Registration Brochure

THE conference for practice administrators.
If you can only attend one event in 2015, this is it!

Practice Management
CONFERENCE

May 6-8, 2015
Indianapolis Marriott North

SPONSORED BY

www.ismanet.org
www.imgma.net
Welcome

BUILD A FOUNDATION FOR SUCCESS

Whether you’re new to practice management or have been in the field for several years, building a solid foundation for your organization is essential. Today’s successful medical practice requires a leader who is a communicator, a negotiator, a marketer, a financial analyst, a human resources pro—and one who has the flexibility of a rubber band. They can engage physicians in payment reform one minute and soothe employee tensions the next.

Join your peers at THE Practice Management Conference sponsored by the Indiana Medical Group Management Association (IMGMA) and the Indiana State Medical Association (ISMA). At this premier event, you will have the opportunity to network with peers, hear from national and regional experts, connect with exhibitors who provide services and products your practice needs, and enjoy a unique learning experience.

Register today and start to build or expand YOUR foundation for success!

About the conference sponsors

The Indiana Medical Group Management Association is the state affiliate of MGMA, the nation’s principal voice for medical group practices. The purpose of the IMGMA shall be to improve the professionalism and administrative skills of the medical group manager through continuing education in order that they may better serve the medical groups they represent and the patients they serve.

The Indiana State Medical Association continues its mission of helping its nearly 8,000 physician members provide the best possible health care for their patients by easing the daily business, legal and legislative burdens of the medical practice, including:

- Defending Indiana’s malpractice act against recurring challenges at the Statehouse and in the courts
- Providing answers to daily legal questions, including consultations on contracting issues
- Alerting members about recent tax scams and other hot topics
- Educating office staff on billing issues, claims filing and regulatory changes, along with personalized coding hotline assistance
- Preventing serious scope of practice expansion by non-physicians through legislative advocacy
- Saving money with ISMA partners

Table of contents

Conference overview.................................................................................................................. 3
Special feature............................................................................................................................ 4
Conference schedule................................................................................................................ 5
Faculty..................................................................................................................................... 10
Exhibit Hall................................................................................................................................. 13
Registration fees and information............................................................................................ 14
Registration form...................................................................................................................... 15
Association sponsors............................................................................................................... 16
CONFERENCE SITE

The Indianapolis Marriott North (3645 River Crossing Parkway, Indianapolis 46240; 317.705.0000) is the site of this year’s conference. It is located on the north side of Indianapolis near the intersection of I-465 and Keystone Avenue. The area is home to a variety of shopping and dining options, including The Fashion Mall at Keystone and River Crossing and is convenient to downtown and many other attractions.

RESERVE EARLY! Make your reservations by Tuesday, April 15, 2015 to receive the special rate of $139 per night, plus tax.

Call 1-800-228-9290 to make your reservations and reference the “Indiana MGMA Spring Conference” to receive the special rate.

You can also make reservations on-line by going to Book your group rate: INDIANA MGMA SPRING CONF >>.

EDUCATION OVERVIEW

The sessions included in the conference were selected to provide timely and practical education on the most important topics that have an impact on today’s medical practices.

By taking advantage of up-to-date and relevant knowledge and tools, attendees will become better positioned to manage a medical practice in today’s changing healthcare environment.

The content of the sessions will cover the issues and topics found in all domains of MGMA’s Body of Knowledge.

WHO SHOULD ATTEND

♦ Practice professionals, both new and experienced, in the field of practice management
♦ Chief executive officers, chief operating officers, chief financial officers
♦ Business operations managers
♦ Physicians

CONTINUING EDUCATION CREDIT

Credit hours: ACMPE: 10.25 | CPE: 11.10
Nursing: 2.0 for ProAssurance Seminar
CME: for MDs, DOs, NPs, and PAs
State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

NETWORKING

What could be better than spending quality times with friends and colleagues? Take advantage of multiple networking opportunities to:
♦ meet new colleagues,
♦ build relationships,
♦ network with experts, and
♦ have a lively exchange of views, experiences, knowledge, and ideas.

Plan now to participate in these networking activities.

