



Society for
Maternal•Fetal
Medicine

OCTOBER 4-5, 2018 *Scottsdale*
Practice Management Conference

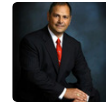


FACULTY



James Keller, MD | Course Director

VP Medical Management, Maternal Fetal Medicine
Advocate Health Care - Chicago, IL



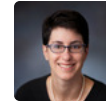
Mario Gonzales, MBA

VP for Managed Care at Mednax National
Medical Group - Ft. Lauderdale, FL



Andrei Rebarber, MD

Founding Member and President of MFM Associates
and Carnegie Imaging for Women - New York, NY



Barbra Fisher, MD, PhD

Maternal-Fetal Medicine Specialist
Northwest Perinatal Center - Portland, OR



Rizwana Fareed, MD

Medical Director and Division Director of MFM
North Florida Perinatal Associates - Gainesville, FL



Thomas Lee, MD

Managing Partner
Northwest Perinatal Center - Portland, OR



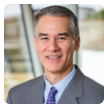
Sean Blackwell, MD

Professor & Chair, Dept of OBGYN & Reproductive
Sciences at University of Texas Health - Houston, TX



Fadi Bsat, MD

Chief of Maternal-Fetal Medicine
Baystate Medical Center - Springfield, MA



Brian Iriye, MD

Managing Partner
High Risk Pregnancy Center - Las Vegas, NV



Frank Ciafone, MBA

President and Managing Consultant
Affina Health - Phoenix, AZ



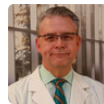
Vanita Jain, MD

Medical Director, High Risk Clinic & Perinatal Special
Care Unit, Christiana Hospital - Wilmington, DE



Benjamin Vaughn

Practice Manager at Tennessee Maternal
Fetal Medicine - Nashville, TN



Curtis Lowery, MD

Professor & Chair, OBGYN Department at Univ
of Arkansas for Medical Sciences - Little Rock, AK



Ingrid Vasiliu-Feltes, MD

VP Education, Quality and Safety
Mednax National Medical Group - Miami, FL

CME
DETAILS
COMING
SOON

LEARNING OBJECTIVES

- 1.) Describe successful growth strategies for all models of an MFM practice.
- 2.) Navigate contracting as payers transition toward value-based care.
- 3.) Utilize advanced practice clinicians to allow for growth and efficiency in an MFM practice.
- 4.) Introduce telemedicine into your MFM practice to increase growth and access.
- 5.) Avoid coding errors by avoiding common mistakes made in MFM coding.

DAY ONE: OCTOBER 4

7:00 - 8:00 AM	Continental Breakfast, Onsite Registration and Course Check-In	
8:00 AM	Welcome, Why is Growth Important.....	Dr. Keller
8:20 AM	Building Momentum Towards Private Practice Growth.....	Dr. Rebarber
9:00 AM	Surviving Growth as a Solo Practitioner.....	Dr. Fareed
9:30 AM	Break	
9:45 AM	Business Strategies for an Academic MFM Practice.....	Dr. Blackwell
10:30 AM	Successful Marketing of the MFM Practice.....	Dr. Iriye
11:15 AM	Panel Discussion: Growth	
12:00 PM	Lunch	
1:00 PM	Quality Metrics & Key Performance Indicators for MFM.....	Dr. Blackwell
1:45 PM	MFM Billing/Coding and EMR Optimization.....	Drs. Fisher and Lee
2:30 PM	Break	
2:45 PM	Value-Based Contracting: What you Need to Know to Succeed.....	Dr. Vasiliu-Feltes and Mario Gonzalez
4:00 PM	Panel Discussion: Value	
4:30 PM	Networking Reception with Faculty and Industry Supporters	

DAY TWO: OCTOBER 5

7:00 - 8:00 AM	Continental Breakfast Available	
8:00 AM	Advanced Practitioners Improve MFM Practice.....	Dr. Iriye
8:50 AM	Telemedicine to Promote Growth and Access.....	Dr. Lowery
9:50 AM	Top Coding Mistakes and Coding Tips.....	Drs. Bsot & Jain
10:50 AM	Recruiting, Retaining or Dismissing an Employee, Avoiding HR Pitfalls...	Benjamin Vaughn
12:00 PM	Course Concludes	

The same great
content previously
offered by AMFMM,
now brought to you
by SMFM.

EARLY BIRD
REGISTRATION
CLOSES AUGUST 31

Schedule At-a-Glance

BOOK EARLY TO SAVE

Reserve by September 12

Hotel Accommodations

The Practice Management Conference will take place at the Omni Scottsdale Resort and Spa at Montelucia (4949 East Lincoln Drive, Scottsdale, Arizona). Nestled at the base of the beautiful Camelback Mountain, the Omni has three pools, an award-winning spa, and six dining options onsite. Enjoy golf and shopping nearby. The hotel is just 15 minutes away from the Phoenix airport.



A block of rooms has been reserved at the special discounted rate of **\$249 per night**. Reservations can be made online at <http://bit.ly/PMConfAZ> or by calling the hotel directly at +1-888-627-3010. Please identify your affiliation with the Society for Maternal-Fetal Medicine when calling.

Register Online at [SMFM.org/MFMGrowth](https://smfm.org/MFMGrowth)

All course fees include continental breakfasts, lunch on October 4, coffee breaks, and access to course materials online. 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 the SMFM Registrar at tmobley@smfm.org.

	By Aug 31	Between Sept 1 - Sept 21	Onsite in Scottsdale
Physician Member	\$905	\$1,005	\$1,005
Practice Manager/Coder/Nurse Member	\$745	\$845	\$845
Non-Member	\$1,199	\$1,299	\$1,299

Best Deal

SMFM is offering a group discount when both the physician and practice manager from the same practice/organization attend. Email Terri Mobley (tmobley@smfm.org) to receive a 10% discount on 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 American Express

Credit Card Number Expiration Date Security Code

Signature

Sponsorship opportunities are available for this course. Contact Julie Miller at jmiller@smfm.org for details.