



**NSCHBC 2014 Annual Meeting**

**JUNE 11-14**

**El Conquistador**

Fajardo, Puerto Rico, USA



**FINAL PROGRAM**



# NSCHBC 2014 Annual Meeting June 11-14

## 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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- The Richard V. Bibbero, CPBC Memorial Chair
- The W. Fred Mangan, CPBC Memorial Chair
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- The Paul R. Trenz, CHBC, CPA Honorary Chair
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- The Joseph Robertson, CHBC Honorary Chair
- The Max Williams, CHBC Honorary Chair
- The National Association of Healthcare Consultants Honorary Chair
- The Gary Matthews, MS, Memorial Chair

### Annual Sponsors

- athenahealth, Inc.
- Bank of America Practice Solutions
- Healthcare Compliance Pros
- Navicare
- Solutionreach

## 10 Minute Presentation Sponsors

- American Nurses Credentialing Center
- athenahealth, Inc.
- Bank of America Practice Solutions
- ECI Healthcare Partners
- Healthcare Compliance Pros
- Navicare
- Solutionreach

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FGMK, LLC

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**Michael Burzynski, CPA, CHBC**  
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## Educational Meeting CPE Credits

The National Society of Certified Healthcare Business Consultants is registered with the **National Association of State Boards of Accountancy** (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the **National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417** | Website: [www.nasbatools.com](http://www.nasbatools.com)

**Program Level:** Intermediate | **Delivery Method:** Group-Live

Prior experience in practice management or financial management is required. The objective of the meeting is to further develop skills in healthcare business consulting.



**Earn up to 25 CPE Credits!**

**Questions or comments?**

**CALL 703-234-4099**

**OR Email: [info@nschbc.org](mailto:info@nschbc.org)**

# General Information

## Registration | Grand Atlantic Foyer

### Hours:

<b>Wednesday, June 11</b>	12:00 pm – 6:00 pm
<b>Thursday, June 12</b>	7:15 am – 5:35 pm
<b>Friday, June 13</b>	7:15 am – 5:35 pm

## Exhibitor Schedule | Grand Atlantic I

### Wednesday, June 11

2:30 pm – 5:00 pm	Exhibitor Booth Set-up
5:40 pm – 7:30 pm	Opening Reception   Expo Area
8:00 pm	Expo Area Closed

### Thursday, June 12

7:30 am – 8:00 am	Breakfast   Expo Area
10:20 am – 10:30 am	Break   Expo Area
12:00 pm – 12:30 pm	Speed Networking   Expo Area
12:30 pm – 1:30 pm	Lunch   Expo Area
3:10 pm – 3:25 pm	Break   Expo Area
6:00 pm	Expo Area Closed

### Friday, June 13

7:30 am – 8:00 am	Breakfast   Expo Area
10:05 am – 10:20 am	Break   Expo Area
12:00 pm – 12:25 pm	Lunch   Expo Area
3:20 pm – 3:20 pm	Break   Expo Area
4:00 pm	Booth Tear Down

### Hotel

**El Conquistador** | 1000 El Conquistador Avenue  
Fajardo, Puerto Rico, USA 00738  
787-863-1000 | <http://elconresort.com>

