



2020 EDUCATION SYMPOSIUM



NAVIGATING the FUTURE of HEALTHCARE

Hilton Columbus at Easton Town Center
March 20, 2020

REGISTER BY 2/14 FOR A DISCOUNT!

LEARN WHAT HEALTH CONSUMERS REALLY WANT!

Whether you work for a small private practice or a large hospital system, we all need to get ahead of top industry trends to be successful in healthcare. OSMA's Symposium is the largest practice management event in Ohio and is packed full of resources and ideas to help you and your practice navigate a successful future. Customize your day to fit the needs of your practice and network with other healthcare professionals to collaborate, learn, and grow.

HILTON COLUMBUS AT EASTON

3900 Chagrin Blvd
Columbus, OH 43219
HiltonColumbus.com

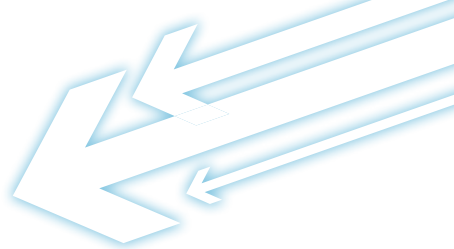
EXHIBITORS:

*Alto Health Care Staffing
American Medical Association
Buckeye Health Plan
CGS Medicare Part B
Cincinnati Comprehensive
Sickle Cell Center
CompManagement Inc
CompuNet Clinical
Laboratories
CoverMyMeds
Coverys
Crescendo Healthcare Realty
Advisors
Economy Linen
Fidelity National Collections
FutureCom Technologies
Linden Healthcare Consulting
MagMutual Insurance
Company
MAXtech Agency
Medical Mutual
MedPro Group
Molina Healthcare of Ohio
Nuance Communications*

*Ohio Department of Health
Ohio Medicaid
Ohio Physicians Health
Program
OSMA Government Relations
Ohio State Society of Medical
Assistants
Orthopedic ONE
OSMA Insurance Agency
Paramount Health Care
ProAssurance
PSIC Insurance Company
Quest Diagnostics
RX2Live
ScrogginsGear
State Medical Board of Ohio
The Doctors Company
The Ohio Department of
Insurance - OSHIIP Division
Vercom Systems
Wells Law, LLC
WesBanco Bank*



AGENDA & SESSION OPTIONS



7:30 a.m. Registration, Visit Exhibits
& Continental Breakfast (*sponsored by CompManagement*)

8:45 a.m. Welcome

9:00 a.m. Keynote Speaker: *What Consumers Really Want*

10:00 a.m. Networking Break & Visit Exhibits

10:20 a.m. BREAKOUT SESSION 1:

1A: *Anatomy of Private Equity Transaction & Current
Merger & Acquisition Trends for Medical Practices*

1B: *Wage & Hour Issues*

1C: *Communicating With Patients to Improve Collections*

1D: *Alleviate Physician Burnout by Leveraging the EHR's
Power of Informatics & Analytics*

11:00 a.m. Networking Break & Visit Exhibits

11:20 a.m. BREAKOUT SESSION 2:

2A: *Paradigm Senior Care Advantage: A case study in transforming
care that connects patient, primary care & payers*

2B: *The CBD & Medical Marijuana Craze: What is an Employer to Do*

2C: *Team Based Care & Practice Transformation*

2D: *Cultivating a Winning Practice Culture*

12:00 p.m. Visit Exhibits & Lunch (*sponsored by Orthopedic ONE*)

1:15 p.m. BREAKOUT SESSION 3:

3A: *What You Can Do Now to Prepare For E/M Changes in the Future*

3B: *Supervising Friends, Family & Peers*

3C: *A Breakdown of Medicare's New Policy Development Process*

3D: *How Medical Office Location & Design Enhance Patient Experience*

3E: *Medical Marijuana Updates, Adverse Reactions & Regulatory Interactions*

1:55 p.m. Networking Break & Visit Exhibits

2:15 p.m. BREAKOUT SESSION 4:

4A: *Gender Identity: Coding, EMR & Insurance Barriers*

4B: *Complaint Procedures & Difficult Employees*

4C: *Improving Office Efficiency for Better Profitability, Staff Retention,
and Patient Care*

4D: *The M&Ms of Healthcare: MIPS & Models*

3:00 p.m. OSMA's Legislative & Advocacy: Current & Future Efforts

3:30 p.m. Door prizes & Adjourn

FOR SESSION DETAILS & SPEAKERS,
VISIT: [**OSMA.ORG/SYMPOSIUM**](https://osma.org/symposium)