WEDNESDAY, MAY 6

5:30-7:00 pm Welcome Reception—open to all attendees and exhibitors
7:30 pm New Member/First Time Attendee Dinner—Maggiano’s

THURSDAY, MAY 7

9:00-9:30 am Refreshment Break
12:30 pm Lunch with exhibitors
2:30-3:00 pm Refreshment Break
5:30-7:00 PM Networking Reception ~~ Party ~~ Door Prizes

FRIDAY, MAY 8

7:30 am Breakfast
9:00-9:15 am Refreshment Break
12:30 pm Grand Prize Drawing/Adjourn

IMGMA/ISMA BOOTH and MGMA BOOKSTORE

Maximize your learning experience by exploring the resources in the information booth and MGMA bookstore.

You can also register to win an item from the bookstore!

GRAND PRIZE DRAWING

Be sure to stay through the last session of the conference to be eligible to win a CASH prize! Amount to be announced, but it will definitely be worth your time!

DIETARY RESTRICTIONS

Every effort will be made to accommodate any dietary restrictions you have. Please list these on the registration form.
SPECIAL FEATURE

ProAssurance will offer its LIVE risk management / loss prevention seminar for physicians and practice managers at this conference.

This session will be on Friday, 9:30-11:30 am. Attendees at the seminar are invited to join all conference registrants for the concluding General Session.

“Global Practice Strategies: Recalculating the Risk” will address liability concerns related to the changing landscape of the U.S. healthcare system. These include:

♦ Using patient portals integrated with electronic record systems;
♦ The expanding role of allied healthcare professionals in the delivery of medicine;
♦ Increased attention to diagnostic errors; and
♦ How communication and counseling may reduce healthcare costs and liability risk.

A practice manager’s participation in the ProAssurance Risk Management Seminar may qualify for a premium savings of 2% applied toward the ProAssurance policy premium for the physicians for which the practice manager is employed. The manager needs to attend the entire two-hour seminar and a majority of the physicians in the practice need to have attended one of their live Risk Management seminars within the last year that is exclusively prepared for physicians. The premium credit is then applied at the renewal of the physician’s policy.

We will have a seminar sign-in sheet for the practice managers indicating the physicians who are insured with ProAssurance. That information will be given to their underwriters to cross reference the names of the physicians and properly apply the premium credits.

If you are registered for the full conference, there will be no additional charge to attend the seminar. If you are only attending the seminar, the charge will be $25.00. If you are not a member of IMGMA or ISMA, please look for the special conference rate and plan to attend the full conference!

This seminar offers 2.0 Nursing CPEs.

IMGMA

SILVER MEMBERS

Allied Health Group
CIPROMS, Inc.
Commerce Bank
Diagnotes, Inc.
Elite Services, Inc.
GLA Collection Company, Inc.
Ideal Protein of America
IMC Credit Services
Insurance Office of America
LabCorp
Med Monkey/Shred Monkey
National Bank of Indianapolis
Path Group
ProAssurance Companies
RANAC Corporation
The Medical Foundation

IMGMA

BRONZE MEMBERS

Allied Collection Service, Inc.
CCPA Purchasing Partners
Collection Associates, Inc.
Coverys
Forrest Sherer Insurance
ISMA Insurance Agency
Televox, Inc.
## Conference Schedule

### Wednesday, May 6, 2015

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>4:00-5:30 pm</td>
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</tr>
<tr>
<td>6:00-9:00 pm</td>
<td>Exhibitor Set-Up</td>
</tr>
<tr>
<td>5:30-7:00 pm</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>7:30 pm</td>
<td>New Member/First Time Attendee Dinner at Maggiano’s Italian Restaurant, Keystone Crossing</td>
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### Thursday, May 7, 2015

<table>
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<tr>
<td>7:30 am</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>7:30-8:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td>Exhibits Open/Bookstore Open</td>
</tr>
</tbody>
</table>

### Wednesday, May 6, 2015 (Continued)

2. Shape your reality. Concentrate on what you can gain as opposed to what you’ve lost.

3. Do the daily things. Be diligent in doing the small things that will help achieve your goals.

You will start your conference experience believing that anything really IS possible!

To see Shay in action, go to [https://www.youtube.com/watch?v=dnCYTgUtNSc](https://www.youtube.com/watch?v=dnCYTgUtNSc) and then meet him in person.

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### Thursday, May 7, 2015 (Continued)

9:00-9:30 am  | Refreshment Break / Exhibits

9:30-10:30 am | General Session

**The Next Frontier of Healthcare**

*Cameron Cox, III, President & CEO, MSOC Health*

Medical practices face even more dramatic and rapid change than usual. Health Care Reform, the evolving Accountable Care Organization and medical home concepts, use of mobile information technology, acquisition by health systems and hospitals (again) … These are all active shifts that will dramatically impact the future of your practice and your own personal career path. In this seminar, Cameron discusses various perspectives on these topics and encourages active discussion about positioning you and your practice to thrive in the changing healthcare landscape.