### Old San Juan Historical Walking Tour with Shopping

**Thursday, June 12** | 8:45 am – 4:30 pm  
*Meet at the Bellstand in Arrival Plaza*

### Bio Bay Kayaking at Las Cabezas de San Juan Nature Reserve

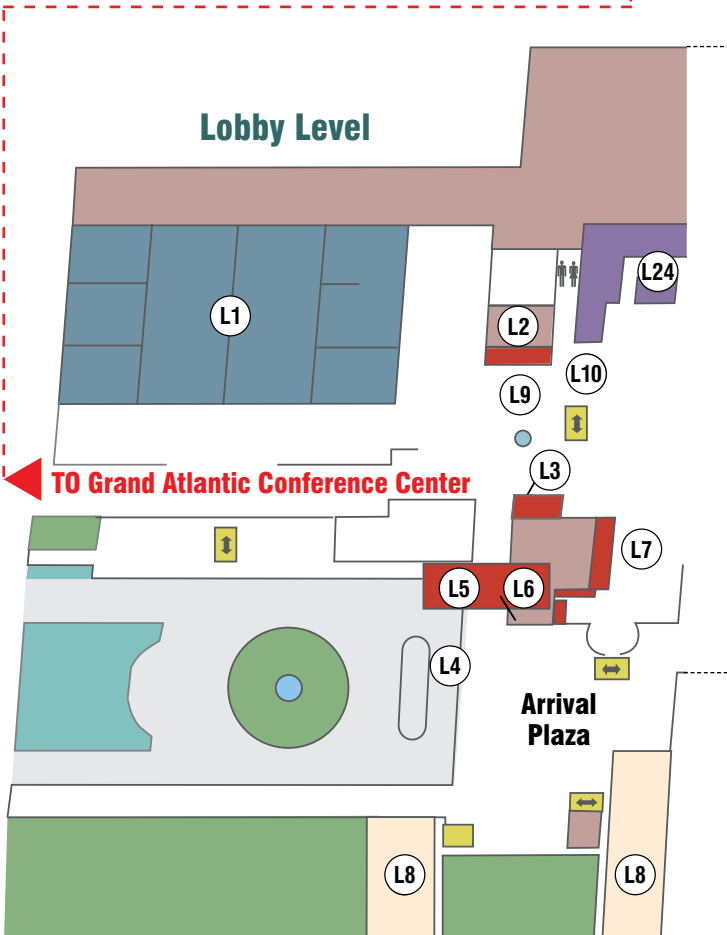
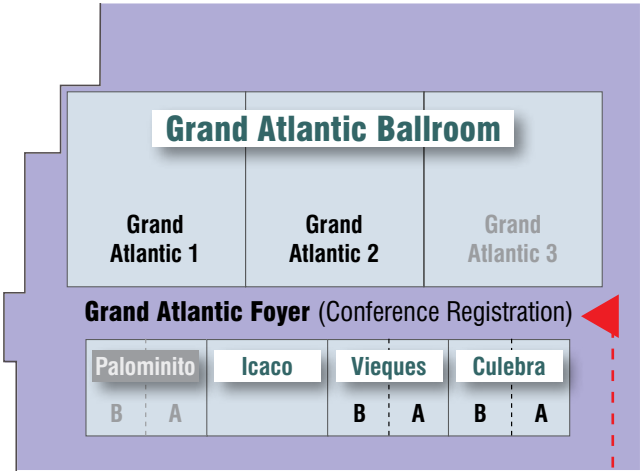
**Thursday, June 12** | 6:00 pm – 8:45 pm  
8:15 pm – 11:30 pm  
*Meet at the Bellstand in Arrival Plaza*

