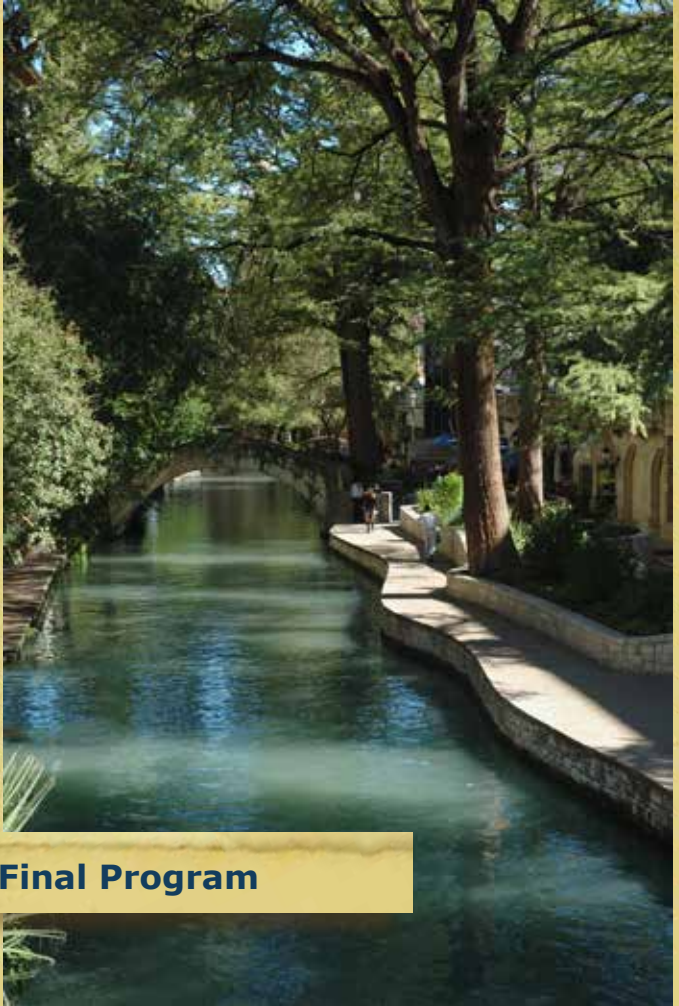


NATIONAL SOCIETY OF CERTIFIED

**NSCHBC**

HEALTHCARE BUSINESS CONSULTANTS



**Final Program**

**NSCHBC Annual Conference**  
**June 19 – 22, 2013**

Grand Hyatt San Antonio  
San Antonio, Texas



# NSCHBC Annual Conference

**June 19 – 22, 2013**

Grand Hyatt San Antonio  
San Antonio, Texas

## Thank you!

### Foundation

The Foundation for Education in Healthcare Management has provided funding for the educational portion of this program. This funding, in part, is derived from the following permanent endowed chairs:

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### Sponsors

- Greenway Medical Technologies, Inc.
- athenahealth, Inc.
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## 10 Minute Presentation Sponsors:

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**David Everett**, CMC, CHBC | Medidata.Med, Inc.

**H. Christopher Zaenger**, CHBC | Z Management Group, Ltd.



**The Grand Hyatt San Antonio**

# General Information

## Registration Hours

Wednesday, June 19, 2013	11:30 AM – 5:30 PM
Thursday, June 20, 2013	7:15 AM – 5:35 PM
Friday, June 21, 2013	7:15 AM – 5:35 PM
Registration Desk	Texas Prefunction East

## Exhibitor Schedule: Texas DE

### Wednesday, June 19, 2013

2:30 PM – 5:00 PM	Exhibitor Booth Set-up
5:30 PM – 7:30 PM	Opening Reception   Expo Area
8:00 PM	Expo Area Closed

### Thursday, June 20, 2013

7:15 AM – 7:45 AM	Breakfast   Expo Area
9:50 AM – 10:00 AM	Break   Expo Area
11:15 AM – 12:00 PM	Speed Networking   Expo Area
12:00 PM – 12:45 PM	Lunch   Expo Area
3:20 PM – 3:45 PM	Break   Expo Area
5:35 PM	Expo Area Closed

