Pursuing Opportunities In Times Of Change

KEYNOTE SPEAKERS

Daniel Bahr
Former Federal Minister of Health (Germany)
Muenster, Germany

M. Bridget Duffy, M.D.
Chief Medical Officer, Vocera Communications
San Jose, CA

Harold D. Miller
President and CEO, Center for Healthcare Quality & Payment Reform, Pittsburgh, PA

Daniel O’Connell, Ph.D.
Training, Coaching & Consultation, Seattle, WA

Tadataka Yamada, M.D., KBE
Former President, Bill & Melinda Gates Foundation Global Health Program
Seattle, WA

Proven essentials of accountable care

New payment models and how to prepare for them

Decision-making in times of uncertainty

Strategies to improve patient engagement

Disruptive technologies and their impact on GI status quo

Negotiation tactics for new contracting models

…and much more
Agenda

THURSDAY, MARCH 26, 2015
5:00 pm
REGISTRATION OPENS
5:00–6:30 pm
NETWORKING RECEPTION
(Snacks and drinks served)

FRIDAY, MARCH 27, 2015
7:00-7:45 am
BREAKFAST, REGISTRATION, EXHIBITS
7:45-8:00 am
WELCOME
Klaus Mergener
8:00-9:00 am
BERGEIN F. OVERHOLT KEYNOTE LECTURE:
LESSONS FROM GLOBAL HEALTH
Tadataka (Tachi) Yamada

After careers as a physician, scientist and business executive, Dr. Yamada had the opportunity to address the health needs of the poorest of the poor. Lessons from this experience have given him insight into how he might have approached his former careers differently. These lessons shed light on how a gastroenterologist could navigate the complex healthcare environment of today.

9:00-9:30 am
BUILDING THE FOUNDATION FOR ACCOUNTABLE CARE
Tom Deas

Accountable care initiatives present tremendous opportunities for gastroenterologists to engage with others in their communities to achieve the goals of better patient care, improved population health, and lower total healthcare costs. However, this transformation is not possible without a fundamental infrastructure including physician leadership, interoperable information technology, and innovative aligned payment incentives. These are essential to overcoming the challenges of managing complex co-morbidities, coordinating care transitions, managing patient populations, and driving out waste. Having successfully created this accountable care infrastructure over the past decade, Dr. Deas will review these key components which will be further dissected during this year’s GI Roundtable conference.

9:30-10:00 am
DESIGNING SUCCESSFUL STRATEGIES AND ALLIANCES FOR YOUR LOCAL HEALTHCARE MARKET
Andrew Hayek

Healthcare is local. The challenges and opportunities that we confront in care transformation vary immensely from one region to another. What works in Seattle, WA may not be viable in Salida, CO. Our ability to improve care delivery models and to succeed in a more quality-transparent, value-based payment environment will require local efforts to engage, align, and collaborate with other healthcare stakeholders in our communities with which we have not been previously aligned. These new allies may include physician groups, hospital systems, health information exchanges, government agencies, health plans, and other corporate ancillaries. In this session, Mr. Hayek will provide examples of these collaborative efforts and insights into how you can pursue the most effective approaches and opportunities in your community.

10:00-10:30 am
REFRESHMENT BREAK & EXHIBITS

10:30-11:00 am
DECISION MAKING IN THE FACE OF UNCERTAINTY
Dan O’Connell

Leaders and their partners are regularly asked to make consequential decisions in the face of considerable uncertainty. In this talk, Dr. O’Connell will highlight the aspects of human reasoning that we know can affect the quality of those decisions and offer some remedies for distortions that can easily slip into the decision making process.

11:00-11:30 am
WORKING TOGETHER (Non-CME)
their colleagues in the field of gastroenterology and with physicians from across medical specialties, with tools for protecting their rights to furnish—and their patients’ rights to receive—critical, integrated services in the medical office setting.

2:00-2:30 pm
WORKING TOGETHER (Non-CME)

2:30-3:15 pm
WORKSHOP: PATIENT ENGAGEMENT - Part 1
STRATEGIES TO MAXIMIZE PATIENT ENGAGEMENT
Dan O’Connell

There are sets of behaviors or habits that we see clinicians using who are able to create the most satisfying interactions with patients and their families while also staying on time and reaching mutually agreed upon treatment plans. Dr. O’Connell will describe and demonstrate five of these techniques and show how they can become a part of any clinician’s flow.