## — Official Program is Subject to Change.

### Photo Disclaimer Policy

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# Meeting Space



# Space | Location

Grand Caribbean Ballroom | L1

Hotel Registration | L2

Concierge | L3

Bellstand/Valet | L4

Enterprise Rent-A-Car | L5

Concierge Services | L6

Tour & Travel Desk | L6

Hotel Guest Registration | L7

Walkway to La Vista | L8

Atrium Lobby | L9

Group Services, Inc. (GSI) | L10

Café Bella Vista | L11

Starbucks | L12

Casablanca | L13

Cozy's Gourmet Market | L14

Business Center | L15

Shops | L16

Walkway to Pool | L17

Game Room I | L18

Game Room II | L19

Ultra Lounge | L20

Café Caribe | L21

Las Brisas Wing | L22

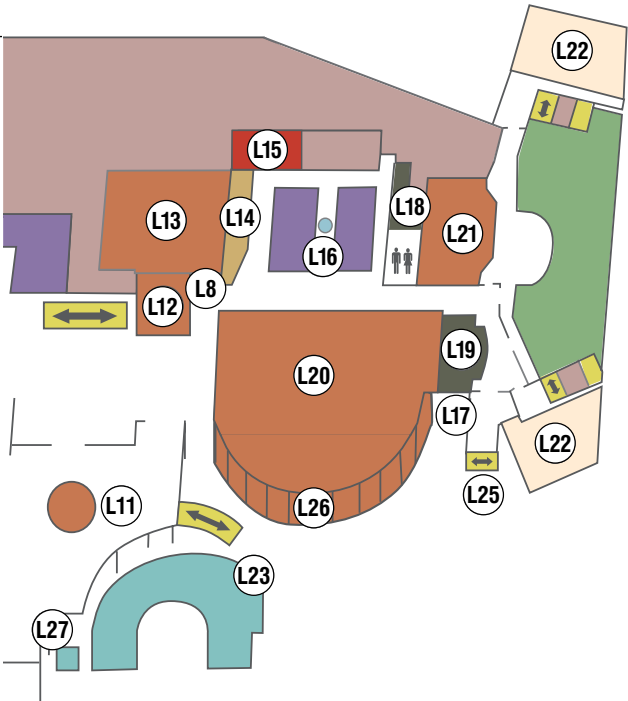
Splash Bar | L23

Signature Shop | L24

Panoramic Elevator | L25

Las Brisas Restaurant | L26

Camp Coqui | L27



# Program Schedule

## NSCHBC 2014 Annual Meeting June 11-14

### Day I Wednesday, June 11

8:00 am-1:00 pm	<b>NSCHBC Board Meeting</b>	Vieques A
12:00 pm-6:00 pm	<b>Registration</b>	Grand Atlantic Foyer
2:00 pm-3:40 pm	<b>Unleash the Power of Your Business Using the Kolbe System™</b>	Grand Atlantic 2
	Thomas Loeblein, CHBC, CFP <i>Healthcare Management Consultants, Inc.</i>	
3:40 pm-4:00 pm	<b>Break</b>	Grand Atlantic Foyer
4:00 pm-5:40 pm	<b>Creating Catalysts for Change</b>	Grand Atlantic 2
	Merikay H. Tillman, M.S. <i>Coach MKay Companies, LLC</i>	
5:40 pm-7:30 pm	<b>Opening Reception</b>	Grand Atlantic I





## Day 2

## Thursday, June 12

7:00 am–8:00 am	<b>New Members, New Certified CHBCs, and Certification Students Welcome Breakfast</b>	Vieques A
7:30 am–8:00 am	<b>Breakfast</b>	Grand Atlantic 1
8:00 am–8:05 am	<b>Welcome &amp; Announcements</b>	Grand Atlantic 2
	Judith N. Aburmishan, MBA, CPA, CHBC NSCHBC President	
8:05 am–8:15 am	<b>Bank of America Practice Solutions</b>	Grand Atlantic 2
8:15 am–10:20 am	<b>Capitol Hill Update &amp; Strategies to Navigate ACOs, Value-based Medicine &amp; Emerging Payment Models</b>	Grand Atlantic 2
	Justin T. Barnes Greenway Medical Technologies	
9:00 am–4:30 pm	<b>Old San Juan Historical Walking Tour with Shopping</b> <i>Spouses &amp; Guests</i>	Bellstand in Arrival Plaza
10:20 am–10:30 am	<b>Break</b>	Grand Atlantic 1
10:30 am–11:50 am	<b>Strategic Tax Planning for Our Clients</b> <i>(hit list of tax moves)</i>	Grand Atlantic 2
	Laura S. Goodman, CHBC, CPA FGMK, LLC	
	Garland W. Mahan, Jr., CHBC, RTRP Mahan & Associates, LLC	
11:50 am–12:00 pm	<b>athenahealth, Inc.</b>	Grand Atlantic 2