### Friday, June 21, 2013

7:15 AM – 7:45 AM	Breakfast   Expo Area
9:55 AM – 10:10 AM	Break   Expo Area
12:05 PM – 1:00 PM	Lunch   Expo Area
2:05 PM – 2:15 PM	Break   Expo Area
3:05 PM – 3:35 PM	Break   Expo Area
3:35 PM	Booth Tear Down

## Photo Disclaimer Policy

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## Spouse Meet and Greet

### Thursday, June 20, 2013

9:30 AM – 10:30 AM	The Grand Hyatt San Antonio Republic A
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## Hotel

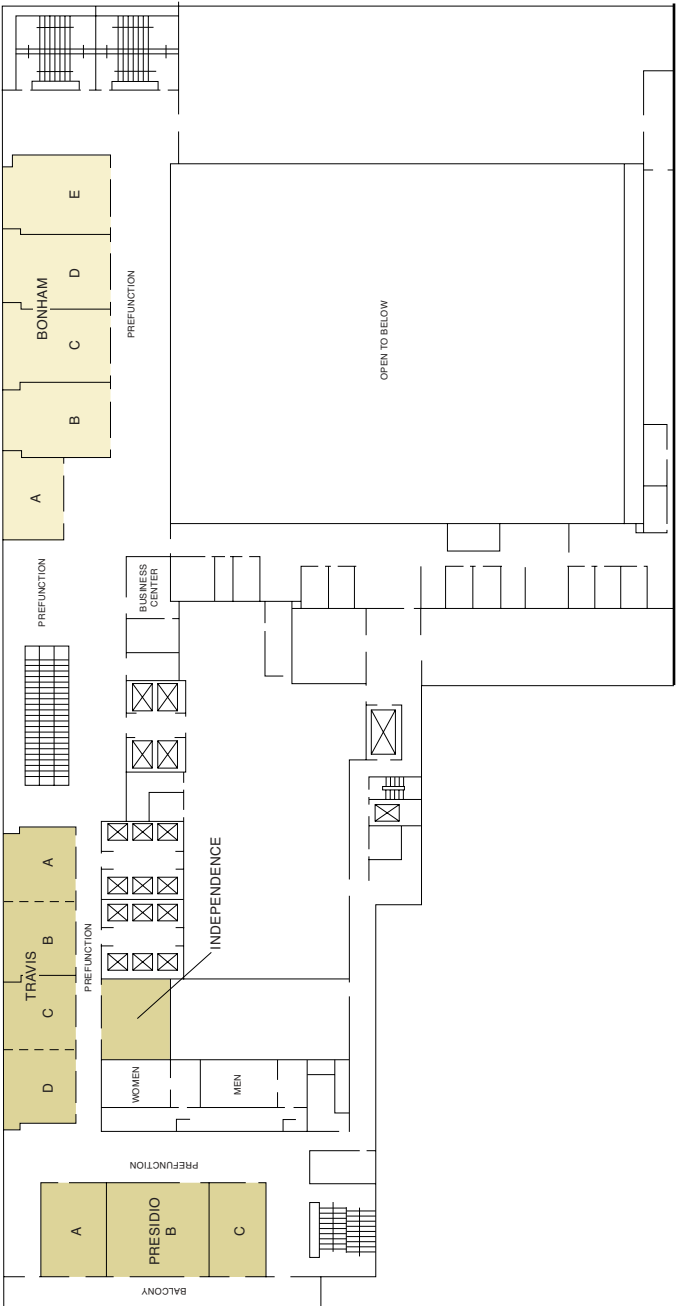
### The Grand Hyatt San Antonio

600 E. Market Street | San Antonio, Texas 78205  
Phone: 210-224-1234 | [www.grandsanantonio.hyatt.com](http://www.grandsanantonio.hyatt.com)