3:15-3:45 pm
REFRESHMENT BREAK & EXHIBITS

3:45-5:00 pm
WORKSHOP: PATIENT ENGAGEMENT - Part 2
INNOVATIONS AND STRATEGIES TO MAXIMIZE PATIENT ENGAGEMENT - HOW TO CREATE THE UBER X-PERIENCE
Moderator: Bridget Duffy
Panelists: Charles Weaver, Michael Seres, Tom Savides

Customer service training is not enough to engage patients and improve the healthcare experience. The only way to truly activate patients in their care and differentiate your practice is to map the gaps in the human experience—from first impression to last. In this session, Dr. Duffy will give a voice to patients, identify the top five gaps in care, and share strategies to drive loyalty and growth for clinicians and their practices. In a subsequent panel discussion with a patient, a healthcare entrepreneur and a gastroenterologist-turned-chief experience officer, Dr. Duffy will discuss innovative ways to accelerate industry transformation and improve patient engagement.

5:00 pm
ADJOURN DAY #1

5:00-6:30 pm
WINE TASTING SOCIAL – DIGESTING DAY #1

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SATURDAY, MARCH 28, 2015

7:00-7:30 am
BREAKFAST, EXHIBITS

7:30-8:30 am
BREAKFAST BREAKOUTS

• BREAKOUT #1: ADMINISTRATORS/MANAGERS – ADMINISTRATIVE CHALLENGES AND SOLUTIONS
  Moderator: David Harano
  Grab breakfast and participate in this networking opportunity for administrators and practice managers (and anyone else who is interested). Bring your specific challenges, obtain input from your peers and compare notes on possible solutions.

• BREAKOUT #2: PHYSICIANS – OVER THE RAINBOW: A WIZARD’S VIEW OF DISRUPTIVE TECHNOLOGIES AND NEW OPPORTUNITIES FOR GI MUNCHKINS
  Steve Edmundowicz
  Endoscopic treatments for obesity, less invasive approaches to colorectal cancer screening, automated endoscopes, new tools to manage dysmotility disorders. – Examples abound of new technologies that may change the way gastroenterologists provide preventive services and deliver care to patients with gastrointestinal disorders. While some of these new technologies may require a hospital setting, others could be applicable to ambulatory practice settings.

8:40-8:45 am
ANNOUNCEMENTS DAY #2
Klaus Mergener

8:45-9:15 am
KEYNOTE ADDRESS:
A EUROPEAN PERSPECTIVE ON HEALTHCARE AND A COMPARISON WITH U.S. REFORM EFFORTS
The Honorable Daniel Bahr, Former Federal Minister of Health (Germany)
Many healthcare challenges are not unique to the U.S.: rising costs, an aging population, variable quality of care, decisions related to cost-effectiveness thresholds for expensive interventions, etc. Many European countries have recently faced their own struggles with implementing healthcare reforms. Former German Minister of Health Daniel Bahr will review some of these efforts and draw parallels to the situation in the U.S.

9:15-10:30 am
KEYNOTE ADDRESS:
WIN-WIN-WIN APPROACHES TO ACCOUNTABLE CARE: HOW GASTROENTEROLOGISTS CAN LEAD THE WAY TO HIGHER-QUALITY, MORE AFFORDABLE HEALTH CARE
Harold Miller
It’s clear that dramatic changes need to be made in the way we deliver healthcare in the U.S. But can we reduce utilization of services without denying patients care they need? Can we reduce costs for employers without creating financial problems for physicians and hospitals? Harold Miller will describe how better payment systems for physicians and hospitals and better insurance benefit designs for patients can support higher-quality, lower-cost approaches to care delivery that also enable healthcare providers to remain financially viable. He will also describe ways that physicians, hospitals, employers, unions, health plans, and government officials can all work collaboratively to make a successful transition to a more value-driven health care system.

