

# Thrive -- Not *JUST* Survive III:

## "Shark Proof Your Practice"

Practice Management & Asset Protection Workshop

Co-sponsored by AAPS & Providence Everett Medical Center

<b>Date:</b>	<b>May 31, 2003 Saturday</b>	
<b>Time:</b>	<b>8 a.m. -- 4:30 p.m.</b> (Registration/breakfast -- 7:30 am)	
<b>Location:</b>	<b>Olympic Room</b>	<b>Seattle Center - Seattle, WA</b>
<b>Hotel:</b>	<b>Hilton Homewood Suites</b>	<b>\$99 1-bdrm. suite</b>
<b>CME Hours:*</b>	<b>Physicians: 8.0 Category 1</b>	<b>Nurses: 9.6 CEU</b>
<b>Registration Fee:</b>	<b>Members \$149</b>	<b>Non-members \$249</b>
	<b>Staff \$75</b>	<b>New members: FREE!</b>
	<b>Residents \$30</b>	<b>Medical Students: FREE!</b>

*(Includes breakfast, lunch, 5/30 welcome & 5/31 post-conference receptions, meeting shuttles and 100-page "Compliance Resource Workbook")*

*Disarm the vultures -- protect your practice & cash flow  
with the workshop designed by physicians!*

**The only workshop that teaches you practical strategies to get out of the government compliance & insurance claims business, and get back to practicing medicine!**

Top legal and medical experts will tell you how to reduce third party interference in your practice, avoid the law's "knock at the door," fight off licensure problems, and protect your business & personal assets -- **with or without liability coverage.**

You'll also hear practicing physicians who have cut the cord to managed care and Medicare -- keeping their patients & creating a healthy bottom line. You'll get the details on how to keep HIPAA claims problems from drying up your cash flow, and how to respond to expected privacy complaints.

You'll learn practical strategies that can be implemented immediately without hiring additional staff or incurring large consultant fees.

In other words, real world experiences and wisdom, and step-by-step strategies.

***Not just more expensive, useless compliance company advice.***

<b>Opt out of Medicare</b>	<b>Prepare for &amp; avoid fraud prosecutions/audits</b>
<b>Set up a cash practice &amp; "SimpleCare"</b>	<b>Judgment-proof your assets without insurance</b>
<b>Stop wasting time on billing &amp; compliance</b>	<b>Fight Medicare bureaucracy &amp; win</b>
<b>Reduce staff, accounting &amp; operating costs</b>	<b>Ethical use of the web to build your practice</b>
<b>How to find <i>real</i> compliance help</b>	<b>Retain patients &amp; maintain true privacy</b>
<b>Surviving sham peer review/licensing hoops</b>	<b>Respond to a HIPAA OCR privacy complaint</b>
<b>Avert HIPAA transactions cash flow problems</b>	<b>Prepare for new compliance hurdles</b>

## WHO SHOULD ATTEND?

**Physicians & staff who want to:**

- ✓ Reduce exposure to prosecution/audits/licensing actions
- ✓ Convert to, or set up a new cash-only private practice
- ✓ Stop HIPAA dead in its tracks, or minimize its impact
- ✓ Reorganize your assets for malpractice protection & defense
- ✓ Reduce or eliminate government & third-party contracts

***Register early -- our previous workshops have sold out!***

**(800) 635-1196**

**[www.aapsonline.org](http://www.aapsonline.org)**



Association of American Physicians & Surgeons  
The Voice for Private Physicians Since 1943

**"SHARK-PROOF YOUR PRACTICE" - Saturday, May 31, 2003**  
**Third in a series of "Thrive -- Not JUST Survive" Practice Management Workshops**  
**Olympic Room - The Seattle Center (Northwest section, just off Mercer St. - adjacent parking only \$5!)**  
**Co sponsor: Providence Everett Medical Center**



**Here's what your colleagues say about this workshop:**  
*"No other workshop has given me the straight story on HIPAA & fighting back."*  
*"The best ever. I don't know how you do it. I'm joining today."*      *"Great for solidifying ideas on opting out."*

**Learn how to create a "healthy practice" for you and your patients, while minimizing third party intrusion from government, insurance companies and prosecutors. This is the conference physicians tell us they need.**

In a survey conducted by AAPS, physicians ranked these conference topics as the top 9 out of a total of 39 possibilities. Even though the April deadline for HIPAA privacy compliance has passed, there are more compliance train wrecks around the corner. A March 28, 2003 *Puget Sound Business Journal* predicts that claims rejections after the October 2003 transaction standards will be "astronomical." One of the country's top healthcare management consultants from PriceWaterhouseCoopers warns that physicians will see cash flow dry up without extreme measures. He'll tell you how to avoid the blow-up.

We have the originator of the "SimpleCare" cash-based practice featured in national magazines. He'll explain how he stopped hemorrhaging his cash flow to come back from bankruptcy, and help you crunch the numbers to do the same. Other doctors will present their own case studies on how they eliminated third-party contracts, got out of the insurance claims business, and started practicing medicine again!