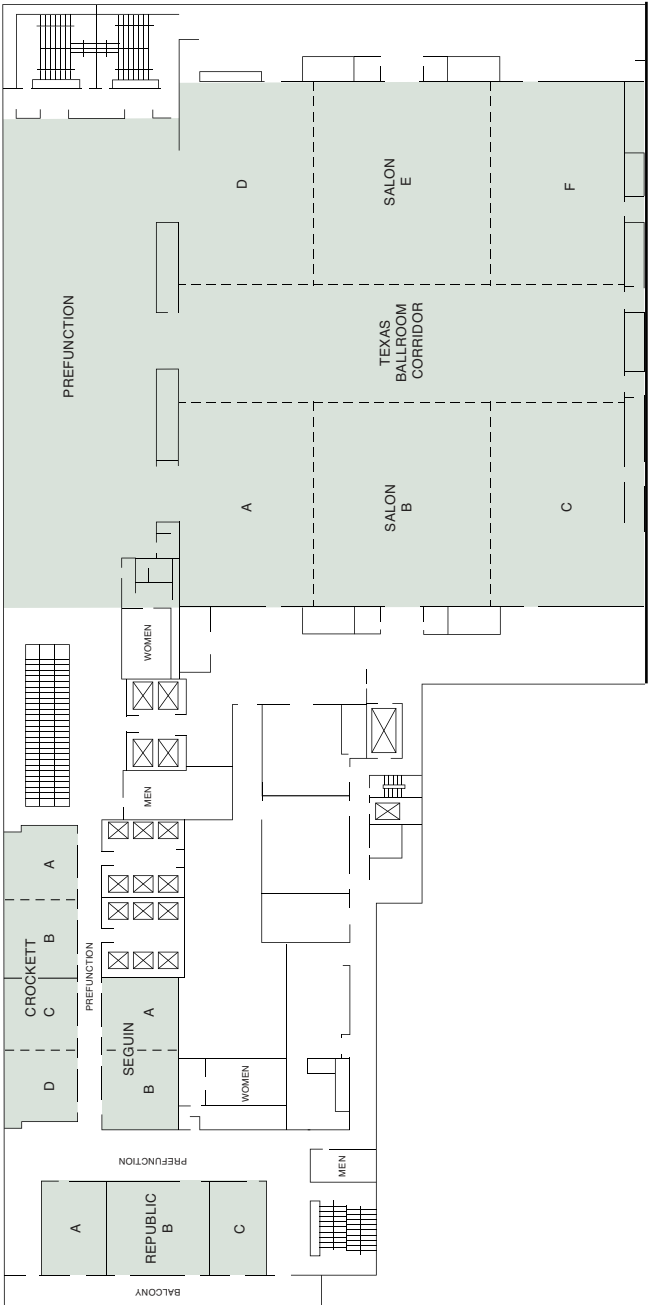
*Official Program is subject to change.*

# Meeting Space

## Third Floor



# Fourth Floor



# Program Schedule

(Central Time)

## Pre-Meetings | Tuesday, June 18

1:00 PM – 5:00 PM

### Board Meeting

Bonham D

*For Board Members and Board Nominees,  
New and Current Committee Chairs*

5:00 PM – 6:00 PM

### President's Networking Reception

## Day 1 | Wednesday, June 19

11:30 AM – 6:30 PM

### REGISTRATION

Texas Prefunction East

3:15 PM – 5:15 PM

### Job Function vs. Job Purpose: Why Satisfied Patients Cost Your Practice Money

Texas F

### Jamie Verkamp

(e)Merge

5:15 PM – 5:30 PM

### BREAK

5:30 PM – 7:30 PM

### Opening Reception – Expo Area

Texas DE

## Day 2 | Thursday, June 20

7:15 AM – 7:45 AM

### New Member & CHBC Online Student's Breakfast

Crockett B

7:15 AM – 7:45 AM

### Continental Breakfast

Texas DE

7:45 AM – 7:55 AM

### Welcome & Announcements

Texas F

Steven Peltz, CHBC

NSCHBC President





7:55 AM – 9:25 AM

**Do Dentistry, Not Time**

Texas F

**Roy Shelburne, DDS**

9:25 AM – 9:50 AM

**PMCA Update**

Texas F

9:30 AM – 10:30 AM

**Spouse Meet and Greet**

Republic A

9:50 AM – 10:00 AM

**BREAK**

Texas DE

10:05 AM – 10:15 AM

**Healthcare Procurement Solutions, LLC**

Texas F

10:15 AM – 11:15 AM

**Be Prepared: Taxes in 2013**

Texas F

**Norm Kellerman**

FGMK, LLC

11:15 AM – 12:00 PM

**Speed Networking**

Texas DE

12:00 PM – 12:45 PM

**Lunch**

Texas DE

12:45 PM – 2:00 PM

**CONCURRENT SESSIONS**

**Dental Track Breakout: Opportunities to Maximize Income and Wealth of Dental Clients**

Texas F

**Peter Ackerman, CPA**

ADS Midwest

**Medical Track Breakout: Medical Consulting From the Ground Up**

Republic B

**Kathy Moghadas, RN, CLHRM, CHBC, CHCC**

Associated Healthcare Advisors, Inc.