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**NEW MEMBER / FIRST TIME ATTENDEE DINNER**

Sponsored by

- **Medical Protective**

- **Pondurance**
Effective and Compliant Utilization of Nurse Practitioners and Physician Assistants

Alex Krouse, Associate, Health Care and Business Practice Groups, Krieg DeVault, LLP

Nurse practitioners and physician assistants are being utilized more and more within medical practices. This session will begin by comparing and contrasting the training and scope of practices of NPs and PAs in Indiana, followed by examples of their effective and compliant use. Finally, attendees will walk away with a thorough understanding of billing and reimbursement for NPs and PAs.

At the end of this session, participants will:
- Learn the scope of practice and training of nurse practitioners and physician assistants.
- Know the legal and risk management issues concerning collaboration and supervisions or nurse practitioners and physician assistants.
- Understand reimbursement and billing compliance for nurse practitioners and physician assistants.

Improving Communication Between Providers and Patients Using Mobile Technology

Alan D. Snell, M.D., M.M.M.; Founder, RISE Healthcare, LLC and Dave Wortman, Co-Founder, Chairman and CEO, Diagnotes

Information technology has both enhanced communication opportunities – smartphones, email and more – and exacerbated communication issues for healthcare providers – electronic medical records (EMRs), phone tag, documentation issues, and the impact of HIPAA regulations on fax, texting, email and voicemail, among others. Join us for a practical, real-world look at the technologies that are in the marketplace today and how medical groups can incorporate the best of them for effective, efficient delivery of quality healthcare.

At the end of this session, attendees will:
- Understand Meaningful Use requirements and reimbursement opportunities for patient engagement and remote patient care.
- Learn what technologies exist today to improve patient engagement and practice efficiencies.
Managing Meaningful Use in 2015
Allison Bryan-Jungels, MS, CHES, Senior Advisor, Business & Client Development, Purdue Healthcare Advisors
This session is for all staff who participate in Meaningful Use work within their respective organizations.
At the end of this session, participants will:
♦ Understood the reporting timelines for 2015 as well as related incentives/penalties.
♦ Be able to discuss the more challenging objectives in Stage 2 and recognize potential means of successfully meeting the measures.
♦ Recognize the importance of proper audit documentation in preparation for potential audits.

Social Media to Keep Your Patients and Your Practice Healthy
Heather Schoegler, MSOL, Senior Associate, MKM architecture + design
Don’t think social media is as simple as signing your practice or physicians up for an account. Used correctly, social media can provide great benefits for patient education, referrals and marketing, and staff engagement. Learn what pitfalls to avoid on your way to healthy social media use.
At the end of this session, participants will:
♦ Have practical examples of content to be shared by practices or physicians.
♦ Know how to engage through social media to grow the practice.
♦ Understand HR issues to be aware of when promoting the use of social media in the practice.

Pay Attention to What You Say (Your Employees Are!)
Heather Brown, Attorney, Frost Brown Todd Labor and Employment Practice Group and Member-in-Charge, Indianapolis office
Join Heather Wilson as she reviews trends in employment claims filed in 2014. Heather will also identify common workplace problems and best practices you can implement to prevent or successfully defend employment claims.
At the end of this session, you will:
♦ Know what types of claims are being filed against employers.
♦ Understand the most common issues in the workplace that lead to claims.
♦ Know the best practices to prevent or successfully defend these employment claims.

Leadership’s Role in Driving Employee Engagement
James Struck, Owner/President, Leadership Vision
It is no secret that the organizations with the greatest employee engagement have a significant edge in productivity and profit. This session will explore what leaders must do to create an environment that can be more inspiring and drive greater employee motivation.
This session is designed for mid-level managers to senior executives.
At the end of this session participants will:
♦ Understand why engagement is so important in today’s business environment.
♦ Learn what the five drivers of engagement are and the behaviors that foster engagement.
♦ Understand how their leadership style helps them or hurts them in creating a motivating environment.
♦ Evaluate where their current environment is in giving energy or being a drain.
How to Engage Physicians in Quality, Patient Safety and Payment Reform

Kent Bottles, M.D., Lecturer, Health Policy and Payment Reform, The Thomas Jefferson University School of Population Health in Philadelphia; CMO, PYA Analytics

Dr. Bottles will review his experience with educating and engaging physicians so that they can adequately respond to the ongoing clinical delivery system transformation. Dr. Bottles has been engaged by medical groups and integrated delivery systems to provide leadership training and physician/system compact development. He will provide a set of tools that have proven valuable in getting private practice and employed physicians to become partners with their delivery systems.

