



AMERICAN ACADEMY OF  
OTOLARYNGOLOGY-  
HEAD AND NECK SURGERY



ASSOCIATION OF  
OTOLARYNGOLOGY  
ADMINISTRATORS

# BUSINESS OF MEDICINE

## The Business of Medicine: Strategies to Improve the Financial Health of Your Practice

### WHEN

Saturday, Sept. 25, 2010  
1:00 p.m. to 5:00 p.m.

### WHERE

Boston Convention Center  
Boston, Mass.

### WHO

Otolaryngologists and their practice administrators who want to strengthen and improve the financial statuses of their practices.

### WHY

During these challenging times, running an efficient otolaryngology practice is even more challenging. The goal of this meeting is to provide attendees insight on the building blocks necessary for a more financially successful practice.



### Registration Rates

Physicians/Administrators — \$295

Residents — \$95

### Multiple Attendee Discount

For up to three attendees from a single practice, receive a 15% discount on the second and third registrations.

For more information and to register, visit

<http://am2010.entnet.org/schedule/satWork.cfm>

# The Business of Medicine: Strategies to Improve the Financial Health of Your Practice Schedule

- 1:00-1:15 p.m. Introduction and Welcome Comments**  
Robin L. Wagner, COPM
- 1:15-1:55 p.m. Diagnosing and Improving the Financial Health of Your Practice**  
Todd Blum, MHA, MBA, CMPE, and Jeff Dudley
- 1:55-2:05 p.m. Questions**
- 2:05-2:40 p.m. Maximizing Revenue through Your Appointment Scheduling**  
Karen Boyd, CMM, COPM, and Kelly Ladd, CMPE, COPM
- 2:40-2:50 p.m. Questions**
- 2:50-3:35 p.m. Time and Money: How to Hire the Right People and Turn a Cost Center into a Revenue Center**  
James Benson
- 3:35-3:45 p.m. Questions**
- 3:45-4:45 p.m. Panel Discussion: Merging Practices — Strategies, Models and Pitfalls to Avoid**  
Moderator: Robin L. Wagner, COPM  
Panelists: Mark Flintoff, MD, Timothy L. Jarm, MHA, JD, CHE, Todd Blum, MHA, MBA, CMPE, Joshua Zissman

## Course Content Overview

### **Diagnosing and Improving the Financial Health of Your Practice**

**Presenters:** Todd Blum, MHA, MBA, CMPE, and Jeff Dudley

Running a successful practice in the current healthcare environment is becoming increasingly complicated. Expenses continue to rise while we face continued downward pressure on our reimbursements. To succeed during these turbulent times, you must be able to retain all of your revenue you generate through the maximization of ancillary services within your practice. You also must understand the key financial indicators affecting your practice and understand how your practice compares to others — both locally and nationally.

### **Time and Money: How to Hire the Right People and Turn a Cost Center into a Revenue Center**

**Presenters:** James Benson

Are your people a liability or an asset? While almost no physician practice leader or CEO would argue with the statement, “People are our greatest asset,” few medical practice leaders actually implement management strategies confirming this statement. Historically, physician practices’ focuses have been on people as overhead and efficiency over profitability. This course will focus on transforming leadership and management thought on transforming cost centers and profit centers within their medical practices, and it will outline initiatives and activities that transform departments within their organizations from cost centers into profit centers.

### **Maximizing Revenue through Your Appointment Scheduling**

**Presenters:** Karen Boyd, CMM, COPM, and Kelly Ladd, CMPE, COPM

Time Management is a key component in maximizing revenue production in the physician practice. Many times staff and physicians look at the office schedules as time slots to see patients rather than a key component in revenue production. Effective scheduling in a medical practice leads to increased patient access to care and volume, physician and patient satisfaction, and it minimizes stress for office personnel. Through the insights in these two seasoned practice administrators, you will gain valuable ideas and information on how time can be on your side. This discussion will include sample schedules, pitfalls to avoid, and questions and answers — so come prepared to find out how you can increase your revenue through your schedule.

### **Panel Discussion: Merging Practices — Strategies, Models and Pitfalls to Avoid**

**Moderator:** Robin L. Wagner, COPM

**Panelists:** Mark Flintoff, MD, Timothy L. Jarm, MHA, JD, CHE, Todd Blum, MHA, MBA, CMPE, Joshua Zissman

The financial erosion in healthcare is adversely impacting all physicians; however, the burden is disproportionately affecting solo and small medical practices. The lack of bargaining power with capital hinders growth and overall practice profitability. In an effort to improve patient care and operational and financial efficiencies, there are numerous large single-specialty ENT practices merging together nationwide. Come listen to seasoned AOA healthcare executives discuss the effect of mergers on their practices.