

2015

ANNUAL MEETING  
JUNE 17-19



Professionals in the Business of Healthcare



**Tropicana Hotel  
Las Vegas, Nevada**

**FINAL PROGRAM**



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The Foundation for Education in Healthcare Management has provided funding for the educational portion of this program.

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## Tropicana Las Vegas

3801 Las Vegas Boulevard South

Las Vegas, Nevada 89109 (702) 739-2222

2015

# ANNUAL MEETING

## JUNE 17-19

### Annual Silver Sponsors

athenahealth, Inc.  
Bank of America Practice Solutions  
Healthcare Compliance Pros  
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### Annual Bronze Sponsors

The Business Side

### 10 Minute Presentation Sponsors

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# General Information

**Registration Desk** | Cohiba Foyer

## Registration Hours\*

<b>Tuesday, June 16</b>	7:15 am – 6:00 pm
<b>Wednesday, June 17</b>	7:15 am – 6:00 pm
<b>Thursday, June 18</b>	7:15 am – 5:35 pm
<b>Friday, June 19</b>	7:15 am – 5:35 pm

## Exhibitor Schedule\* | Cohiba 1-4

### Wednesday, June 17

11:30 am – 4:30 pm	Booth Set-up
5:30 pm – 7:00 pm	Opening Reception
8:30 pm	Expo Area Locked

### Thursday, June 18

8:00 am – 8:35 am	Breakfast
10:40 am – 10:55 am	Break
12:10 pm – 12:50 pm	Speed Networking
12:50 pm – 1:30 pm	Lunch
3:10 pm – 3:30 pm	Break
6:30 pm	Expo Area Locked

### Friday, June 19

7:30 am – 8:00 am	Breakfast
10:05 am – 10:20 am	Break
11:35 am – 12:50 pm	Lunch
2:30 pm – 2:40 pm	Break
2:40 pm	Booth Tear Down

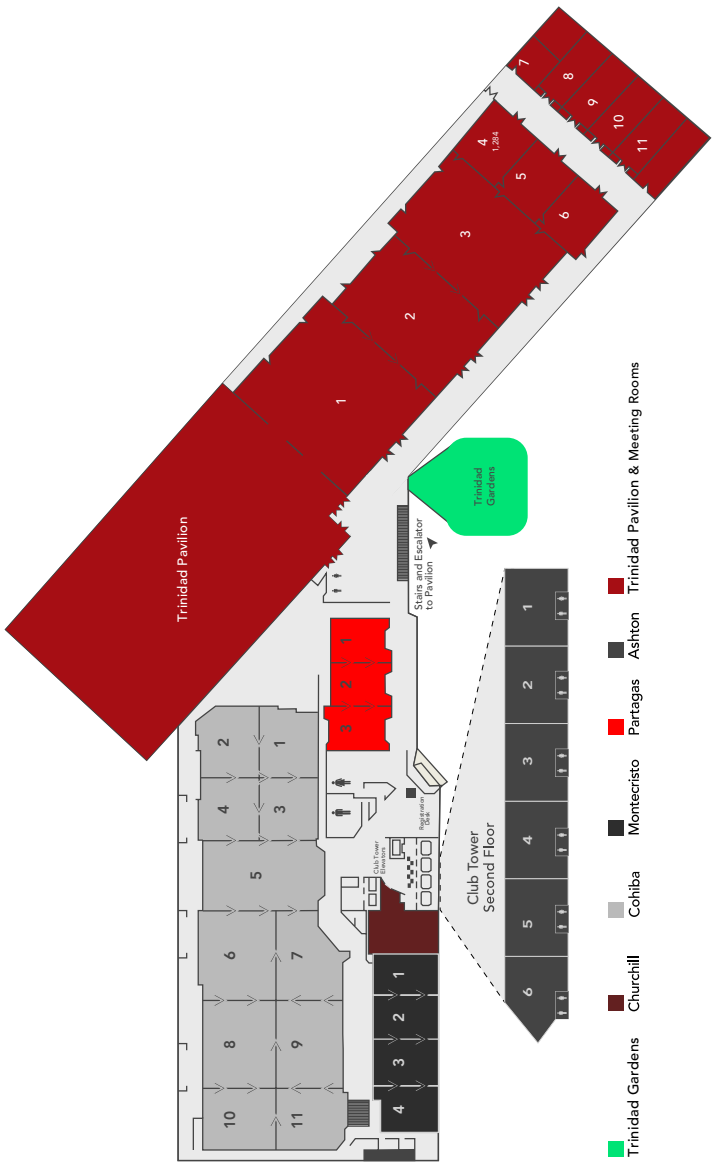
## Hotel | Tropicana Las Vegas

3801 Las Vegas Boulevard South | Las Vegas, Nevada 89109  
(702) 739-2222 | <http://www.troplv.com>

\*Pacific Time | Official Program is subject to change.



