

# The Nuts & Bolts of Practice Operations

SOLUTIONS FOR A MORE EFFECTIVE AND PROFITABLE PRACTICE.

2006 Spring OMGMA Conference  
March 9-10, 2006

The Conference Center at NorthPointe  
Lewis Center, Ohio



## *Elizabeth Woodcock*

MBA, FACMPE, CPE

ELIZABETH IS A PROFESSIONAL speaker, trainer and author specializing in medical practice operations and revenue cycle management. With 15 years experience, she has delivered presentations to more than 100,000 physicians and managers. In addition to the popular e-mail newsletter she authors every week, "Physicians Practice Pearls," she has published several best-selling practice management journals. Elizabeth is a Fellow in the ACMPE and a Certified Professional Coder. In addition to a bachelor's of arts degree from Duke University, Elizabeth completed an MBA in health care management from The Wharton School of Business, University of Pennsylvania.



## *Deborah Walker*

Ph.D., FACMPE

DEBORAH IS PRESIDENT OF Medical Practice Dimensions, Inc., a health care consulting firm based in Southern California. With more than 23 years of expertise in health care, Deborah is a sought-after consultant and speaker in the field. She holds a doctorate degree from Peter F. Drucker Graduate School of Management, an MBA from UCLA's Anderson Graduate School of Management and she has achieved Fellow status in the ACMPE. In addition to authoring numerous articles on medical practice operations issues, she is a co-author of the books "Rightsizing: Appropriate Staffing for Your Medical Practice" and "The Physician Billing Process: Avoiding Potholes in the Road to Getting Paid."



## *Sara Larch*

MSHA, FACMPE

SARA IS CHIEF OPERATING officer of University Physicians at the University of Maryland School of Medicine. Sara has over 20 years of medical group practice experience. Her master's degree in health sciences administration is from Virginia Commonwealth University where she holds an adjunct faculty appointment. Sara is a past MGMA board chair, and past president of the Academic Practice Assembly and the Association of Managers of Obstetrics and Gynecology. Sara is a co-author of the book "The Physician Billing Process: Potholes in the Road to Getting Paid" and a speaker on billing and reimbursement, practice operations, and women leadership topics.

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## Participants will receive:

1. One and one-half day program of practical, hands-on medical operations tools and resources
2. Notebook of presentation handouts
3. Accompanying CD-ROM of tools, figures, forms, checklists and other take-home ideas
4. CEU hours from the American College of Medical Practice Executives (ACMPE)
5. Knowledge, opportunity and encouragement to create an action plan for your practice in 2006.

Thursday

## Agenda for March 9, 2006

8<sup>30</sup>  
AM

Registration and continental breakfast

9<sup>00</sup>  
AM

### Front Desk Operations and Scheduling ~ *Elizabeth Woodcock*

#### Front Desk Operations

- Integrate pre-visit processes
- Enhance customer service
- Maximize time of service payments
- Alert clinical staff of patient's arrival
- Handle late arrivals and delays
- Improve processing of in-bound phone calls

#### Scheduling and Appointment No-Shows

- Measure appointment availability
- Accommodate same-day appointment requests
- Embrace open and advanced access scheduling
- Establish a scheduling template that works for you and the patient
- Avoid appointment no-shows

12<sup>00</sup>  
PM

Lunch

1<sup>30</sup>  
PM

### Clinical Operations ~ *Deborah Walker Keegan*

- Optimize your clinical care team
- Identify clinic efficiency
- Manage today's work today
- Start on time – every day
- Preview charts
- Manage refills, triage calls and test results efficiently and effectively
- Huddle to prepare for the day
- Avoid unnecessary work
- Leverage technology to improve efficiency and profitability

5-7  
PM

Wine and cheese reception with vendors

Friday

## Agenda for March 10, 2006

7<sup>00</sup>  
AM

Continental breakfast

8<sup>00</sup>  
AM

### Billing and Collections ~ *Sara Larch*

- Benchmark revenue cycle performance against peers
- Manage new consumer-driven health plans
- Optimize charge capture and charge entry
- Monitor payments to avoid unauthorized discounts
- Identify and avoid 'silent PPOs'
- Enhance your revenue cycle through e-Commerce
- Institute reimbursement management tools
- 'De-code' coding: prevent denials before they happen
- Manage your claim denials
- Create an effective appeals process
- Enhance patient collections
- Work bill calls
- Engage your collection agency

11<sup>30</sup>  
AM

Adjourn. Boxed lunches will be provided.

## Accommodations

The Conference Center at NorthPointe is located north of Columbus on the southeast corner of Polaris Parkway/Powell Road and Route 23.

NorthPointe is a fully-equipped conference center which also offers hotel accommodations. All of the 120 guest rooms and suites include pillow-top beds, refrigerators, microwave

ovens, coffee makers with complimentary coffee, IP telephony, voicemail and high speed Internet access. A room reservation at NorthPointe is \$142 and includes dinner on Thursday and a full breakfast buffet Friday morning. Call NorthPointe at 866233-9393 to make a reservation, or visit [www.conferencecenteratnorthpointe.com](http://www.conferencecenteratnorthpointe.com) for more information.



9243 Columbus Pike  
Lewis Center, Ohio 43035

*NorthPointe is a short distance from shopping at the Polaris Fashion Place and many local restaurants. Accommodations are also available at:*

Baymont Inn & Suites  
Columbus North/Polaris  
8400 Lyra Drive, Columbus, Ohio 43240  
Phone: 614/791-9700  
Rate: \$81 per night.\*

*\*Must reserve a block of rooms under Ohio Medical Group Management Association to get this rate.*

*"The 'Nuts & Bolts of Practice Operations' was a great way for me to take a fresh look at my organization. I was able to determine areas where we excel and gather ideas to improve areas of opportunity. We shared experiences and best practices on everything from scheduling to billing, which was very insightful. Also helpful is the extensive "tool box" including forms, practical exercises and articles. I can continuously use these tools to gauge our operational success as a practice."*

– Laura Kalister, Operations Manager, Heart Specialists of Ohio, Inc.

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*The key to managing a successful practice is operating an efficient one.*

A program brought to you by three national experts in practice management dedicated to giving practical, take-home solutions to make your practice more profitable.

IN THIS ACTION-PACKED PROGRAM, YOU'LL learn strategy after strategy to improve practice operations that lead to a healthy bottom line. The Nuts and Bolts of Practice Operations blends patients' expectations for timely access and superior service with your need for financial results. Hands-on tools and resources will be presented to create a win/win for you and your patients.

Nuts & Bolts is great for physicians, managers and staff who want a comprehensive overview of all aspects of practice operations. Experienced physicians and managers will find value in the innovative approach to operations. You'll be challenged to think differently about "the way you've always done it." Whether you're a novice or an expert in the field, this program can formulate the basis of a process redesign or performance improvement initiative in your practice.



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OMGMA  
P.O. Box 14882  
Columbus, Ohio 43214