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From a list of over a dozen awards, he is the founding editor of Computer Medicine for the Hospital Pharmacist. In 1992, he was the winner of the International Interactive Communication Society, Best Interactive Program, "About Your Diabetes". Bill co-developed PHOCUST (Pharmacist Opportunities in Compliance Using Skills Training) which received the H.A.B. Dunning Award in 1993 by the American Pharmaceutical Association. His other professional accomplishments include the Most Outstanding Faculty Member of the School of Pharmacy for 1996, and in 1997, he received the Auburn University Outreach Ward for Excellence.

Bill has secured or assisted in delivering over five million dollars of funded research while at Auburn. He has presented and published over 800 papers and presentations on topics of computers, health system informatics, use of technology in medical and pharmacy practice, and management and technology issues in healthcare. His students call him Professor Gadget and Bill says when you meet him, you will have met the guy who dies with the most toys.

PDA's are a part of his research agenda and he often has informal "beaming" parties throughout any meeting he attends. Professor Felkey will show you how to strategically position your organization for integration of the internet.

Schedule:

7:30 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 8:10 am	Welcome, David Hafler, CMPE, President OMGMA
8:10 am - 8:15 am	Program Introduction, Krista Stock, CMPE, President Elect, OMGMA
8:15 am - 10:00 am	Operational Readiness for EMR <i>Presented by Rosemarie Nelson</i>
10:00 am - 10:30 am	Morning Break
10:30 am - 12:00 pm	Operational Readiness for EMR <i>continued</i>
12:00 pm - 12:45 pm	OMGMA Legislative Update
12:45 pm - 1:15 pm	Lunch
1:15 pm - 1:30 pm	Vendor Time
1:30 pm - 2:30 pm	Understanding Total Digital Convergence <i>Presented by Bill Felkey</i>
2:30 pm - 3:00 pm	Break
3:00 pm - 4:00 pm	Mobile Care - How Connected Do You Want to Be? <i>Presented by Bill Felkey</i>
4:00 pm	Awards & 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.....\$75. Non-Member or Guest.....\$100.
Full Time Health Care Student No Charge!

Make checks payable to OMGMA and mail it along with the completed registration form to:

OMGMA. PO Box 14882 Columbus, OH 43214

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



Ohio Medical Group Management Association 2006 Spring Educational Conference

Thursday - May 18, 2006

Northpointe Conference Center, Lewis Center, Ohio

Operational Readiness for EMR

Presented by Rosemarie Nelson

Understanding Total Digital Convergence

Presented by Bill Felkey

Mobile Care - How Connected Do You Want to Be?

Presented by Bill Felkey





Meeting Location:

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

A **BLOCK OF ROOMS** has been reserved for OMGMA. The spacious two room suites feature a living room with a queen-size sofa bed plus a private bedroom. You will also enjoy the convenience of a microwave oven, coffee maker, refrigerator and wet bar. What a perfect environment to have your own mini-conference the night before OMGMA's educational meeting. The room rate for this meeting will be \$134.00. Remember, Wednesday evening dinner and Thursday morning breakfast are included in the room rate at Northpointe.

Call Northpointe directly for reservations (866) 233-9393.

May 18, 2006 Spring Educational Meeting Agenda:

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

The Morning Session is entitled:

“Operational Readiness for EMR”

Presented by Rosemarie Nelson

Why do some medical groups succeed when others struggle in the selection and implementation process of an EMR (Electronic Medical Record)? Assess the technology needs of your medical practice and develop a strategy that will result in improved physician-to-patient relationships and improved patient medical records. The program will provide tools and insights to prepare your practice for the EMR implementation. Lessons learned will address operational issues and identify opportunities to improve operations in preparation of an EMR implementation. Identify the processes required for a successful implementation as presented in a case study of aggregated practice experiences.

Attendees will:

- Learn the elements to an EMR readiness assessment for their practice.
- Identify key issues to discuss with physicians for appropriate EMR selection and implementation.
- Determine the potential applications that provide a migration path for the EMR in their practice setting.