# Meeting Space





# Program Schedule

## Wednesday, June 17

7:30 am – 8:00 am	Breakfast	Cohiba 5
8:00 am – 8:05 am	Welcome & Announcements from NSCHBC President	Cohiba 5
8:05 am – 9:20 am	<b>6 Crucial Behaviors for Patient-Facing Employees</b>  <b>Jamie Verkamp</b> (e)Merge	Cohiba 5
9:20 am – 9:40 am	Break	Cohiba 5
9:40 am – 11:20 am	<b>Can Independent Practices Survive the Storm?</b>  <b>Jeffrey W. Smith, CPA, MBA, CMPE, CGMA</b> Piedmont HealthCare, PA  <b>Reed Tinsley, CPA, CVA, CFP, CHBC</b> Reed Tinsley, CPA	Cohiba 5
11:20 am – 1:00 pm	Lunch (on own)	
1:00 pm – 2:15 pm	<b>Building Sustainable Customized Reports in Your Practices</b>  <b>Nate Moore, CPA, MBA, FACMPE</b> Moore Solutions, Inc.	Cohiba 5
2:15 pm – 2:30 pm	Break	Cohiba 5
2:30 pm – 3:45 pm	<b>What it will take for Diagnostic Imaging Providers to Survive and Thrive in the Healthcare Integration &amp; Consolidation Feeding Frenzy</b>  <b>Douglas G. Smith, FRBMA</b> Integrated Medical Partners	Cohiba 5
3:45 pm – 5:30 pm	FREE TIME	
5:30 pm – 7:00 pm	Opening Reception	Cohiba 1 – 4

## Thursday, June 18

7:30 am – 8:35 am	New Member, New Certified CHBC, and Certification Students Welcome Breakfast	Terrace
8:00 am – 8:35 am	Breakfast	Cohiba 1 – 4
8:35 am – 8:40 am	Welcome & Announcements from NSCHBC President	Cohiba 5
8:40 am – 8:50 am	athenahealth, Inc. Presentation	Cohiba 5
8:50 am – 9:00 am	DentaMetrix, LLC Presentation	Cohiba 5
9:00 am – 10:40am	<b>Healthcare: Remixed</b> Zubin Damanian, M.D. ZDoggMD LLC	Cohiba 5
10:40 am – 10:55 am	Break	Cohiba 1 – 4
10:55 am – 12:10 pm	<b>Medical Track: Medical Employed Physician Contracts and Compensation: Current Trends, Stacking Arrangements, and Determination of FMV</b> Jan Anderson Polsinelli, LLC Curtis Bernstein, CPA, CHFP, ASA, MBA Altegra Health	Cohiba 5
10:55 am – 12:10 pm	<b>Dental Track: Ensuring Practice Success with the Marketing Trifecta</b> Kristie Nation MyDental CMO	Partagas 2 – 3
12:10 pm – 12:50 pm	Vendor Speed Networking	Cohiba 1 – 4
12:50 pm – 1:30 pm	Lunch	Cohiba 1 – 4
1:30 pm – 3:10 pm	<b>Our Fragmented, Fragile Physician Workforce... Trends in 2015 and Beyond</b> Kurt Mosely Merritt Hawkins	Cohiba 5
3:10 pm – 3:20 pm	Break	Cohiba 1 – 4
3:20 pm – 3:30 pm	Bank of America Practice Solutions Presentation	Cohiba 5
3:30 pm – 4:45 pm	<b>How to Build a Large Multispecialty Practice and What I Want from my Advisors</b> Jeffrey W. Smith, CPA, MBA, CMPE, CGMA Piedmont HealthCare, PA	Cohiba 5