2:05 PM – 3:20 PM

**CONCURRENT SESSIONS**

**Dental Track Breakout:  
The Future of Dentistry**  
Republic BC

**Erick Solomon, DDS, MA**  
Texas A&M Health Science Center

**Medical Track Breakout:  
Making Sure you're Covered: Compliance  
Changes for 2013 and Beyond**  
Texas F

**Eric Christensen**  
Healthcare Compliance Pros

3:20 PM – 3:45 PM

**BREAK**  
Texas DE

3:45 PM – 3:55 PM

**Bank of America Practice Solutions**  
Texas F

3:55 PM – 4:05 PM

**Zirmed®**  
Texas F

4:05 PM – 5:35 PM

**Super Dental Panel**  
Texas F

**Peter Ackerman, CPA**  
**Erick Solomon, DDS, MA**  
**Chris Mahan, CHBC, MBA, ACC**



Folklorico at Market Square



## Day 3 | Friday, June 21

- |                     |  |
|---------------------|--|
| 7:15 AM – 7:45 AM   | <b>Continental Breakfast</b><br>Texas DE   |
| 7:45 AM – 7:50 AM   | <b>Welcome &amp; Announcements</b><br>Texas F<br><b>Steven Peltz</b> , CHBC<br>NSCHBC President  |
| 7:50 AM – 8:00 AM   | <b>EHR &amp; Practice Management Consultants, Inc.</b><br>Texas F  |
| 8:00 AM – 8:55 AM   | <b>The Next Boom: What you Absolutely, Positively have to Know about the World Between Now and 2015</b><br>Texas F<br><b>Jack W. Plunkett</b><br>Plunkett Research, Ltd. |
| 8:55 AM – 9:05 AM   | <b>athenahealth</b><br>Texas F   |
| 9:05 AM – 9:55 AM   | <b>Healthcare: The Biggest Single Business Opportunity in History</b><br>Texas F<br><b>Jack W. Plunkett</b><br>Plunkett Research, Ltd.                                   |
| 9:55 AM – 10:10 AM  | <b>BREAK</b><br>Texas DE   |
| 10:10 AM – 11:05 AM | <b>Clinical Integration in Accountable Care in Theory and Practice</b><br>Texas F<br><b>Thomas J. Babbo</b> , JD<br>Hogan Marren, LTD                                    |
| 11:05 AM – 11:15 AM | <b>Greenway Medical Technologies, Inc.</b><br>Texas F  |

11:15 AM – 12:05 PM

**Statistics Update**

Texas F

**Mike Dejno**, CHBC, CPA

Healthcare Management Consultants, Inc

12:05 PM – 1:00 PM

**Working Lunch: Consultants Active Participation in Problem Solving for Clients**

Texas DE

**Mike Brady**, CHBC

Healthcare Business Consultants, Inc.

