

# SMFM Practice Management Conference

## November 8-9, 2019

### Friday, November 8, 2019

7:00 am – 5:00 pm	<b>Registration</b>	
12:00 pm – 6:00 pm	<b>Exhibits</b>	
12:00 pm – 1:15 pm	<b>Joint Fall Coding/Practice Management Conference Lunch</b> <i>“AMA: Ask Me Anything” (Keller/Lee/Ciafone/Jain)</i>	
1:30 pm – 2:45 pm	<b>Welcome and Session 1</b> <ul style="list-style-type: none"> <li>1:30 pm: Welcome - Keller and Lee</li> <li>1:35 pm: Consumerism-What it Means for Health Care- Keller</li> <li>2:00 pm: Your Practice’s Mission Statement: An Operational Tool to Help Optimize the Patient Experience- Lee</li> </ul>	
2:45 pm – 3:15 pm	<b>Break + Exhibits</b> (Q&A Continues from Session 1)	
3:15 pm – 5:30 pm	<b>Session 2</b> <ul style="list-style-type: none"> <li>3:15 pm: Starting a new practice- Can I do it???- Perez-Delboy</li> <li>4:00 pm: Templates- Not to be Messed With - Willis</li> <li>4:45 pm: Protecting on line reputation - Protomastro</li> </ul>	
5:30 pm – 6:30 pm	<b>Networking Reception and Exhibits</b> (Q&A Continues from Session 2)	

### Saturday, November 9, 2019

7:00 am – 12:00 pm	<b>Registration</b>	
7:00 am – 8:00 am	<b>Breakfast</b>	
7:00 am – 8:00 am	<b>Exhibits</b>	
8:00 am – 10:15 am	<b>Session 3</b> <ul style="list-style-type: none"> <li>8:00 am: Welcome and Intro to Practice Management Communities - Lee</li> <li>8:30 am: The Patient Experience - Deering-Dean</li> <li>9:30 am: Caring for the Pregnancy Complicated by Fetal Issues: A Patient Experience Challenge - Mehra/ Kobler</li> </ul>	
10:15 am -10:45 am	<b>Break + Exhibits</b> (Q&A Continues from Session 3)	
10:45 am – 11:30 am	<b>Session 4</b> <ul style="list-style-type: none"> <li>10:30 am: Administrators and Physician Leaders Working Together to Guide the Patient Experience - Protomastro/Fox/Rebarber</li> </ul>	
11:30 am – 12:45 pm	<b>Lunch</b> (Q&A Continues from Session 4)	
12:45 pm – 2:45 pm	<b>Session 5 and Closing</b> <ul style="list-style-type: none"> <li>12:45 pm: Financial Basics- A Mini-MBA– Fareeduddin</li> <li>1:30 pm: Putting it all Together: Lessons from an MFM Practice Consultant - Ciafone</li> <li>2:15 pm: Q&amp;A from Session 5 + Closing/Wrap Up – Keller and Lee</li> </ul>	