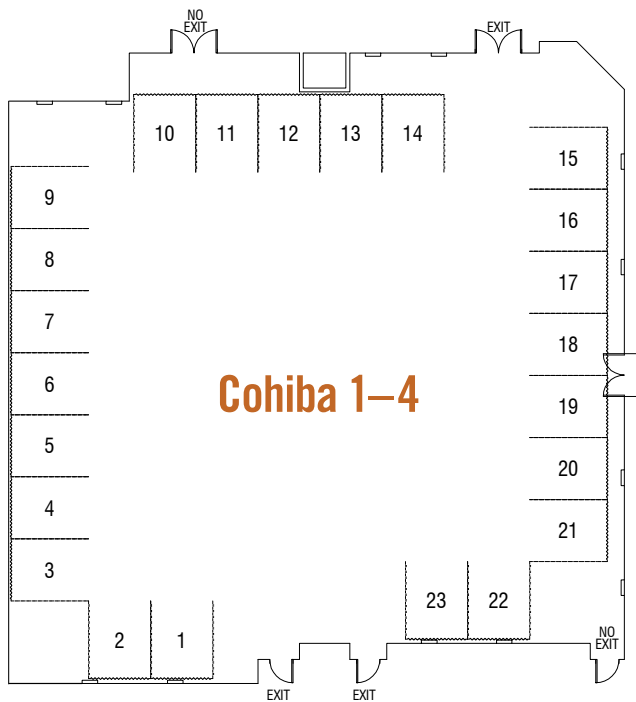


## Friday, June 19

7:30 am – 8:00 am	Breakfast	Cohiba 1 – 4
8:00 am – 8:05 am	Welcome & Announcements from NSCHBC President	Cohiba 5
8:05 am – 8:15 am	Healthcare Compliance Pros Presentation	Cohiba 5
8:15 am – 8:25 am	Solutionreach Presentation	Cohiba 5
8:25 am – 10:05 am	<b>Health System Clinical Integration Objectives &amp; Maximizing Revenues under an Alternate Payment Model</b>  <b>Christine McCarthy</b> , BSN, HSM Elgin Family Physicians, SC  <b>H. Christopher Zaenger</b> , CHBC Z Management Group, Ltd.	Cohiba 5
10:05 am – 10:20 am	Break	Cohiba 1 – 4
10:20 am – 11:35 am	<b>Medical Track: Critical Compliance Issues for Medical Practices</b>  <b>Ronald Hirsch</b> , MD, FACP, CHCQM AccretivePAS Clinical Solutions	Cohiba 5
10:20 am – 11:35 am	<b>Dental Track: The Future of Dentistry — Who Will Own It?</b>  <b>Earl Douglas</b> , DDS, MBA, BVAL ADS South, LLC	Partagas 2 – 3
11:35 am – 12:50 pm	Lunch with a Legend  <b>Leif Beck</b> , CHBC, J. D. Leif C. Beck Consulting  Moderator: <b>William Kalogredis</b> , JD, CHBC Kalogredis, Sansweet, Dearden and Burke, Ltd.	Cohiba 1 – 4
12:50 pm – 2:30 pm	<b>Dental Panel Discussion</b>  <b>Peter J. Ackerman</b> , CPA ADS Midwest  <b>Earl Douglas</b> , DDS, MBA, BVAL ADS South, LLC  <b>Christopher Mahan</b> , CHBC, MBA, ACC Mahan & Associates, LLC  <b>Kristie Nation</b> MyDental CMO	Cohiba 5
2:30 pm – 2:40 pm	Break	Cohiba 1 – 4
2:40 pm – 3:30 pm	<b>Staying Strategic: Business Megatrends Impacting HR</b>  <b>Lori Kleiman</b> , SPHR HR Topics	Cohiba 5
3:30 pm – 4:30 pm	NSCHBC Business Meeting	Cohiba 5
4:30 pm – 6:00 pm	FREE TIME	
6:00 pm – 8:00 pm	Presidents Reception	Havana Room



# Exhibit Hall



Exhibitor	Booth
ABC Solutions	18
athenahealth, Inc.	23
Bank of America Practice Solutions	1
The Business Side	5
The Coding Network	6
DentaMetrix, LLC	16
Dillner's Accounting Tools, Inc.	9
ECI Healthcare Partners	17
Expeditor Systems, Inc.	4

Exhibitor	Booth
Greenway Health	20
Healthcare Compliance Pros	2
Healthcare Procurement Solutions	13
PracticeCompass	12
Practice Flow Solutions	19
PMCA	8
SoFi	7
Solutionreach	22
Wellcentive	11



# About the Exhibitors\*

## ABC Solutions

### Booth: 18

3305 W Spring Mt #107  
Las Vegas, NV 89102  
702-868-1438

[www.abctradingsolutions.com](http://www.abctradingsolutions.com)

ABC Trading Solutions is one of the leaders in the newest EMS technologies.