1:00 PM – 1:10 PM

**Physicians Angels, Inc.**

Texas F

1:10 PM – 2:05 PM

**ACOs, CRM, & New Opportunities in Healthcare Marketing**

Texas F

**Jeffrey Cowart**

Barlow/McCarthy

2:05 PM – 2:15 PM

**BREAK**

Texas DE

2:15 PM – 3:05 PM

**CONCURRENT SESSIONS**

**Dental Track Breakout:  
Rocket Ships, Rollercoasters  
and Waterslides**

Republic BC

**Chris Mahan**

Mahan & Associates, LLC

**Medical Track Breakout:  
Tough Decisions — Can Doctors  
Make Them?**

Texas F

**Reed Tinsley**, CPA, CVA, CFP, CHBC

3:05 PM – 3:35 PM

**BREAK**

Texas DE



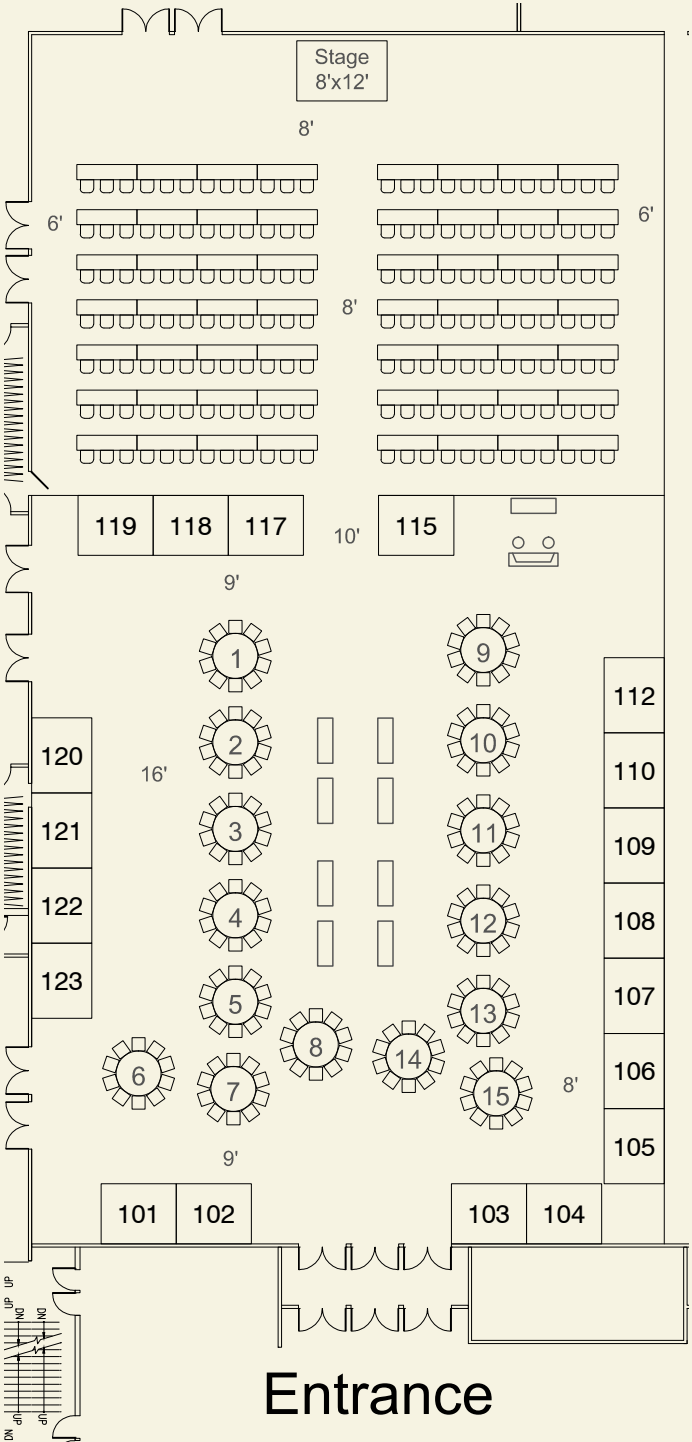
- 3:35 PM - 4:50 PM **Medical Economics Roundtable**  
Texas F
- 4:50 PM – 5:35 PM **NSCHBC Business Meeting**  
Texas F
- 6:15 PM – 8:00 PM **President's Reception**  
Presidio ABC

## Day 4 | Saturday, June 22

- 8:00 AM – 9:00 AM **Board Meeting**  
Crockett B
- 8:00 AM – 9:00 AM **Continental Breakfast**  
Texas F
- 9:00 AM – 9:10 AM **Welcome & Announcements**  
Texas F  
**Steven Peltz**, CHBC  
NSCHBC President
- 9:10 AM – 10:35 AM **ICD-10: It's Coming!**  
Texas F  
**Maxine Lewis**, CMM, CPC, CPC-I, CCS-P  
Medical Coding & Reimbursement  
Management
- 10:35 AM – 11:55 AM **How to Identify And Adapt to Change,  
Working Exercise**  
Texas F  
**Judy Aburmishan**, CHBC, CPA, MBA  
FGMK, LLC
- 11:55 AM – 12:00 PM **Closing Remarks**  
Texas F  
**Steven Peltz**, CHBC  
NSCHBC President