We have one of the nation's leading experts on "covering your assets" from Jay Mitton's *National Medical Legal Foundation*. He'll tell you how to protect your professional and personal assets through risk management **with or without liability coverage**. *And a pioneer in practical applications of the Internet will show you how to leverage the web to create revenue, to reduce time spent on repetitive tasks such as patient intake, and to help educate patients before they walk through your door.*

***In other words, real experience and wisdom, & step-by-step strategies. Not just more "lawyering" or expensive, useless compliance advice!***

**8:00 am - 12 noon SESSION 1: COMPLIANCE AND LEGAL ISSUES FACING PHYSICIANS**

- Panel One: HIPAA Compliance after April 14**
- **"Beyond HIPAA: News Regulations & Enforcement around the Corner"** - Kathryn Serkes/AAPS
  - **"Responding to an OCR HIPAA Investigation"** - John R. Christiansen, Esq./Preston Gates & Ellis
  - **"HIPAA Transactions Standards & Code Sets: Claims Rejections & Impact on Cash Flow"** - Jack Joseph/PriceWaterhouseCoopers
- Panel Two: Defending Your Practice: Prosecution, Audits, Peer Review & Licensing**
- **"Strategies against Sham Peer Review & Licensing Hoops"** - Richard Willner, Center for Peer Review Justice
  - **"The Knock at the Door: New Strategies to Win Prosecutions & Audits"** - Andrew Schlafly, Esq./AAPS

**1:00 - 2:30 pm SESSION 2: MINIMIZING 3<sup>rd</sup>-PARTY INTERFERENCE/FRONTLINE CASE STUDIES**

- **"Opt Out of Medicare Without Leaving Patients Behind"** - Michael Schlitt, M.D.
- **"Stop Drinking From the Fire Hydrant - Eliminate Third-Party Contracts"** - Thomas Mueller, M.D.
- **"Do the Math! - Practical Steps to a Cash-Based Practice & Improved Bottom Line"** - Vern Cherewatenko, M.D./President, SimpleCare

**2:30 - 3:15 pm SESSION 3: NEW TOOLS FOR A HEALTHY PRACTICE**

- **"E-Tools to Leverage the Internet, Increase Efficiency & Create Revenue"** - Jerry Reeves, M.D./ WorldDoc

**3:15 - 4:30 pm SESSION 4: PERSONAL & PROFESSIONAL LIABILITY & ASSET PROTECTION**

- **"Cover Your Assets: Judgment-Proof Your Practice"** - Robert Bluhm, Esq./Nat'l Medical Foundation for Asset Protection & Jay Mitton Assoc.

**LEARNING OBJECTIVES**

Upon completion of this workshop, the attendees will know how to:

1. Identify & implement policies and procedures to improve compliance with government regulations, reduce administrative errors, and prepare for audits.
2. Identify & implement policies to minimize third-party disruptions of patient care and interference with the patient-physician relationship.
3. Identify & implement procedures to minimize exposure to licensure actions and criminal prosecutions and to protect personal and professional assets through applied risk management.
4. Recognize the impact of HIPAA's rules on privacy and for electronic data interchange on their practice, and to structure their practice accordingly.
5. Maintain the focus of their medical practice on improved patient care rather than malpractice or compliance defense.
6. Identify software and electronic applications most useful in improving efficiency and compliance as well as quality of patient care, including ethical use of the internet to enhance patient education & care.

**\*CONTINUING EDUCATION CREDITS**

Providence Everett Medical Center is accredited by the Washington State Medical Association CME Accreditation Committee to sponsor continuing medical education activities for physicians. PEMC designates this educational activity for a maximum of **8 hours** in Category 1 to satisfy the relicensure requirements of the Washington State Medical Quality Assurance Commission and the AMA Physician's Recognition Award. Each physician should claim only those hours that he/she actually spent in the educational activity. PEMC is an approved provider by the Registered Board of Nursing, California, Provider #CEP13721. This activity is approved for **9.6 hours of CEU's**.

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**\_\_\_ YES! I will attend "Thrive, Not JUST Survive" presented by AAPS on May 31, 2003. (sea 5/03)**  
 \_\_\_ Check Enclosed      \_\_\_ Please charge my credit card # \_\_\_\_\_ Exp. \_\_\_ (VISA, MC)

Name(s) \_\_\_\_\_ Amount \$ \_\_\_\_\_

Address \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Phone \_\_\_\_\_

FAX \_\_\_\_\_ Email \_\_\_\_\_

AAPS Member? \_\_\_ New Member? \_\_\_ (New Members FREE w/payment of \$285 annual dues)

**Please fax or mail to AAPS: 1601 N. Tucson Blvd, Ste 9, Tucson AZ 85716 Fax: 520-325-4230**