

Schedule:

7:30 - 8:00 a.m.	Registration and Continental Breakfast
8:00 - 8:10 a.m.	Welcome: <i>Todd Fowler, CMPE, President, OMGMA</i>
8:10 - 8:15 a.m.	Program Introduction, <i>Cheryl Hanlon, CMPE, President-Elect, OMGMA</i>
8:15 - 10:00 a.m.	“Organizational Excellence Part II” <i>Presented by: Bob Vosburgh</i>
10:00 - 10:30 a.m.	Morning Break
10:30 - 12:00 noon	“Organizational Excellence Part II” continued
12:00 - 12:45 p.m.	OMGMA Legislative Update, Business Meeting
12:45 - 1:15 p.m.	Lunch plus ACMPE Discussion Group led by Michael O’Connell, Midwest ACMPE College Forum Representative
1:15 - 1:30 p.m.	Vendor Time
1:30 - 2:30 p.m.	“Where is Medicine Going and What it Could Be” <i>Presented by: Ken Terry</i>
2:30 - 3:00 p.m.	Break - Vendor Time
3:00 - 4:00 p.m.	“Where is Medicine Going and What it Could Be” continued
4:00 p.m.	Awards and adjournment

**Conference Evaluation and Drawing for \$100 CASH
(You must be present to win)**

ACMPE Credit: The American College of Medical Practice Executives (ACMPE) designates this program for credit hours commensurate with hours spent in education sessions.

Meeting Fees:

OMGMA Member.....\$79.	Make checks payable to OMGMA	OMGMA
Non-Member or Guest.....\$100.	and mail it along with the completed	PO Box 14882
Full Time Health Care Student.....No Charge!	registration form to:	Columbus, OH 43214

****Refunds will be made only if two weeks written advance cancellation notice is received****



Ohio Medical Group Management Association
2009 Winter Educational Conference

Friday - March 6, 2009

Northpointe Conference Center, Lewis Center, Ohio

Organizational Excellence Part II
Presented by: Bob Vosburgh

**Where Medicine is Going
and Where it Could Be**
Presented by: Ken Terry





Meeting Location:

Northpointe Conference Center
9243 Columbus Pike
Lewis Center, OH 43035
(866) 233-9393

A **BLOCK OF ROOMS** has been reserved for OMGMA. Remember, Thursday's evening dinner and Friday's morning breakfast are included in the room rate at Northpointe. Call Northpointe directly for reservations.

PLEASE NOTE THAT YOU CAN NOW REGISTER AND PAY FOR THIS CONFERENCE ONLINE. GO TO WWW.OHIOMGMA.COM AND FIND THE FORM UNDER MEETING INFORMATION AND PICK THE MEETING REGISTRATION AREA.

March 6, 2009 Winter Educational Meeting Agenda:

Here's what's planned.....

The Morning Session is entitled:

Organizational Excellence Part II

Presented by Bob Vosburgh

The workshop is based upon a proven process, following a model for preparing, performing and perfecting.

- Prepare with positive expectations.
- Perform with relentless pursuit.
- Perfect via continuous improvement.

The program will focus on the following three main areas.

Reflect:

- As an individual: It is about assessing where the individual manager is in their lives, what impact they want to have, and a commitment to real change.
- As a team: Are your team members interested in doing the right thing for the patient, each other and the organization? The answer is usually yes, the desire is usually there, and they eagerly await organizational commitment/empowerment.
- As an organization: We also need to assess the reality of the organizations' desire to improve. Many owners/boards have no desire for change. This, of course, can lead to failure due to not adapting and not wanting feedback. So, is there commitment from the organization's principals for real change? Is the organization willing to empower all team members for the sake of organizational improvement?

Observe:

- We can't improve without gathering feedback from our customers/patients/employees.
- Patient Satisfaction: To move forward, we need to establish a foundation based upon specific feedback from our outside customers.
 - Tactically, monitor patient satisfaction on a real-time basis.
 - Strategically, initiate changes to organizational process to improve patient care and satisfaction.
- Employee Satisfaction: Provide an avenue for honest employee assessments and suggestions for improvement.
- Analyze, prioritize and stay aware.