12:00 pm–12:30 pm	<b>Vendor Speed Networking</b>	<i>Grand Atlantic 1</i>
	Allen D. Stroud, CSC, CHBC, CPC, AVA <i>Carolina Professional Consultants</i>	
12:30 pm–1:30 pm	<b>Lunch</b>	<i>Grand Atlantic 1</i>
1:30 pm–3:10 pm	<b>Gaining Physician Buy-in into ICD 10</b>	<i>Grand Atlantic 2</i>
	Maxine Lewis, CMM, CPC, CPC-I, CCS-P <i>Medical Coding &amp; Reimbursement Management</i>	
	David Zetter, CHBC, PHR, CHCC, CHCO <i>Zetter HealthCare Management Consultants</i>	
1:30 pm–3:10 pm	<b>Dental Practice Valuation Trends, &amp; Latest Transition Tips</b>	<i>Icaco</i>
	Peter J. Ackerman, CPA <i>ADS Midwest</i>	
3:10 pm–3:25 pm	<b>Break</b>	<i>Grand Atlantic 1</i>
3:25 pm–3:35 pm	<b>Navicare</b>	<i>Grand Atlantic 2</i>
3:40 pm–3:50 pm	<b>Solutionreach</b>	<i>Grand Atlantic 2</i>
3:50 pm–5:30 pm	<b>Navigating the Affordable Care Act: Understanding the Individual Mandate, the Employer Mandate, Insurance Exchanges and Strategic Options for Compliance with PPACA</b>	<i>Grand Atlantic 2</i>
	Amanda L. Waesch, Esq <i>Brennan, Manna &amp; Diamond, LLC</i>	
6:15 pm–9:45 pm	<b>Bio Bay Kayaking at Las Cabezas de San Juan Nature Reserve, 1st Run</b>	<i>Bellstand in Arrival Plaza</i>
8:15 pm–11:00 pm	<b>Bio Bay Kayaking at Las Cabezas de San Juan Nature Reserve, 2nd Run</b>	<i>Bellstand in Arrival Plaza</i>

## Day 3

## Friday, June 13

7:30 am–8:00 am	<b>Breakfast</b>	<i>Grand Atlantic 1</i>
8:00 am–8:05 am	<b>Welcome &amp; Announcements</b>	<i>Grand Atlantic 2</i>
	Judith N. Aburmishan, MBA, CPA, CHBC NSCHBC President	
8:05 am–8:15 am	<b>Foundation for Education in Healthcare Management</b>	<i>Grand Atlantic 2</i>
	J. Gray Tuttle, CHBC The Rehmann Group	
	William D. King, CHBC, CPA, CFP ABA, Inc.	
8:15 am–8:25 am	<b>ECI Healthcare Partners</b>	<i>Grand Atlantic 2</i>
8:25 am–10:05 am	<b>Obama Care Survival Guide</b>	<i>Grand Atlantic 2</i>
	Nick Tate Newsmax Media Inc.	
10:05 am–10:20 am	<b>Break</b> Book Signing with Nick Tate	<i>Grand Atlantic 1</i>
10:20 am–12:00 pm	<b>Enough is Enough Fight Back! Generate More Money for your Practice</b>	<i>Grand Atlantic 2</i>
	Thomas Force, Esq The Patriot Group	
10:20 am–12:00 pm	<b>Powerful Marketing Strategies &amp; Tactics for Dental Practices</b>	<i>Icaco</i>
	Kristie Nation MyDental CMO	
12:00 pm–12:25 pm	<b>Lunch</b>	<i>Grand Atlantic 1</i>

