

PROGRAM SCHEDULE

TUESDAY MAY 10, 2016

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| 12:00 pm – 1:00 pm
<i>Ambassador 3</i> | Board & Committee Chair's Lunch |
| 1:00 pm – 5:00 pm
<i>Ambassador 3</i> | Board & Committee Chair's Meeting |
| 5:30 pm – 7:30 pm
<i>Gardenia
Hospitality Suite 517</i> | President's Welcome Reception
Sponsored by Clinix, Medicus Billing and Consulting Inc., and Sevocity Electronic Health Records |

WEDNESDAY MAY 11, 2016

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|---|---|
| 7:45 am – 8:15 am
<i>Ambassador E Patio</i> | Breakfast |
| 8:00 am – 5:00 pm
<i>Mesquite
Hospitality Suite 1019</i> | Certification Live Review Course |
| 8:15 am – 8:20 am
<i>Ambassador 1 – 2</i> | Welcome & Announcements
from NSCHBC President |
| 8:20 am – 9:10 am
<i>Ambassador 1 – 2</i> | Effective Marketing Tips
T. Hensley "Ted Williams," J.D., <i>The Williams Group</i> |
| 9:10 am – 9:20 am
<i>Ambassador 1 – 2</i> | Medicus Billing and Consulting, Inc. |
| 9:20 am – 10:35 am
<i>Ambassador 1 – 2</i> | Outside the Lines
Dr. Regina Walker, <i>Regina Paloyan Walker, M.D.</i> |
| 10:35 am – 10:45 am
<i>Ambassador E Patio</i> | Break |
| 10:45 am – 11:35 am
<i>Ambassador 1 – 2</i> | RVU's at Work
Max Reiboldt, <i>Coker Group</i> |
| 11:35 am – 1:00 pm | Lunch <i>(on own)</i> |
| 1:00 pm – 1:10 pm
<i>Ambassador 1 – 2</i> | Sevocity Electronic Health Records |
| 1:10 pm – 2:50 pm
<i>Ambassador 1 – 2</i> | Medical Economics Roundtable
Jeffrey Bendix, <i>Medical Economics</i> |
| 2:50 pm – 3:05 pm
<i>Ambassador E Patio</i> | Break |
| 3:05 pm – 3:15 pm
<i>Ambassador 1 – 2</i> | PSC Technology |
| 3:15 pm – 4:30 pm
<i>Ambassador 1 – 2</i> | Telemedicine - The New Frontier
Lynn Gordon, <i>Nixon Peabody LLP</i> |
| 4:30 pm – 5:30 pm | Free Time |
| 5:30 pm – 7:00 pm
<i>Ambassador 4 – 7</i> | Opening Vendor Reception |

THURSDAY

MAY 12, 2016

7:30 am – 8:35 am

Ambassador E Patio

Welcome Breakfast

New Member, New Certified CHBC,
and Certification Students

8:00 am – 8:35 am

Ambassador 4 – 7

Breakfast

8:35 am – 5:00 pm

Mesquite

Hospitality Suite 1019

Certification Live Review Course

8:35 am – 8:40 am

Ambassador 1 – 2

Welcome & Announcements

from NSCHBC President

8:40 am – 8:50 am

Ambassador 1 – 2

Bank of America Practice Solutions

8:50 am – 9:00 am

Ambassador 1 – 2

Healthcare Compliance Pros

9:00 am – 10:40 am

Ambassador 1 – 2

Be the Green Apple - How to Differentiate Yourself in a Red Apple World

Keynote Presentation by: John Garrett, CPA

9:00 am – 9:50 am

Gardenia

Hospitality Suite 517

Spouse Reception

10:00 am – 12:00 pm

Hotel Entrance

Spouse Tour: Legends & Icons of Palm Springs Bus Tour

10:40 am – 10:55 am

Ambassador 4 – 7

Break

10:55 am – 12:00 pm

Ambassador 1 – 2

NSCHBC Business Meeting

12:00 pm – 12:45 pm

Ambassador 4 – 7

Vendor Speed Networking

12:45 pm – 1:30 pm

Ambassador 4 – 7

Lunch

1:30 pm – 2:45 pm

Ambassador 1 – 2

If You Stand for Nothing, You will Fall for Anything

Brett Kessler, DDS, *Town Center Dentistry & Orthodontics*

2:45 pm – 3:00 pm

Ambassador 4 – 7

Break

3:00 pm – 3:10 pm

Ambassador 1 – 2

Probelle Interiors Development Group

3:10 pm – 4:25 pm

Ambassador 1 – 2

The Fight for Independence: How to Help Independent Doctors Stay That Way - and Why They Should

Mami Jameson, *Association of Independent Physicians*

4:25 pm – 6:00 pm

Free Time

6:00 pm – 8:00 pm

Master's Plaza

President's Award Reception

FRIDAY MAY 13, 2016

8:00 am – 8:30 am <i>Ambassador 4 – 7</i>	Breakfast
8:00 am – 5:00 pm <i>Mesquite Hospitality Suite 1019</i>	Certification Live Review Course
8:30 am – 8:35 am <i>Ambassador 1 – 2</i>	Welcome & Announcements from NSCHBC President
8:35 am – 8:45 am <i>Ambassador 1 – 2</i>	Clinix
8:45 am – 8:55 am <i>Ambassador 1 – 2</i>	Solutionreach
8:55 am – 10:05 am <i>Ambassador 1 – 2</i>	Medical Concurrent Session: Patient Flow: What is Really Causing Those Bottlenecks? Larry R. Brooks, AIA, <i>Practice Flow Solutions</i>
<i>Ambassador 3</i>	Dental Concurrent Session: Emerging Trends in Dental Practice Transitions – a Case Study Todd Erdman, <i>Law Office of Todd L Erdman PC</i> Earl Douglas, DDS, MBA, BVAL, <i>ADS South, LLC</i>
10:05 am – 10:20 am <i>Ambassador 4 – 7</i>	Break
10:20 am – 11:35 am <i>Ambassador 1 – 2</i>	Re-privatization of Physicians Panel Discussion Amanda L. Waesch, JD, <i>Brennan, Manna & Diamond, LLC</i> David J. Zetter, CHBC, PHR, CHCC, CHCO, <i>Zetter HealthCare</i>
11:35 am – 12:50 pm <i>Ambassador 4 – 7</i>	Lunch with a Legend Lee W. Scroggins, <i>formerly with Clayton L. Scroggins Associates, Inc.</i>
12:50 pm – 2:30 pm <i>Ambassador 1 – 2</i>	Medical Concurrent Session: What Employers Want from Providers Margaret Rehayem, <i>Midwest Business Group on Health</i>
<i>Ambassador 3</i>	Dental Concurrent Session: Dental Marketing Kristie Nation, <i>MyDental CMO</i>
2:30 pm – 2:40 pm <i>Ambassador 4 – 7</i>	Break
2:40 pm – 3:55 pm <i>Ambassador 1 – 2</i>	Dental Roundtable Moderated by: Laura Goodman, CHBC, CPA, FGMK, LLC
4:00 pm – 5:00 pm <i>Ambassador 3</i>	New Board & Committee Chair's Meeting