10:30-11:00 am
REFRESHMENT BREAK & EXHIBITS
The majority of U.S. physicians, hospitals, and other healthcare entities have practiced in a world in which the economics are predominantly based on volume-driven, fee-for-service, RVU-based payment. Adjusting to a world of quality and price transparency, value-based incentives, population health, and management of medical risk will present a Herculean challenge. How do we get to the other side of this transition and survive? How long will it take? How much will it cost? How many casualties will be left behind? Who will they be? In this roundtable discussion we gather insight from our faculty regarding their approach to these challenges and their perceptions of the opportunities.
Faculty

Daniel Bahr
Member of the Board, Allianz Private Krankenversicherung
Federal Minister of Health (Germany) 2011-2013
Muenster, Germany

Thomas M. Deas, Jr., M.D., MMM
Director of Physician Development
North Texas Specialty Physicians
Fort Worth, TX

M. Bridget Duffy, M.D.
Chief Medical Officer
Vocera Communications Inc.
San Jose, CA

Steven A. Edmundowicz, M.D.
Professor of Medicine, Chief of Endoscopy
Washington University
St. Louis, MO

Robert A. Enns, M.D.
Pacific Gastroenterology Associates
Vancouver, Canada

David Harano, MBA, MHA
Executive Director
Gastro One
Memphis, TN

Andrew Hayek
President and Chief Executive Officer
Surgical Care Affiliates
Deerfield, IL

James S. Leavitt, M.D.
President, Gastro Health
Miami, FL

Glenn Littenberg, M.D., MACP
Chief Medical Officer
Southern California Gastroenterology Associates
Pasadena, CA

Klaus Mergener, M.D., Ph.D., MBA
Digestive Health Specialists
Tacoma, WA

Harold D. Miller
President and Chief Executive Officer
Center for Healthcare Quality and Payment Reform
Pittsburgh, PA

Daniel O’Connell, Ph.D.
Training, Coaching & Consultation
Seattle, WA

Faculty (continued)

Bergein F. Overholt, M.D., MACP, MACG
President, Gastrointestinal Associates
Knoxville, TN

Howard R. Rubin, J.D.
Katten Muchin Rosenman LLP
Washington, D.C.

Thomas J. Savides, M.D.
Chief Experience Officer
Professor of Clinical Medicine
University of California San Diego

Michael Seres
London, UK

Charles H. Weaver, M.D.
OMNI Health Media
Ketchum, ID

James J. Weber, M.D.
President, Texas Digestive Disease Consultants
Dallas, TX

Tadataka (Tachi) Yamada, M.D., KBE
Chief Medical and Scientific Officer, Executive Vice-President and Board Member, Takeda Pharmaceutical Corporation
Former President, Bill & Melinda Gates Foundation Global Health Program
Former Chairman, Dept. of Internal Medicine, University of Michigan Medical School Editor, Textbook of Gastroenterology
Boston, MA, Seattle, WA, Tokyo, Japan

Credit Designation

The Postgraduate Institute for Medicine designates this live activity for a maximum of 12.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Target Audience

This activity has been designed to meet the educational needs of gastroenterologists and practice managers involved in the care of patients with digestive diseases.

Educational Objectives

After completing this activity, the participant should be better able to:

- Discuss upcoming healthcare reform efforts and regulatory compliance provisions
- Create successful strategies and alliances for the local healthcare market
- Describe effective negotiating strategies vis-à-vis other healthcare stakeholders
- Recognize the key drivers of practice efficiency
- Apply information from case studies to increase patient engagement in their care

Disclosure of Conflicts of Interest

Postgraduate Institute for Medicine (PIM) requires instructors, planners, managers and other individuals who are in a position to control the content of this activity to disclose any real or apparent conflict of interest (COI) they may have as related to the content of this activity. All identified COI are thoroughly vetted and resolved according to PIM policy. The existence or absence of COI for everyone in a position to control content will be disclosed to participants prior to the start of each activity.

Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Postgraduate Institute for Medicine and GI Roundtable. The Postgraduate Institute for Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Americans with Disabilities Act

Event staff will be glad to assist you with any special needs (ie, physical, dietary, etc). Please contact Cathy Good prior to the live event at (403) 244-4998.