@smfm.org to get a 10% discount off both registrations.

To register by mail, return this form to:
SMFM Registrar | 409 12th Street SW | Suite 601 | Washington, DC 20024

First Name Last Name Degrees/Credentials
Address
Phone Email

Method of Payment (Circle One) Check Enclosed Visa Master Card AmEx

Signature

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR THIS COURSE. CONTACT JULIE MILLER AT JMILLER@SMFM.ORG FOR DETAILS.