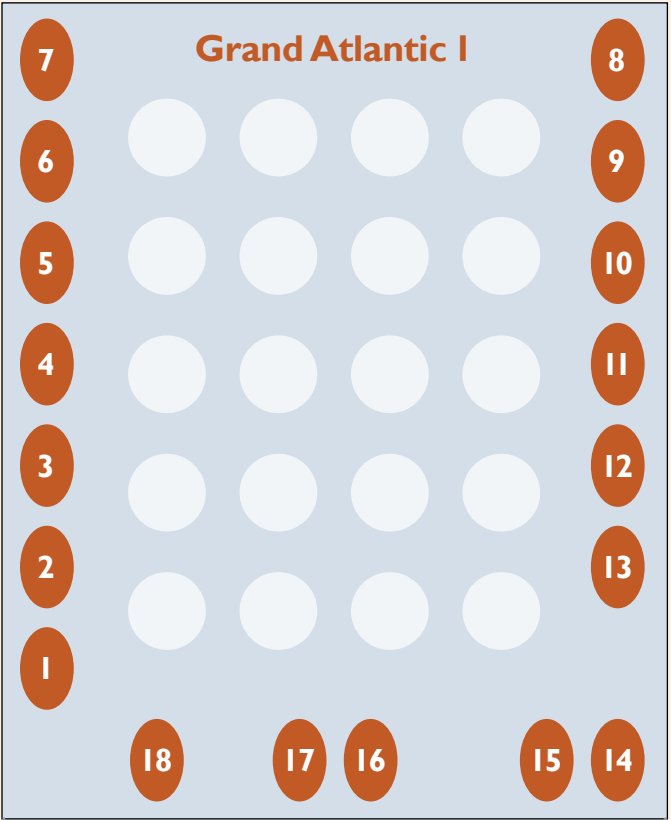
12:25 pm – 1:40 pm	<b>Working Exercises</b>	<i>Grand Atlantic 1</i>
	Michael P. Brady, CHBC <i>Healthcare Business Consultants, Inc.</i>	
1:40 pm – 2:30 pm	<b>Building a Compliance Plan — Pt 1</b>	<i>Grand Atlantic 2</i>
	Sean M. Weiss <i>DoctorsManagement, LLC</i>	
1:40 pm – 2:30 pm	<b>Dental Economic &amp; Statistical Trend Review</b>	<i>Icaco</i>
	Vijay Sikka <i>Sikka Software Corporation</i>	
2:30 pm – 3:20 pm	<b>Building a Compliance Plan — Pt 2</b>	<i>Grand Atlantic 2</i>
	Sean M. Weiss <i>DoctorsManagement, LLC</i>	
2:30 pm – 3:20 pm	<b>Dental Roundtable</b>	<i>Icaco</i>
	Peter J. Ackerman, CPA	
	Christopher Mahan, CHBC, MBA, ACC	
	Kristin Nation	
	Vijay Sikka	
	<b>Moderator:</b> Michael DeVries, CFP, CHBC, EA <i>VanderLugt, Mulder, DeVries &amp; Elders</i>	
3:20 pm – 3:30 pm	<b>Break</b>	<i>Grand Atlantic 1</i>

3:30 pm–3:40 pm	<b>Healthcare Compliance Pros, LLC</b>	<i>Grand Atlantic 2</i>
3:40 pm–3:50 pm	<b>American Nurses Credentialling Center</b>	<i>Grand Atlantic 2</i>
3:50 pm–5:10 pm	<b>Effective Marketing</b>	<i>Grand Atlantic 2</i>
	Jamie Verkamp (e)Merge	
	David J. Zetter, CHBC, PHR, CHCC, CHCO <i>Zetter HealthCare Management Consultants</i>	
5:10 pm–6:10 pm	<b>NSCHBC Business Meeting</b>	<i>Grand Atlantic 2</i>
6:10 pm–8:00 pm	<b>Presidents Reception</b>	<i>Atlantic Terrace</i>