## athenahealth, Inc.

### Booth: 23

311 Arsenal Street  
Watertown, MA 02472  
617-402-1839

[www.athenahealth.com](http://www.athenahealth.com)

athenahealth is connecting care nationwide with cloud-based services and mobile tools for medical groups and health systems. With a network of more than 59,000 providers, athenahealth is helping providers thrive through change and focus on patient care. The company was named Best in KLAS #1 Overall Software Vendor for 2013.

## Bank of America Practice Solutions

### Booth: 1

600 N Cleveland Ave  
Westerville, OH 43082  
855-307-7252

[www.bankofamerica.com/practicesolutions](http://www.bankofamerica.com/practicesolutions)

At Bank of America, you can rely on our industry leadership and commitment to your success. We'll work with you to help determine the financing solution that best fits your plans, and then guide you through the process.

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

## The Business Side

### Booth: 5

6835 Olney-Laytonsville Rd  
Laytonsville, MD 20882  
301-519-9200 ext.1059

[www.thebusinessside.com](http://www.thebusinessside.com)

The Business Side, Inc., a premier revenue cycle management firm, is focused on the goal of positioning our clients as RCM Centers of Excellence through short-term, high-value project work such as DSH Payment Validation, A/R backlog remediation, credit balance clean-up, and RAC Audit preparation and defense, etc., as well as full CBO outsourcing.

## The Coding Network

### Booth: 6

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 audits, coding helpline services, and provider documentation training. Our U.S. based certified coders/auditors provide services in 56 medical specialties, 50 states, 91 academic institutions, 274 medical billing companies and numerous community-based practices and facilities.

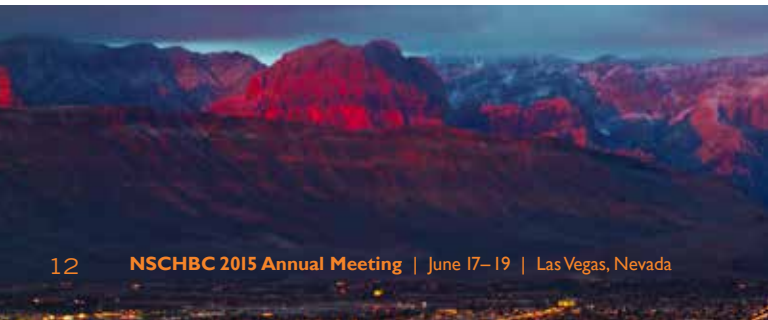
## DentaMetrix, LLC

### Booth: 16

1365 Whiteside Mountain Rd  
Highlands, NC 28741

[www.dentametrix.com](http://www.dentametrix.com)

An Intelligent data mining app to automatically extract client practice management information to create monthly dashboards and monitors for analyzing their practice.



## Dillner's Accounting Tools, Inc.

### Booth: 9

268 East Green St  
Westminster, MD 21157  
888-857-9980

[www.dillners.com](http://www.dillners.com)

Dillner's Accounting Tools provides client write-up software payroll software, accounts, receivable software, secure client portals, and support to accounting and payroll firms for multi-client processing as well as software for their client's use.

## ECI Healthcare Partners

### Booth: 17

278 Franklin Rd, Ste 300  
Brentwood, TN 37027  
615-712-4441

[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 products and services designed to support the entire continuum of care, including revenue cycle management and practice management software.

## Expeditor Systems, Inc.

### Booth: 4

4090 Nine McFarland Drive  
Alpharetta, GA 30004  
770-442-0405 ext. 123

[www.expeditor.com](http://www.expeditor.com)

For over three decades Expeditor has been a pioneer in developing the world's most effective LEAN Patient Flow solutions, which are founded on three simple goals... increasing efficiencies, building a more satisfying office environment and most importantly increasing revenues.

