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
(Refreshments 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
Tadakata (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)
MAKING THE DECISION – FINDING SOLUTIONS FOR OUR TOUGHEST STRATEGIC PROBLEMS
Moderators: Gene Overholt & Jim Weber
What is currently the most critical strategic decision for your practice? What is your biggest operational conundrum? A list of issues will be solicited from attendees prior to the conference. Drs. Overholt and Weber will present these issues, and GIRT faculty and conference attendees will provide input and consider timely and practical solutions to these problems.

THE BATTLE TO PROTECT INTEGRATED CARE FURNISHED BY INDEPENDENT GI PRACTICES: A NATIONAL AND STATE PERSPECTIVE
Howard Rubin
Over the last many years, gastroenterologists caring for patients in independent medical practices have confronted growing threats at the state and federal levels to their ability to furnish their patients with high quality, cost-efficient, and integrated health care services. Mr. Rubin’s presentation will focus on several of the most high profile of these threats to anatomic pathology, advanced diagnostic imaging and anesthesia services that have played out in state and federal legislative and regulatory arenas. Lessons will be drawn to better equip GIRT attendees working with 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

STRAATEGIES 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
GI Roundtable 2015    Boston Park Plaza Hotel • Boston, MA    www.giroundtable.com    support@giroundtable.com    p4

Pursuing Opportunities In Times Of Change

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
GI Roundtable conference.

In the past decade, Dr. Deas will review these key components which will be further dissected during this year’s conference. He will discuss innovative ways to accelerate industry transformations with which we have not been previously aligned. Physicians, staff and administrators often need to negotiate mutually agreeable plans in situations where there are initially interests in common as well as interests in some conflict. We do this with patients, their families, between medical specialists, within our groups and when contracting with vendors and health plans. In this program Dr. O’Connell will describe and demonstrate a practical and time tested 5 Step approach to negotiating all manner of agreements from the simple to the more complex and apply them to common healthcare situations.

11:00-12:00 pm
ROUNDTABLE DISCUSSION
PAYMENT AND DELIVERY SYSTEM REFORM - PRACTICAL IMPLICATIONS FOR THE GI PRACTICE
Moderators: Tom Deas & Klaus Mergener
Panelists: Daniel Bahr, Harold Miller, Jim Leavitt, Rob Enns
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.

12:00-12:45 pm
LUNCH & EXHIBITS

12:45-1:15 pm
DISRUPTIVE REIMBURSEMENT – YEARS OF PRACTICING DANGEROUSLY
Glenn Littenberg
- Declining GI endoscopy professional and facility reimbursement
- Ever-increasing quality measure reporting requirements
- EHR meaningful use burdens
- Pending implementation of ICD-10
- Reimbursement linked to ASC and physician quality measure performance
What’s new for 2015, what is anticipated beyond? Dr. Littenberg will discuss these challenges and set the stage for how GI practices must adapt to pursue evolving healthcare objectives.

1:15-1:45 pm
WORKING TOGETHER (Non-CME)

1:45-3:15 pm
INTERACTIVE WORKSHOP
NEGOTIATING SKILLS TO IMPROVE OPPORTUNITES WITH PAYERS, HOSPITALS, PATIENTS, ...AND WITH EVERYONE ELSE
Dan O’Connell
Physicians, staff and administrators often need to negotiate mutually agreeable plans in situations where there are initially interests in common as well as interests in some conflict. We do this with patients, their families, between medical specialists, within our groups and when contracting with vendors and health plans. In this program Dr. O’Connell will describe and demonstrate a practical and time tested 5 Step approach to negotiating all manner of agreements from the simple to the more complex and apply them to common healthcare situations.

3:15-3:30 pm
WRAP IT UP, TAKE IT HOME
Tom Deas
3:30 pm
CONFERENCE ADJOURNS
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

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

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.

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.

Nurses – All nurse participants will receive a certificate of attendance specifying hours of education accredited for AMA PRA Category 1 Credit™. This certificate can be used toward nursing requirements.

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.

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.