Experience

Rosemarie Nelson's experience as a medical office manager and in information technology, combined with her years of consulting to physicians and practice professionals gives her a unique insight into the needs and challenges facing today's physicians and the future for medical practices. Rosemarie conducts educational seminars and provides keynote speeches on a variety of healthcare technology and operational topics. She has authored numerous articles on practice management issues and her seminar presentations and publications have been well received by physicians, administrators, office managers and staff throughout the country.

Expertise

As a medical practice consultant, Rosemarie has established significant expertise in system implementation. Key to her qualifications and success is the business analysis method for evaluating process and needs and applying solutions to information systems applications. As a manager in the multi-manufacturer Office of the Future project, she led new technology planning and development for improved clinical operations. Rosemarie has managed project implementation teams as well as software engineers in the design, implementation and training of medical practice software. Drawing upon diverse operational, clinical, and financial experience, Rosemarie provides practical solutions to assist medical groups to achieve success in their objectives.

“Understanding Total Digital Convergence”

Presented by Bill Felkey

All information has the purpose of reducing uncertainty in decision makers. In healthcare, we need high-quality, evidenced-based information on which to base our decisions. Moreover, we need enterprise-wide connectivity and a single electronic medical record for both inpatient and ambulatory care. Technology is used in two ways in medical practices. It can completely replace the work of humans in those tasks that are repetitive and tedious. Technology can also enhance our ability to perform work. It is imperative that all facets of healthcare become truly digital and therefore paperless. Integration in healthcare has been identified as the highest priority we face. The extent to which we become paperless will be a key predictor for the long-range success of any practice.

Learning Objectives

1. Discuss the importance of integrated technology systems in managing the vast amount of information health care practices encounter on a daily basis.
2. Identify key components of how digital information convergence and situational awareness will improve both efficiency and effectiveness in operations.
3. Develop a strategy for visually mapping the functions performed by technology systems that include connectivity options present in practice.

“Workshop: Mobile Care – How Connected Do You Want to Be?”

Presented by Bill Felkey

The old definition of the Internet used to be, “Every computer in the world talking to every other computer.” The new definition is every computer, cell phone, pager, and PDA in the world talking to every other one. Even though some already feel too connected, the information appliances and wireless infrastructure already exist to utilize these technologies for maximizing our impact on every work process.

Banking and finance is the model industry healthcare seems to be following while it learns how to perform secure, online transactions. Similar online transactions that are possible in other service markets are highly desired by patients when they have a medical practice selection option. The challenge is adopting and implementing these technologies so that a return on investment is achieved. This workshop will comprehensively explore technological options and demonstrate “best-of-breed” practices. You will be amazed at both the current and next-generation tools that are going to become commonplace in your everyday practice.

MAKE SURE TO BRING YOUR PDA OR SMARTPHONE

Learning Objectives:

After completing the session, participants will be able to:

- Cite the step-by-step process for utilizing portable information appliances in a progressive medical practice.
- List the step-by-step process for finding practice specific information and business resources for any specialty.
- Discuss critically, the differences in the array of information appliances necessary to utilize the above practice enhancements.

Bill G. Felkey was born in Nagoya, Japan; but Auburn, Alabama has been his home since 1977. He received his B.A. in Psychology and Communication from the University of Maine and his M.S. in Instructional Systems Technology from Indiana University. His research interests focus on the creation of knowledge-bases and the use of advanced technology in healthcare.

Yogi Berra said, “It's tough to make predictions, especially about the future.” Bill Felkey agrees with Yogi by only doing research on “best of breed” examples of those technologies and innovations which are actually being successfully implemented in healthcare systems and pharmacy and physician practices. He provides highly interactive educational sessions that will amaze, inform, entertain and overwhelm you with the wealth of technological resources that are available to you to increase your impact on outcomes and extend your organizational efficiency and effectiveness.

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