CONTINUING PROFESSIONAL DEVELOPMENT

PHYSICIANS:

The Ohio State Medical Association (OSMA) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The OSMA designates this live educational activity for a maximum of **4.0 AMA PRA Category 1™ credits**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

MEDICAL MARIJUANA:

Physicians who attend 3E may earn **2.0 AMA PRA Category 1™ credits** that qualifies for the annual CME needed to maintain an Ohio Certificate to Recommend (CTR). **An additional .5 credit may be earned by attending 2B.**

PAHCOM:

Approved for **4.0 CEUs** from the Professional Association of Health Care Office Management (PAHCOM).

AAMA:

American Association of Medical Assistants (AAMA) CEUs submitted for **up to 4 CEUs**.

OTHER CEUS:

Through their reciprocity agreements, many licensing, credentialing and professional organizations accept courses and hour for hour credits from any provider who is ACCME accredited and awards **AMA PRA Category 1™ credit**. A sampling of those who accept this credit include AAPA, AAPC, ACMPE, AHIMA, Ohio Board of Nursing, and the State Medical Board of Ohio.



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[OSMA.ORG/SYMPOSIUM](https://osma.org/symposium)

MAKE IT AN EXPERIENCE.

The Easton Town Center is the Midwest's premier shopping, dining, and entertainment destination featuring nearly 300 best-in-class retailers. An indoor and outdoor shopping complex, the core of buildings and streets that comprise Easton are intended to look like a self-contained "town", reminiscent of American towns and cities in the early-to-mid 20th century.

HILTON COLUMBUS AT EASTON

Reserve Your Lodging

Visit: OSMA.org/hilton

Or Call: (614) 414-5000 and indicate you are with the OSMA for the discounted rate.

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MOLINA⁺
HEALTHCARE



REGISTRATION

4 WAYS TO REGISTER:

Please use one form per registrant.

WEB: [OSMA.org/symposium](https://osma.org/symposium)

FAX: (614) 527-6763

PHONE: (800) 766-6762

MAIL check: OSMA • PO Box 2091 • Mt. Vernon, OH 43050

Online registration closes at 4:00 pm on March 13 or when capacity is reached. If space permits, registrations after will be taken by phone only. The registration fee includes meals, link to all available session slides/handouts, and CME/CEU credits.

Participant name & credentials _____ Title _____

Physician member name (must be included for member rate) _____

Practice name or affiliation _____

Street address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Email _____

FEES:

	By Feb. 14	By Mar. 6	After Mar. 13
OSMA Physician Member: <small>(or if in medical marijuana special interest group)</small>	\$200	\$225	\$250
OSMA Associate Member:	\$200	\$225	\$250
Staff of Physician Member:	\$225	\$250	\$275
Nonmember:	\$325	\$350	\$375
Student/Fellow/Resident:	\$100	\$100	\$100

WHAT WILL YOU ATTEND?

SESSION 1: (choose one)

☐ 1A ☐ 1B ☐ 1C ☐ 1D

SESSION 2: (choose one)

☐ 2A ☐ 2B ☐ 2C ☐ 2D

LUNCH BUFFET

☐ Yes, I'd like lunch ☐ No lunch

Vegetarian and gluten free options will be provided.

SESSION 3: (choose one)

☐ 3A ☐ 3B ☐ 3C ☐ 3D ☐ 3E

SESSION 4: (choose one)

☐ 4A ☐ 4B ☐ 4C ☐ 4D

PAYMENT:

TOTAL ENCLOSED \$ _____

☐ Check

(Made Payable to Ohio State Medical Association)

☐ Credit Card

☐ Visa ☐ Mastercard ☐ Amex

Card number: _____ Name on card: _____

Exp. date: _____ 3-digit Code: _____

Contact the OSMA at (614) 527-6762 or info@osma.org if you do not receive a confirmation within two weeks of your registration. Photos may be taken of attendees during this event to use on OSMA social media or for future promotions. Substitution/Cancellations can be made any time at no charge. Cancellations made via telephone at (800) 766-6762 on or before 4:00 pm on March 13 will receive a refund minus a \$50 processing fee. No refunds for cancellations made thereafter.



5115 Parkcenter Avenue, Suite 200 • Dublin, OH 43017

“I received so much
valuable information
on a variety of topics.”

~ Diane H. (past attendee)

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