# Exhibit Hall

Texas DE



<b>Booth #</b>	<b>Exhibitor Locator</b>
101	athenahealth
102	Bank of America Practice Solutions
103	Healthcare Procurement Solutions, LLC
104	Encounter Works
105	CCA Medical
106	Practice Insight, LLC
107	ZirMed®
108	Emdat, Inc.
109	ProAssurance Companies
110	Healthcare Compliance Pros, Inc
112	Etactics, Inc.
115	Physicians Angels, Inc.
117	Professional Managements Consultants Association (PMCA)
118	Greenway Medical Technologies, Inc.
119	CareCloud
120	Practice Flow Solutions
121	Patient Prompt
122	Clinix Medical Information Services
123	Coding Network, LLC (The)

# About the Exhibitors

*NSCHBC assumes no responsibility for the content of the exhibitors' own descriptions of products and/or services.*

## EXHIBITOR

## BOOTH #

### **athenahealth**

**101**

311 Arsenal Street  
Watertown, MA 02472  
(617) 402-1839  
[www.athenahealth.com](http://www.athenahealth.com)

athenahealth is a leading provider of cloud-based services for EHR, Practice Management and Care Coordination. The athenahealth mission is to be caregivers' most trusted service, helping them do well by doing the right thing. More than 40,000 caregivers nationwide currently benefit from the flexibility, intelligence and services of athenahealth's cloud-based network. To learn more, visit [www.athenahealth.com/nschbc](http://www.athenahealth.com/nschbc).

### **Bank of America Practice Solutions**

**102**

600 N Cleveland Avenue, Suite 300  
Westerville, OH 43082  
800-428-2847  
[www.bankofamerica.com/practicesolutions](http://www.bankofamerica.com/practicesolutions)

Bank of America Practice Solutions specializes in financial services for new and existing medical practices providing loans for start-ups, business debt consolidation, refinancing, equipment, relocations, remodeling, improvements/expansions, practice sales/acquisitions, real estate and more. We offer competitive fixed interest rates and the most flexible terms in the industry.

### **Care Cloud**

**119**

5200 Blue Lagoon Drive  
Suite 900  
Miami, FL 33126  
305-265-4200  
[www.carecloud.com](http://www.carecloud.com)

CareCloud is a leading provider of web-based software and services for the healthcare industry. The company leverages advanced cloud-computing technology to provide physicians with an intuitive, user-friendly digital ecosystem for practice management, electronic health records, revenue cycle management and provider-patient communication. CareCloud's solutions are reducing inefficiencies and improving collections for physicians in over 45 U.S. states.



**EXHIBITOR****BOOTH #****CCA Medical****105**

6 Southridge Court  
Greenville, SC 29607  
864-527-5534  
[www.ccamedical.com](http://www.ccamedical.com)

CCA Medical provides over 30 years of experience dedicated to software needs of medical practices. Our secret of success is simply stated by our company motto, "Service First." From single physician to multi-physician clinics, we offer Practice Management and Certified Electronic Health Record software solutions guaranteed to meet ONC guidelines.

**Clinix Medical Information Services****122**

278 Franklin Road, Suite 300  
Brentwood, TN 37027  
615-309-5953  
[www.clinixmis.com](http://www.clinixmis.com)

With over 30 years of experience, Clinix offers a practice management system, ClinixPM, using true cloud based technology, designed to improve workflow and performance at an affordable price. Clinix also offers an ONC Certified true cloud based HER system (ClinixMD) designed to meet the needs of a broad range of medical specialties.

**Coding Network, LLC (The)****123**

324 S. Palm Drive  
Beverly Hills, CA 90212  
310-459-4186  
[www.codingnetwork.com](http://www.codingnetwork.com)

The Coding Network provides four primary products: remote coding services (ongoing or temporary), coding compliance reviews, coding helpline services and physician documentation training. Our U.S. based certified coders/auditors provide services in 55 medical specialties, 50 states, 81 academic institutions, 210 medical billing companies and numerous community-based practices and facilities.