After this session, you will be able to:

1. Understand why the Affordable Care Act and payment reform will require physicians to practice in a new way.
2. Articulate why it is so difficult to get physicians to change.
3. Use a set of tools that have worked in getting physicians to align with the hospital systems.
4. Realize how population health management tools and predictive analytics data mining can be used to engage physicians.

Questions?
IMGMA: skillion@indy.rr.com / 317.209.8743
ISMA: jbruce@ismanet.org / 317.261.2060
Understand the value of “pre-negotiation” planning and tactics.

- Recognize adversarial tactics and learn how to counter them.

- Learn how to set negotiation goals.

**Negotiation Role Play** is included in the session and is designed to test and practice the negotiation knowledge, skills and attitude of each participant. At the end of the negotiation session each participant will be able to evaluate their negotiation success based on their final results.

**9:30-11:30 am  ProAssurance Risk Management / Loss Prevention Seminar**

**Top 10 Mistakes We Keep Making As Practice Managers**

Kyle Matthews, CEO, CardioVascular Associates, Mesa, AZ

**SPONSORED BY MyHealthDirect**

Warning: This session may offend those who are not willing to reflect or change! The speaker will identify 10 frequently observed mistakes that keep practices from achieving ultimate efficiency, and discuss how we can overcome these common pitfalls. While many anecdotes will provide humor, this session will allow practice leaders to rethink protocols and procedures that could be the difference in achieving the next level of success. While discussing common mistakes that are observed in today’s medical organizations, we will also discuss 10 ways to manage better. Participants are invited to share how they have overcome similar issues in their own practices.

**Strategies for Setting Compensation and Performance Standards**

Lisa Curry, CPA, Katz Sapper Miller and John Martin, Katz Sapper Miller

Salary & benefits are typically among the three largest expense items on the medical practice income statement. As reimbursement declines and patient/procedure volume begins to ease, the successful practice must think strategically regarding the level of staff to be carried, how staff are compensated, and how staff are incentivized.

**Learning Objectives:**
1. Salary Benchmarking and Administration
2. Best Practices for Aligning Staff Incentives
3. Strategies for Setting Performance Based Incentives

**11:30 am-12:30 pm  Closing Session**

**Using New Key Performance Indicators to Transition from Volume to Value**

Susan K. Corneliuson, MHS, FACHE, Senior Manager, The Camden Group

Healthcare is shifting from volume-based reimbursement to value-based payment. Along with this shift, the industry is developing new performance measures and key performance indicators (KPIs) based on quality and costs.

The challenge for medical groups is that payment is currently stuck in the middle between the old and the new. Fee for service (FFS) still represents the bulk of collections for most groups. At the same time, quality incentives and value-based contracts are growing drivers of practice revenue.

This session will provide the necessary insight so managers may:

- Track next-generation KPIs
- Communicate KPIs to physicians
- Incorporate KPIs into dashboard reports
- Apply the data
- Leverage KPI in payer contracting

BE SURE TO ATTEND THE LAST SESSION!

IT WILL DEFINITELY BE WORTH YOUR WHILE TO STAY FOR THE CASH GRAND PRIZE DRAWING!

**PERSONALIZED NOTEPADS**

Sponsored by
**GENERAL SESSIONS**

Cameron Cox, III  
**President & CEO, MSOC Health, Chapel Hill, NC**

Cam formed MSOC in 1997 as a means of assisting physicians as they adapt to the changing health care environment. Early in his career, Cam served as Practice Administrator for a radiology practice. His role included all aspects of the revenue cycle, human resource management, strategic planning and business development. Cam is a fellow in the ACMPE, past president of the Triangle Medical Managers, and is a member of the Political Advocacy Committee of the NC MGMA. He holds graduate and undergraduate degrees in Healthcare Administration from the University of North Carolina.

