

DAY ONE

PART ONE

AGENDA

SESSIONS ABOUT THE PANDEMIC

9:00 - 9:05 AM

WELCOME! INTRODUCTION OF THE THEME

AL HOLLOWAY, MBA, MHA, President/CEO TIPAAA, Milton, GA

9:05 - 9:35 AM

THE FUTURE OF DIAGNOSTICS

SESSION SPONSORED BY

BioReference
LABORATORIES
an **OPKO** Health Company

SPEAKER - DR. JON COHEN, Executive Chairman, BioReference Laboratories, Elmwood Park, NJ

9:45 - 10:15 AM

FLYING BY THE SEAT OF YOUR BREACHES

SESSION SPONSORED BY

 **hcp** | Healthcare Compliance Pros

Join us for an interactive learning experience! HIPAA privacy and security breaches can lead to fines of \$50,000 or more. If you think you haven't had a breach, you're wrong. Regulatory officials have stated that less than 20% of security and privacy breaches are actually reported, and that the fines related to an "unreported" breach escalate drastically, when in actuality, a fine was not originally warranted. There are misunderstandings related to patient information, what is PHI, and understanding when PHI can be released. Learn about what a breach is, and how medical practices can ensure the HIPAA Privacy and Security regulations are met.

SPEAKER - ERIC CHRISTENSEN, Director of Client Services, Healthcare Compliance Pros, Salt Lake City, UT

10:25 - 10:55 AM

BEHAVIORAL HEALTH INTEGRATION WITH PHYSICAL HEALTH

Payors and providers are increasingly coming to recognize the importance of integrating behavioral health into the medical care for all patients. The emergence of BH IPAs presents unique opportunities for physical health IPAs. This presentation will discuss some of the more common challenges BH IPAs face as well as models for how they can partner with other providers to improve care and lower costs.

SPEAKERS - DAVID BERGMAN, MPA, Principal, HMA, New York, NY; RICHARD M. TUTEN, J.D., CEO, CBHS IPA, Greenwood Lake, NY

DAY ONE

PART TWO

AGENDA

SESSIONS ABOUT POLICY AND ADMINISTRATION



1:00 - 1:05 PM

WELCOME BACK!

1:05 - 1:55 PM

ANITITRUST UPDATE

SPEAKER - JOHN WIEGAND, *Antitrust Attorney, Federal Trade Commission, San Francisco, CA*

1:55 - 2:30 PM

PHYSICIANS UNDER PRESSURE: CONTINUED GOVERNMENT ENFORCEMENT RELATED TO PHYSICIANS AND PHYSICIAN PRACTICES

SESSION SPONSORED BY



In fiscal year 2018 alone, the Department of Justice recovered over \$2.5 Billion from healthcare providers under the federal False Claims Act. A significant portion of that recovery related to enforcement against physicians and physician practice groups, and government enforcers are showing no signs of slowing down. Hear from a former federal prosecutor turned healthcare defense attorney on government enforcement priorities and trends affecting physicians and physician groups and how to avoid a costly government investigation.

SPEAKER - SCOTT R. GRUBMAN, *Partner, CHILIVIS, COCHRAN, LARKINS & BEVER LLP, Atlanta, GA*

2:30 - 3:00 PM

RISKY BUSINESS: HOW SUPPORTING RISK-BASED AGREEMENTS CAN IMPROVE QUALITY HEALTH OUTCOMES

SESSION SPONSORED BY



Health care is an evolving industry in constant transition, and the shift from volume to value is as much about provider flexibility as it is improving health outcomes. This presentation will address the financial risks providers assume by shifting to a value-based model, and how those risks become powerful motivators for driving cost-effective health care delivery.

SPEAKER - DR. JOSEPH M. NICHOLSON, III, DO, *Chief Medical Officer, CareAllies, Houston, TX*

9:00 - 9:05 AM

WELCOME TO DAY TWO!

AL HOLLOWAY, MBA, MHA, President/CEO TIPAAA, Milton, GA

9:05 - 9:50 AM

LEADERSHIP RESILIENCE: BENDING WITHOUT BREAKING

Blessed are the flexible for they shall never be bent out of shape. How do you stay resilient as a leader in the ongoing age of healthcare transformation and uncertainty? Resilience is a characteristic of transformational leadership. What is the difference between a transactional and a transformational leader? Who are you? This session will look at the way's leaders can hone their own resilience and impart those skills to those they lead. Discussions will center around understanding ways to respond instead of reacting to circumstances; how modeling the behavior you expect works practically and deliver a message in a way that someone else can hear it.

SPEAKER - DEBRA WIGGS, FACMPE, Transformationist, V2V Management Solutions, Bellingham, WA

9:50 - 10:30 AM

INNOVATION AND THE IPA

In this world of constant change, the IPA itself is actively having internal change. These changes involve governance, financial, marketing, provider relations, and legal challenges. We will address how the IPA of Today is successfully implementing systems and procedures addressing these issues.

SPEAKER - MICHAEL GUARINO, Executive Director, IPA of Nassau/Suffolk Counties, Weeki Wachee, FL

10:30 - 11:10 AM

PHYSICIANS GOING FORWARD

In this year's Top Health Industry Issues report, PwC's Health Research Institute (HRI) examines how the healthcare industry is expected to face the uncertainty of 2021, building resilience for long-term survival by developing its own forecasting systems, reshaping business portfolios post-pandemic for financial stability and growth, and creating a more nimble, modern supply chain. However, the coming year also should bring about opportunities to build on a digital surge fueled by the pandemic. In 2021, healthcare organizations will seek to rightsize after the virtual health explosion, revealing new avenues of growth. They will strive to build better digital experiences for clinicians and reengineer how clinical trials are conducted.

SPEAKER - BEN ISGUR, Health Research Institute Leader, PricewaterhouseCoopers, Dallas, TX

DAY TWO

PART TWO

AGENDA

SESSIONS FOR THE PHYSICIAN

1:00 - 1:05 PM

WELCOME BACK!

1:05 - 1:50 PM

MANAGING TO STAY INDEPENDENT – HELPING PRIVATE PRACTICES THRIVE

In this session we introduce a comprehensive business intelligence strategy you can implement to achieve improved practice margins and physician income. The premise is managing by objectives and converting data into actionable and measurable strategies. We will present a 360 degree analysis of a practice's Profit Levers. By examining core processes – from workflows to expense controls – you can determine opportunities for improvement. With actionable analytics, you now have the knowledge to make informed decisions to optimize business operations and finances positioning the practice for long-term success.

SPEAKER - J. WADE SHIELDS, MBA/MHA, CMPE, Owner/Managing Partner, Practice Partners Inc, Winder, GA

1:50 - 3:00 PM

TIPAAA BOARD DISCUSSION

Members of the TIPAAA Board of Directors will address issues occurring in their worlds!

3:00 PM

CLOSING REMARKS

AL HOLLOWAY, MBA, MHA, President/CEO TIPAAA, Milton, GA