**Emdat, Inc.****108**

328 E. Lakeside Street  
Madison, WI 53715  
(608) 270-6400  
[www.emdat.com](http://www.emdat.com)

Emdat, Inc. is a leading supplier of web-based medical documentation solutions. Empowering over 20,000 clinicians, Emdat's sophisticated technology decreases cost and maximizes efficiency of the dictation process. Medical facilities trust Emdat to provide robust, mobile, user-friendly and cost-effective solutions that streamline workflow and complement the use of your EHR.

**EXHIBITOR****BOOTH #****Encounter Works****104**

100 Fox Haven Drive  
Greenville, NC 27858  
[www.encounterworks.com](http://www.encounterworks.com)

Electronic medical records system that includes practice management, billing and patient management and of course electronic charts.

**Etactics, Inc.****112**

4835 Darrow Road  
Stow, OH 44224  
[www.etacticsinc.com](http://www.etacticsinc.com)

Etactics provides Revenue Cycle Tools and Solutions for Physician Groups and Healthcare Systems that reduce operational expenses, improve receivables from payers/patients and enhance patient satisfaction with better communications. Denial Management and Self-Pay Balance for internal collections are two new solutions from Etactics. Healthcare Professionals looking for revenue opportunities around those areas, please stop by and talk with us.

**Greenway Medical Technologies, Inc.  
& PrimeSUITE®****118**

Greenway Boulevard  
Carrollton, GA 30117  
678-839-5873  
[www.greenwaymedical.com](http://www.greenwaymedical.com)

Greenway Medical Technologies, Inc. (NYSE: GWAY) delivers smarter solutions for smarter healthcare™. PrimeSUITE® — Greenway's certified and fully integrated electronic health record, practice management and interoperability solution — helps improve care coordination, quality and cost-efficiency. Thousands of providers across 30 specialties and sub-specialties use on-premise or cloud-based Greenway® solutions in physician practices, clinics and health systems. To learn more, go to [greenwaymedical.com](http://greenwaymedical.com)

**Healthcare Compliance Pros, Inc.****110**

1430 Dupont Avenue  
Salt Lake City, UT 84116  
855-427-0427  
[www.healthcarecompliancepros.com](http://www.healthcarecompliancepros.com)

Healthcare Compliance Pros brings decades of compliance expertise to the healthcare community. We are working with thousands of offices and training tens of thousands of employees. Our "core compliance" can get your client's organization compliant and training.

"Your client's want their practices to be complaint. Let us show you how easy it can be."

**EXHIBITOR****BOOTH #****Healthcare Procurement Solutions, LLC 103**

3330 Cumberland Boulevard, #225  
Atlanta, GA 30339  
(770) 953-3026  
[www.healthcareprocurement.com](http://www.healthcareprocurement.com)

Healthcare Procurement Solutions, LLC ("HPS") is a Group Purchasing Organization ("GPO") created specifically to serve physicians, their private medical practices, and related businesses - including surgery centers, endoscopy centers, and imaging centers. Developed by seasoned healthcare consultants and purchasing professionals, HPS helps its members reduce costs by leveraging the combined purchasing power of thousands of member physicians. Our contracts will yield your practice an average savings of 20-25% on the same products and services that you are using today.

**Patient Prompt 121**

2445 Shady Spring Drive  
Charlottesville, VA 22901  
(434) 979-0934

Patient Prompt is an advanced patient communication tool specifically designed, fully customized to meet each medical practice. Whether clients are currently using an appointment reminder service or investigating options, we invite you to have a webinar and trial to make an educated decision.

Please visit booth #121 and recognize why your colleagues are thrilled with Patient Prompt.

**Physicians Angels, Inc. 115**

2013 People Street  
Austin, TX 78702  
(512) 739-7415  
[www.physiciansangels.com](http://www.physiciansangels.com)

Our virtual medical scribes reduce doctors EHR data entry and improve their productivity. Among the core tasks our scribes perform real-time during patient exams; chart patient visits; enter ICD/CPT codes; process e-Rx; and generate referral letters. Our scribes are linked to medical offices via secure internet connections.

**PMCA 117**

PO Box 13066  
Lansing, MI 48901-3066  
517-372-2840  
[www.thepmca.com](http://www.thepmca.com)

Liability insurance and risk management services  
for healthcare consultants.