Kent Bottles, M.D.  
**Lecturer, Health Policy and Payment Reform, The Thomas Jefferson University School of Population Health, Philadelphia; Chief Medical Officer, PYA Analytics**

Dr. Bottles has been a Professor and Chair of academic medical school pathology departments, a Chief Medical Officer of a state-wide integrated delivery system, a President and CEO and DIO of an educational and research collaborative in Grand Rapids, Michigan, a President and CEO of an evidence-based medicine health care consortium in Minneapolis, and a President and Chief Knowledge Officer of a genomics bio-tech start-up company in Cambridge, Massachusetts.

Shay Eskew, Vice President of Client Services for EnableComp

EnableComp is a national revenue cycle specialist firm focused on Workers’ Compensation reimbursements. In his role, Shay is responsible for business development and technology deployment in 13 states. Over the past 3 years, he has been instrumental in the company’s growth of their WC integrated billing solutions and partnership with over 465 hospitals.

Mr. Eskew's background is heavily entrenched in finance and risk management with 8 years’ experience as a CFO prior to getting into Healthcare. Shay received a BS (cum laude) and a MBA (finance) from the University of Tennessee.

Most importantly, Shay just celebrated his 11-year wedding anniversary and is the proud father of five kids under the age of eight.

Will Latham, MBA, CPA, President, Latham Consulting Group

For more than 25 years, Latham has worked with medical groups to help them make decisions, resolve conflict and move forward.

Will has an MBA from the University of North Carolina in Charlotte and is a Certified Public Accountant. He is a frequent speaker at local, state and national, and specialty-specific healthcare conferences.

Because of these credentials, Mr. Latham brings a unique and in-depth knowledge of the healthcare industry and an appreciation for the practical realities faced by medical groups in today's rapidly changing environment.

Susan K. Corneliuson, MHS, FACHE, Senior Manager, The Camden Group, Chicago IL

Susan has over 14 years of healthcare management experience with over 10 years’ experience working with integrated healthcare delivery systems. She specializes in physician hospital integration strategies, practice assessments, operational improvement, and compensation arrangements. She is the co-author of The Governance Institute’s signature publication for 2012, *Payment Reform, Care Redesign, and the New Healthcare Delivery Organization* and the feature article in the May 2014 edition of the Group Practice Journal, *Refocus for Value-Based Care: Four Steps for Reconfiguring Operations*.

Susan has an extensive background in physician practice performance improvement and redesign and is certified in Lean Six Sigma Management Techniques. She is a recognized leader in medical foundations, multispecialty medical groups, and provider-based clinics.
CONCURRENT SESSIONS

Allison Bryan-Jungels, MS, CHES
Senior Advisor- Business and Client Development for Purdue Healthcare Advisors

Allison has spent over 10 years in the healthcare sector working both in hospital facilities and the insurance industry.

She joined Purdue University in 2008 as project manager for a grant funded project to contain healthcare costs and then transitioned to the Purdue Regional Extension Center managed by Purdue Healthcare Advisors in May 2010 with a focus on supporting providers in the adoption of electronic health records and the attainment of EHR Meaningful Use.

She received her bachelor’s and master’s degrees from Purdue University. Allison also is a certified health education specialist (CHES) and certified Lean Green Belt.

Lisa Curry, CPA, Director, Katz Sapper & Miller Healthcare Resources Group, Indianapolis

Lisa’s background includes providing accounting, tax and consulting services to a wide variety of businesses, including a significant number of healthcare clientele. She offers experience in the areas of tax planning, tax compliance, and financial statement analysis, in addition to managing business issues specific to the healthcare industry.

Lisa is a member of the American Institute of Certified Public Accountants, the Indiana CPA Society and the National CPA Health Care Advisors Association. She serves on the board of directors of the Indiana Mother’s Milk Bank and as a board advisor on the finance committee for Joy’s House. She is also a member of the IMGMA Business Partner Committee.

Barbara J. Hohenstein CCS, CCS-P, FCS, PCS, CPT
Owner, Medical Management Resources and Medical Practice Consultant, Certified Personal Trainer, Columbia City

Barbara has been a seminar leader for Coding seminars around the US for more than 27 years. In July 2011 she became a certified ICD-10-CM/PCS trainer thru AHIMA. She has an extensive Medicare Part A and Part B background and has been an expert witness for cases involving Federal false claims, fraud and abuse.

She has over 40 years of healthcare experience and is licensed to practice nursing in Ohio and Indiana.

Alex Krouse, Associate, Krieg DeVault LLP, Mishawaka

Alex is a member of the firm’s Health Care and Business Practice Groups focusing on health care organizations, including health systems, hospitals, health care providers, and other business entities.