Improve:

- Execute an annual reinvention exercise.
 - Utilize the science from step two (observe) to prioritize needs at the patient and employee levels.
 - Empower the team.
- Share the science (ESQ/PSQ results) with all team members.
- Create a task-force environment.
 - Demand rapid execution and implementation
- Build accountability into the process. Ensure follow-through. Back to step two, observe until you run the process again, next year.

Morning Session Continued:

About Bob Vosburgh

Bob has a Bachelors degree in Aerospace Engineering, and a Masters as well as PhD coursework in Astronautical Engineering. He used that education as a professor at the U.S. Air Force Academy. As a fighter pilot he won the "Top Gun" awards in the F-111, AT-38 and the F-16 while flying in the U.S., Europe, and Asia. Bob also served in the corporate environment in positions ranging from sales, to strategy, to CEO. He has worked with the CIA, The White House, civilian and government sectors, groups in the medical arena, Chambers of commerce and generally, organizations small and large. Bob is an author, speaker, executive coach and the President of 9G Enterprises....a group of high achievers who do surveys, workshops, coaching and keynotes.

ACMPE Luncheon Program

During the luncheon you will have the opportunity for an informal meeting with those who are in the process of getting or thinking about obtaining their fellowship in ACMPE. The meeting will be led by Michael O'Connell, FACMPE the Midwest Regions ACMPE representative. It will be a practical discussion that should help and encourage those who are on this path.

The Afternoon Session is entitled:

"Where Medicine is Going and What it Could Be"

Presented by Ken Terry

U.S. health care is at a crossroads. The status quo is unacceptable, because it will result in a continuing decline of quality and access to care. But the proposals being made by politicians and policymakers are unworkable. Even if they lead to an expansion of coverage, it will be temporary because of relentlessly rising costs. Neither Democratic nor Republican proposals to control costs will have a significant effect, because they don't address the underlying drivers of spending growth: new technology, fragmentation, and the incentive of providers to do more to earn more. To get a handle on costs, we must completely restructure our delivery system.

Under my reform proposal, the system would be organized around primary care. All primary-care physicians would be induced to join groups large enough to take financial responsibility for professional services, including primary and specialty care, lab and imaging tests, and outpatient prescription drugs. Competition among these primary-care groups would replace competition among insurance companies. There would be only one government-regulated insurer per region, and it would neither manage care nor negotiate prices. It would serve as a conduit for money to be transferred from employers, individuals and the government to providers. With the aid of published cost and quality reports, consumers would choose primary-care doctors in one of the groups in their region. If they chose a higher-cost group, they'd pay a higher premium.

By reducing administrative costs, this system would enable us to achieve universal coverage without higher taxes. In the long run, competition among physician groups would cut costs by 30 percent or more by reducing waste and improving the quality of care.

About Ken Terry

Ken Terry, the author of the book *Rx For Health Care Reform* (Vanderbilt University Press, 2007), is a former senior editor at *Medical Economics Magazine*. During his nearly 15 years with *Medical Economics*, he covered topics related to health information technology, practice management, and managed care. From 2003-2005, he organized and led regional health IT seminars for *Medical Economics* in conjunction with the Pri-Med clinical conferences.

Terry now writes for publications such as *Physicians' Practice*, *Hospitals & Health Networks*, and *MGMA Connexion*. He regularly speaks on information technology, quality improvement, and health care reform. Recently, he helped organize and moderate the first National Congress on Health Reform in Washington, DC.

Terry has received journalism awards from the American Society of Business Publication Editors (2000), the American Society of Healthcare Publication Editors (2001-2002), and the American Business Media. He was a finalist for the latter organization's prestigious Neal Award in 2003 and 2006, and he won a Neal in 2007. He holds a B.A. in English and an M.A. in education from the State University of New York at Albany.