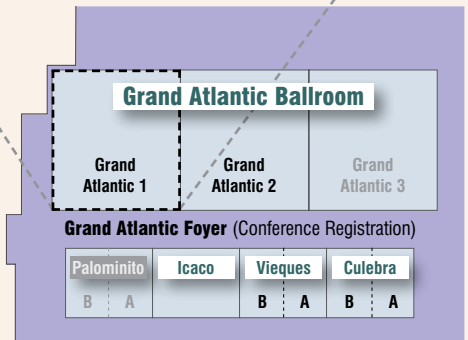
## Day 4 Saturday, June 14

8:00 am–8:30 am	<b>NSCHBC Board Meeting</b>	<i>Vieques A</i>
8:00 am–12:00 pm	<b>Proctored Certification Exam</b>	<i>Culebra B</i>
8:30 am–8:55 am	<b>Breakfast</b>	<i>Grand Atlantic 1</i>
8:55 am–9:00 am	<b>Welcome &amp; Announcements</b>	<i>Grand Atlantic 2</i>
	Judith N. Aburmishan, MBA, CPA, CHBC <i>NSCHBC President</i>	
9:00 am–11:30 am	<b>Be Careful Before Moving to Cloud Computing: A Contrarian View of the Inevitable</b>	<i>Grand Atlantic 2</i>
	Robert W. Liles, JD, MS, MBA <i>Liles Parker, PLLC</i>	

# Exhibit Hall



Grand Atlantic Foyer



# Exhibitors

## Booth | Company

- 1** | **Solutionreach**
- 2** | **Greenway Health, LLC**
- 3** | **ECI Healthcare Partners**
- 4** | **Physicians Angels**
- 5** | **Bankers Healthcare Group, Inc.**
- 6** | **Healthcare Procurement Solutions**
- 8** | **Practice Flow Solutions**
- 9** | **Sikka Software Corporation**
- 10** | **The Coding Network, LLC**
- 11** | **Healthcare Compliance Pros Inc.**
- 12** | **American Nurses Credentialing Center**
- 13** | **Professional Management Consultants Association**
- 15** | **Bank of America Practice Solutions**
- 17** | **athenahealth**
- 18** | **Navicure**





## About the Exhibitors\*

### Company | Booth

#### American Nurses Credentialing Center (ANCC) | 12

8515 Georgia Avenue  
Suite 400  
Silver Spring, MD 20910  
(301) 628-5000  
[www.nursecredentialing.org/FOM](http://www.nursecredentialing.org/FOM)

ANCC's Fundamentals of Magnet™ is an assessment-based certificate program that gives you the know-how to guide hospitals as they apply for Magnet® recognition, the highest organization credential for nursing excellence and the leading source of successful nursing practices and strategies worldwide. Stop by our booth to enter a drawing for a \$100 Visa® Gift Card!

For more information, contact [fundamentals.magnet@ana.org](mailto:fundamentals.magnet@ana.org).

#### athenahealth | 17

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)

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



## **Bank of America Practice Solutions | 15**

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

## **Bankers Healthcare Group | 5**

325 James Street  
Syracuse, NY 13203  
(315) 408-3064  
[www.BHG-inc.com](http://www.BHG-inc.com)

Bankers Healthcare Group is committed to providing hassle-free financing to doctors, allowing them to remain focused on delivering high-quality care. BHG has provided more than \$1 billion in funding to thousands of healthcare professionals nationwide.

## **The Coding Network | 10**

324 South 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 audits, coding helpline services, and provider documentation training. Our US based certified coders/auditors provide services in 56 medical specialties, 50 states, 83 academic institutions, 250 medical billing companies, and numerous community-based practices and facilities.

## **ECI Healthcare Partners | 3**

4075 Copper Ridge Drive  
Traverse City, MI 49684  
(800) 632-3496  
[www.ecihealthcarepartners.com](http://www.ecihealthcarepartners.com)

ECI Healthcare Partners is the fourth largest provider of physician staffing and management services to healthcare facilities in the United States. Physician-owned and managed, ECI Healthcare Partners offers a network of customizable services designed to support the entire continuum of care.

## **Greenway Health, LLC | 2**

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

Greenway delivers clinical, financial and administrative information solutions healthcare providers need to deliver quality, cost-effective care and improve health outcomes. Using Greenway's clinically driven revenue cycle management™ services and interoperability solutions, providers nationwide experience improved care coordination and productivity so they can focus on patients instead of paperwork.