He concentrates his practice on corporate, transactional, and regulatory issues affecting a wide range of business and health care clients. Alex regularly provides legal advice to nurse practitioners and physicians regarding the formation of their practices and health systems regarding the compliant and effective use of practitioners in their organizations.

Prior to joining Krieg DeVault, Alex gained experience in hospital operations both in a large health system and a community hospital. Together, these experiences provided Alex with valuable insight into the business and compliance issues faced within health care organizations.

John Martin, Managing Director, Healthcare Consulting, Katz Sapper & Miller, Indianapolis

With 25-plus years of industry experience in executive and consulting roles, John leads a team of healthcare consultants at KSM who provide a full range of financial, strategic and operational services to hospitals, health systems and physician groups.

Prior to joining the firm, John served as CEO of OrthoIndy and the Indiana Orthopaedic Hospital (IOH) in Indianapolis, where he oversaw the opening of a physician-owned 42-bed, 10-operating room hospital facility. During John’s tenure as CEO, IOH won several awards from HealthGrades, the nation’s leading healthcare ratings company.

John also served as CEO of Orthopaedics Indianapolis, the largest private, full-service orthopaedic practice in the Midwest, with more than 70 physicians, providing bone, joint, spine and muscle care to patients. Additionally, he was the founder and principal of Martin Healthcare Consulting.

Kyle Matthews, NA, CEO, CardioVascular Associates of Mesa PC, Arizona

Practice administrator, volunteer, pilot, referee and millennial are all words that summarize Kyle Matthews. Kyle attended Freed Hardeman University in Henderson, TN and obtained degrees in Accounting and Finance.

In 2003, Kyle began working as a Staff Accountant for AmSurg in Nashville. In 2005, Kyle transferred to the Tempe, AZ office and began working as Director of Business Operations. This role encompassed overseeing the entire revenue cycle for up to 16 ambulatory surgery centers in Arizona, California, Washington and Wyoming.
In 2008, Kyle started working for CardioVascular Associates of Mesa (CVAM). Kyle also served one term as Chief Operating Officer of Cardiovascular Management of Phoenix which has brought together 12 practices and over 100 physicians into a consortium of cost-savings, strategy and quality management. Kyle is also very active in MGMA having served as Treasurer, President-Elect and President of Arizona MGMA and as co-chair for the 2014 4-Corners MGMA Conference.

Heather Schoegler, M.S.O.L., Senior Associate with MKM architecture + design.

With over 12 years experience in public relations and 10 years in the healthcare industry, Heather applies her experience to design projects, community campaigns, and strategic planning. In a previous role as Director of Community Engagement for Parkview Health, she was responsible for leading efforts related to corporate citizenship, strategy and public relations.

She regularly speaks on social media and communications topics. She holds a B.A. in Media and Public Communication, M.S. in Organizational Leadership and is a candidate for a Graduate Certificate in Public Health.

Alan D. Snell, MD, MMM, Founder & President, RISE Healthcare, LLC

Dr. Snell lectures nationally and assists healthcare systems in evaluating new technology solutions. He also works closely with several health technology firms in product development and business development strategies. Dr. Snell previously spent 13 years in a Chief Medical Informatics Officer role within two large Catholic systems. He created one of the nation’s first Health Information Exchanges while in northern Indiana, which remains fully sustainable today.

Dr. Snell is a graduate of the Indiana University School of Medicine and earned a Masters in Medical Management Degree from the Tulane School of Medicine and Public Health.

Heather Wilson, Frost Brown Todd labor and employment practice group and Member-in-Charge, Indianapolis office

Heather concentrates her practice in employment litigation and general business counseling. Heather represents employers in both federal and state court involving claims under Title VII, the Age Discrimination in Employment Act (ADEA), The Americans with Disabilities Act (ADA), the Family and Medical Leave Act (FMLA), the Fair Labor Standards Act (FLSA), covenants not to compete and wage claims.

Heather represents employers in proceedings before the Equal Employment Opportunity Commission and the Indiana Civil Rights Commission. She also counsels employers on litigation avoidance. Additionally Heather provides training programs for clients & human resources professionals.

David B. Wortman
Co-Founder, Chairman and CEO Diagnotes

An experienced executive and entrepreneur, David also serves as a director, adviser and chairman for several emerging technology and healthcare companies, providing assistance in strategic planning, management development, fundraising and operations.