**EXHIBITOR****BOOTH #****Practice Flow Solutions****120**

7742 Spalding Drive, Suite 368  
Norcross, GA 30092  
(678) 935-7911  
[www.practiceflowsolutions.com](http://www.practiceflowsolutions.com)

Practice Flow Solutions is a medical planning firm focusing on helping practice efficiencies by identifying and solving problems in patient, staff, and doctor flow. Our collaboration with you creates productive practice environments that allow patients better access to care and a more rewarding place to work for staff and doctors.

**Practice Insight, LLC****106**

One Greenway Plaza, Suite 350  
Houston, TX 77046  
713-333-6000  
[www.practiceinsight.net](http://www.practiceinsight.net)

Practice Insight is a partner-centric EDI technology company that focuses on developing/supporting EDI technology to deliver best-in-class revenue cycle management tools, including Eligibility Manager, ERA Manager, Lockbox/conversion, eStatements and a Payment Portal for practices and facilities nationwide. Our solutions suite optimizes revenue with your billing software application.

**ProAssurance Companies****109**

1250 23rd Street, NW, Suite 250  
Washington, DC 20037  
(202) 969-3142  
[www.proassurance.com](http://www.proassurance.com)

ProAssurance Group is a specialty writer of professional liability insurance, and the fourth largest writer of medical professional liability insurance in America. Our Operations include insuring physicians, dentists, podiatrists, allied health professionals, healthcare facilities, and lawyers; helping employ successful risk reduction techniques and handling claims in the best way possible.

**ZirMed®****107**

888 W Market Street, Suite 400  
Louisville, KY 40202  
(502) 779-4357  
[www.zirmed.com](http://www.zirmed.com)

ZirMed® makes the connections that move healthcare forward. Start with a powerful, HIPAA-compliant cloud network linking providers, payers, and patients. Add fast, low-cost implementation, powerful analytics, and intuitive browser-based software. Then drive bottom-line performance by accelerating and maximizing claims and patient payments. Get there now with ZirMed®.

## San Antonio Attractions

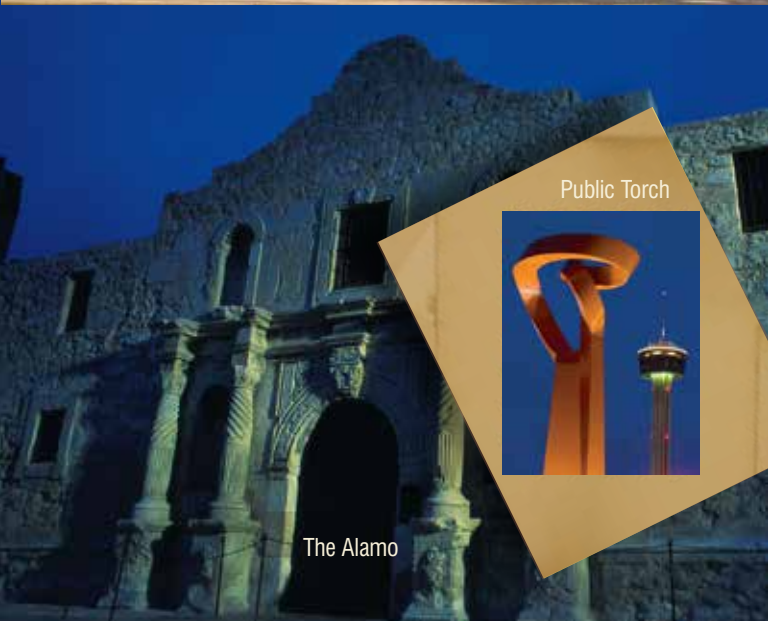
The San Antonio Convention and Visitors Authority website is a useful tool for planning purposes to learn more, please visit: [www.VisitSanAntonio.com](http://www.VisitSanAntonio.com)



Market Square



Arnegon River Theatre



The Alamo

Public Torch



# NSCHBC 2012-2013 Officers, Board, Past-Presidents & Staff

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Reed Tinsley, CPA

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**John Teixeira**, CPA, MST, CHBC

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2008-2009

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The Rehmann Group  
2009 – 2010

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Reston, VA 20190  
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Email: [info@nschbc.org](mailto:info@nschbc.org)  
[www.nschbc.org](http://www.nschbc.org)





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**NSCHBC 2014 Annual Meeting**

**JUNE 11-14**  
El Conquistador  
Las Croabas  
Puerto Rico | USA