## **Healthcare Compliance Pros Inc. | II**

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

Healthcare Compliance Pros helps medical practices and their business associates build and maintain their customized compliance programs in HIPAA, OSHA, Medicare and Human Resources. Our Program is regularly updated and includes: risk assessments, SDS database, year-round compliance support, breach notification services, and online training with access to our extensive library.

## Healthcare Procurement Solutions | 6

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

Group Purchasing Organization with discounts on medical and office supplies, lab services, etc.

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.

## Navicure, Inc. | 18

2055 Sugarloaf Circle  
Suite 600  
Duluth, GA 30097  
(770) 342-0230  
[www.navicure.com](http://www.navicure.com)

Navicure’s healthcare billing and payment solutions can help your provider organizations increase revenue, accelerate cash flow, and reduce cost from managing insurance claims and patient payments. Serving over 50,000 healthcare providers nationwide, Navicure’s technology solutions automate account receivables processes, including primary and secondary claims reimbursement; patient eligibility verification; rejected and denied claims management, including appeals; electronic remittance and posting; claims and remittance reporting and analysis; and patient statement and payment processing. Navicure’s solutions are supported by its unique 3-Ring® Client Service which guarantees that a client service representative will answer every client call in three rings or less, even during times of transition such as 5010 and ICD-10.

## Physicians Angels | 4

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.

Our Virtual Medical Scribes manage doctors' EMRs in real-time, and improve their productivity and profitability.

## Practice Flow Solutions | 8

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.

## Professional Management Consultants Association | 13

PO Box 13066  
Lansing, MI 48901  
(800) 955-2840  
[www.thepmca.com](http://www.thepmca.com)

Liability Insurance services for health-care consultants. PMCA was formed by members of NSCHBC and has served them for the past 25 years.



## Sikka Software Corporation | 9

920 Hillview Court  
Suite 200  
Milpitas, CA 95035  
(800) 94-SIKKA  
[www.sikkasoft.com](http://www.sikkasoft.com)

We are The Practice Optimizer® company. Our apps work with your practice management system to display key business information in an actionable format providing profitability, visibility, and an opportunity to increase efficiency and focus on patient care.

## Solutionreach | 1

2912 Executive Parkway  
Lehi, UT 84043  
(866) 605-6867  
[www.solutionreach.com/medical](http://www.solutionreach.com/medical)

Solutionreach enhances patient engagement through a cloud-based platform that delivers customized email and text reminder messages and electronic newsletters. The result is fewer no-shows, increased patient loyalty, effortless patient reactivation, and meaningful patient education. In addition, we leverage the power of social media to enhance current and prospective patient interaction.



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Reed Tinsley, CPA

*Secretary-Treasurer*

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Z Management Group, Ltd.

*Immediate Past-President*

**Steven Peltz, CHBC**  
Peltz Practice Management & Consulting Services, LLC

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Komisar Brady & Co., LLC

**Jacqueline G. Coult, CHBC**  
Valley Technology, LLC

**Michael J. Dejno, CHBC, CPA**  
Healthcare Management Consultants, Inc.

**Christopher Mahan, CHBC, MBA, ACC**  
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**Christopher Majdi, MSHCA, CHBC**  
Transition Consultants

**Virginia Martin, CMA, CPC, CHCO, CHBC**  
Providence Health Services Physician Enterprise

**Karen L. Mosteller, CPA, CHBC**  
Markham Norton Mosteller Wright & Company, P.A.

**Clifton D. Richards, IV, CHBC**  
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Sansiveri, Kimball & Co., LLP



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TriCPS, LLC, CPA & Healthcare Consultants  
2007–2008

**Rex A. Stanley, RN, CMM, CPC, CHBC, CHCC, PCS**

Alpha II  
2008–2009

**J. Gray Tuttle, CHBC**

The Rehmann Group  
2009–2010

**Kathryn Moghadas, RN, CLHRM, CHBC, CHCC**

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