Since 2011, Wortman has led the Diagnotes team through product development and funding to commercialization of the first fully integrated mobile clinical communication system.

Wortman has successfully led a number of information technology enterprises, from start-ups to public companies.
NEED SOLUTIONS?
HAVE QUESTIONS?
WANT MORE TOOLS FOR YOUR PRACTICE?

The Exhibit Hall is your source for information about products and services you need to help build your practice’s foundation.

Dedicate time during the conference to visit with the exhibitors and talk with the industry experts who can help find answers to your challenges, current and future.

Upon check-in, you will receive something special that you can use to negotiate the Exhibit Hall and be eligible to win door prizes at the Networking Reception on Thursday.

Visit www.imgma.net for a current list of companies attending the conference.
## Registration Fees

<table>
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<th></th>
<th>Register on or before April 15</th>
<th>Register after April 15</th>
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<tbody>
<tr>
<td>IMGMA or ISMA member</td>
<td>$300</td>
<td>$350</td>
</tr>
<tr>
<td>Additional people, same group</td>
<td>$225</td>
<td>$275</td>
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<tr>
<td>Conference registration &amp; Membership ($25 savings)*</td>
<td>$400</td>
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<tr>
<td><strong>IMGMA MEMBERSHIP ONLY</strong></td>
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<tr>
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</tr>
<tr>
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*Contact ISMA directly at 317.261.2060 or www.ismanet.org for membership information.

Member rates are a benefit of membership. To qualify, you must be a member at the time of registration.

### Registration Instructions

Registering online is easy and secure. Visit [www.imgma.net/MAY2015](http://www.imgma.net/MAY2015). Registrations must be received by Wednesday, April 8 to qualify for the early registration fee.

You will receive a confirmation upon registration. When registering by mail, fax or email, please allow at least 5 business days for processing. Online registration provides the fastest service.

**Register by:**

- Online: [www.imgma.net](http://www.imgma.net)
- Email: skillion@indy.rr.com
- Fax: 317.872.0795
- Mail: 539 Dylan Drive, Avon IN 46123

Checks should be payable to **IMGMA-MAY 2015** and mailed to address above.

### Questions?

- IMGMA: skillion@indy.rr.com / 317.209.8743
- ISMA: jbruce@ismanet.org / 317.261.2060

### Full Program Registration Fee

Your registration fee includes all education sessions, continental breakfasts, lunch, breaks and receptions.

Please see above for additional pricing information.

### Deadline for Registration

- **April 15** for early registration.
- **Wednesday, April 29** for online and other registration. After that date you must register in person at the event.

### Cancellation & Substitution Policy

Cancellations received prior to April 20, 2015 are subject to a $25 cancellation fee. Cancellations after April 20 and no-shows will not be refunded.

Substitutions from within the same practice are allowed.

Cancellation and substitution notices must be sent by email to skillion@indy.rr.com.

### Attire

Business casual attire is appropriate for all conference sessions & functions. Please bring sweater or light jacket as rooms are often chilly.
THE PRACTICE MANAGEMENT CONFERENCE
MAY 6—8, 2015

Registration is open only to individuals in practice management.
Only business representatives who have a booth can attend.

Register and pay online with credit card. Go to www.imgma.net for quick registration & payment. If paying by check, complete form and return.

Please type or print clearly and complete one form per attendee.

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________________________________________________________  ______________________________________
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Title

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________________________________________________________
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_____ First IMGMA/ISMA Conference?  _____ Opt-out of exhibitor emails

I will attend (check all that apply):

_____ Welcome Reception  _____ New Member/First Time Attendee Dinner
Wednesday, 5:30-7:00 pm  Wednesday, 7:30 pm, Maggiano’s Restaurant
Must RSVP by April 29, 2015

_____ Networking Reception  _____ ProAssurance Seminar

Indicate any special dietary needs or special assistance required.

Make checks payable to IMGMA-MAY 2015 and mail to address below.

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See conference fees on previous page and insert appropriate amount.

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CONCURRENT SESSION SELECTIONS

___ NPs and PAs, or
___ Improving Communication
___ ICD-10, or
___ Business Owner
___ Meaningful Use, or
___ Social Media
___ Watch What You Say, or
___ Leadership Role
___ Top 10 Mistakes, or
___ Compensation Standards
Kyle Matthews, Speaker

Risk Management / Loss Prevention Seminar