## Greenway Health

### Booth: 20

100 Greenway Blvd  
Carrollton, GA 30117  
229-344-1681

[www.greenwayhealth.com](http://www.greenwayhealth.com)

Suite of EHR and Practice Management Solutions, used in an ambulatory setting. We also provide services and solutions that complement our software to aid physicians in providing quality healthcare.

## Healthcare Compliance Pros

### Booth: 2

1430 Dupont Ave.  
Salt Lake City, UT 84116  
855-427-0427

[www.hcp.md](http://www.hcp.md)

Healthcare Compliance Pros creates Customized Compliance Programs to help your organization and its employees achieve full compliance in HIPAA, OSHA, Corporate Compliance (OIG/CMS Fraud, Waste and Abuse), and Human Resources. We assign a compliance specialist who works directly with you in a collaborative process, to create and implement your program.

## Healthcare Procurement Solutions

### Booth: 13

3330 Cumberland Blvd #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.

## PracticeCompass

### Booth: 12

601 Skokie Blvd  
Northbrook, IL 60062  
855-390-2828

[www.practicecompass.com](http://www.practicecompass.com)

The PracticeCompass healthcare management software suite is an online software that helps practices combine and enhance patient satisfaction, improve business performance, streamline tasks, and increase profitability. It does so by leveraging cutting-edge patient acquisition and retention technology, phone over internet services, and integrated software to automate time-consuming tasks and activities.

## Practice Flow Solutions

### Booth: 19

885 Woodstock Road # 430-233  
Roswell, GA 30075  
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.

## PMCA

### Booth: 8

PO Box 13066  
Lansing, MI 48901  
800-955-2840

[www.thepmca.com](http://www.thepmca.com)

Liability Insurance and risk management services for accountants and healthcare consultants.

## SoFi

### Booth: 7

One Letterman Drive, Bldg. A, Suite 4700  
San Francisco, CA 94129  
415-481-0743

[www.sofi.com](http://www.sofi.com)

We help early stage professionals accelerate their success with student loan refinancing, mortgages, mortgage refinancing, and personal loans. Our nontraditional underwriting approach takes into account merit and employment history among other factors, so we offer products that can't be found elsewhere.

## Solutionreach

### Booth: 22

2912 Executive Parkway #300  
Lehi, UT 84043  
866-605-6867

[www.solutionreach.com](http://www.solutionreach.com)

Total Patient Engagement. Solutionreach is a cloud-based platform for revolutionizing patient relationships and optimizing patient experience, with a powerful array of tools to help providers easily acquire, retain, educate and reactivate patients. Delivering the right message, to the right patient, at the right time, makes every patient the only patient.

## Wellcentive

### Booth: 11

100 N Point Circle #320  
Alpharetta, GA 30022  
276-870-7434

[www.wellcentive.com](http://www.wellcentive.com)

Wellcentive delivers population health management solutions enabling quality improvement throughout the continuum of care. Wellcentive's platform transforms disparate data into actionable insights that facilitate coordinated, preventive care and chronic disease management, physician alignment, clinical integration, and success with value-based reimbursement programs. Wellcentive empowers organizations to improve clinical and financial outcomes.



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**J. Gray Tuttle, CHBC**  
The Rehmann Group  
2008 – 2009

**Kathy Moghadas, RN, CLHRM, CHBC, CHCC**  
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2009 – 2010

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2010 – 2011

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FGMK, LLC  
2012 – 2013

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**Ashlyn McKeithan**

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Tel: 703-234-4099 | Fax: 703-435-4390  
Email: [info@nschbc.org](mailto:info@nschbc.org) | [www.nschbc.org](http://www.nschbc.org)

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150 Fourth Avenue North, Suite 700  
Nashville, TN, 37219-2417

Web site: [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.

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NASBA Fields of Study	Credit Hours Offered*
Human Resources	2.5
Management Advisory Services	15.5
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\*Based on a 50 minute credit hour

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Please visit our website at [www.nschbc.org](http://www.nschbc.org) for the latest information.



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# SAVE THE DATE



# 2016

## **Annual Conference May 11-13, 2016**

The Westin Mission Hills Golf Resort & Spa  
Rancho Mirage, California

