



## Schedule

### Wednesday, June 12<sup>th</sup>

|                           |  |
|---------------------------|--|
| <b>9:00 AM - 12:00 PM</b> | <b>Board Meeting</b>   |
| <b>12:00 PM - 1:00 PM</b> | <b>Board Lunch</b>   |
| <b>1:00 PM - 1:05 PM</b>  | <b>Welcome &amp; Announcements from NSCHBC President</b>   |
| <b>1:05 PM - 1:55 PM</b>  | <b>From Abstract to Action: Defining and Implementing Physician Practice Strategy</b><br>Kristi Crowe, MPT, <i>Ambulatory Healthcare Innovations, LLC</i><br><i>Specialized Knowledge</i>  |
| <b>1:55 PM - 2:00 PM</b>  | <b>Break</b>   |
| <b>2:00 PM - 2:50 PM</b>  | <b>AI in Dental and Medical Practices</b><br>Vinod Sankaran, MS, CHBC, <i>Medical Billing Wholesalers</i><br>Katie Poulsen, MPC, RDH, <i>Videa</i><br><i>Statistics</i>  |
| <b>2:50 PM - 3:00 PM</b>  | <b>Break</b>   |
| <b>3:00 PM - 3:10 PM</b>  | <b>Sponsor Presentation: i3 Verticals</b>  |
| <b>3:10 PM - 4:00 PM</b>  | <b>Reputation Management: Best Practices for Dealing with Bad Reviews</b><br>Moderator: Wally Janczewski, EA, CHBC, <i>PBC Group</i><br>Kristina Hall, <i>Hall Social</i><br>Jake Goates, <i>Gargle</i><br><i>Communications and Marketing</i> |
| <b>4:00 PM - 4:05 PM</b>  | <b>Break</b>   |
| <b>4:05 PM - 4:15 PM</b>  | <b>Sponsor Presentation: Network Providers, Inc.</b>   |
| <b>4:15 PM - 5:05 PM</b>  | <b>What Secure 2.0 Means for Your Retirement</b><br>Matt Cawley, <i>Eide Bailly</i><br><i>Specialized Knowledge</i>  |



## Schedule

**5:05 PM - 5:10 PM**                      **Closing Remarks and Announcements**

**6:00 PM - 7:30 PM**                      **Opening Vendor Reception**

### Thursday, June 13<sup>th</sup>

**7:00 AM - 7:45 AM**                      **New Member Breakfast**

**7:00 AM - 7:45 AM**                      **Breakfast**

**7:45 AM - 7:50 AM**                      **Welcome & Announcements from NSCHBC President**

**7:50 AM - 8:00 AM**                      **Sponsor Presentation: CARR**

**8:00 AM - 9:15 AM**                      **Keynote Speaker: Trending Metrics for Physician Practices**  
 Andrew Hajde, CMPE, MGMA  
*Economics*

**9:15 AM - 9:20 AM**                      **Break**

**9:20 AM - 10:10 AM**                      **Importance of Real-Time Performance Data**  
 Derick D. Perkins, MBA/MHA, CSPPM, *Quantum Revenue Cycle*  
 Keith Booher, *BB Health Tech*  
*Management Services*

**10:10 AM - 10:15 AM**                      **Break**

**10:15 AM - 11:30 AM**                      **Dental Hot Topics Panel - 7 Biggest Challenges Dental Owners Face**  
 Moderator: Wally Janczewski, EA, CHBC, *PBC Group*  
 Peter Ackerman, CPA, CVA, CEPA, *ADS Midwest*  
 Bo Hancock, CHBC, EA, *Healthcare Management Consultants, Inc.*  
 Joe Lessard, CPA, EA, CHBC, *Professional Business Management*  
 Jeff Bergstrom, *Mastin Bergstrom, LLC*  
*Specialized Knowledge*

**11:30 AM - 12:30 PM**                      **Vendor Speed Networking**

**12:30 PM - 1:15 PM**                      **Lunch**

**1:15 PM - 2:15 PM**                      **NSCHBC Business Meeting**



## Schedule

|                          |   |
|--------------------------|---|
| <b>2:15 PM - 2:20 PM</b> | <b>Break</b>  |
| <b>2:20 PM - 2:30 PM</b> | <b>Sponsor Presentation: Provide</b>  |
| <b>2:30 PM - 3:20 PM</b> | <b>Creating New Collaboration Opportunities with Value-Based Enterprises</b><br>Jim Carr, ASA, <i>InHealth Advisors</i><br><i>Specialized Knowledge</i>   |
| <b>3:20 PM - 3:25 PM</b> | <b>Break</b>  |
| <b>3:25 PM - 4:15 PM</b> | <b>Stop Letting Payers Rip You Off - Strategies to beat payers at playing the Claim Denial Game</b><br>Cyndi Walker, CMC, CHBC, <i>Medicus Billing and Consulting, Inc.</i><br><i>Specialized Knowledge</i>   |
| <b>4:15 PM - 4:35 PM</b> | <b>Peerview Benchmarking</b><br>Glenn Dunlap, <i>Peerview</i>   |
| <b>4:35 PM - 4:40 PM</b> | <b>Break</b>  |
| <b>4:40 PM - 5:55 PM</b> | <b>Here's Your Sign: Top 10 WTH (What the Healthcare) Moments 2023-2024. Sponsored by Medicus Billing and Consulting, Inc. and i3 Verticals</b><br>Moderator: Amanda Waesch, Esq., <i>Brennan, Manna &amp; Diamond, LLC</i><br><i>Specialized Knowledge</i> |
| <b>5:55 PM - 6:00 PM</b> | <b>Closing Remarks and Announcements</b>  |
| <b>6:30 PM - 8:30 PM</b> | <b>President's Award Reception</b>  |

### Friday, June 14<sup>th</sup>

|                          |   |
|--------------------------|---|
| <b>7:00 AM - 7:45 AM</b> | <b>Breakfast</b>  |
| <b>7:45 AM - 7:50 AM</b> | <b>Welcome &amp; Announcements from NSCHBC President</b>          |
| <b>7:50 AM - 8:00 AM</b> | <b>Sponsor Presentation: Medicus Billing and Consulting, Inc.</b> |



## Schedule

|                            |   |
|----------------------------|---|
| <b>8:00 AM - 9:15 AM</b>   | <p><b>Utilizing Price Transparency</b><br/>           David Zetter, CHBC, PHR, SHRM-CP, CHC, CPCO, CPC, COC, PCS, FCS, CMUP, PESG, CMAP, CMAPA, CMMP, CMHP, <i>Zetter HealthCare, LLC</i><br/>           Adam Middleton, CHBC, <i>Healthcare Advisory Network, LLC Economics</i></p>  |
| <b>9:15 AM - 9:20 AM</b>   | <b>Break</b>  |
| <b>9:20 AM - 10:10 AM</b>  | <p><b>2024 Employment Law Changes Impacting Healthcare Employers</b><br/>           Bryan Meek, Esq, <i>Brennan, Manna &amp; Diamond, LLC Personnel/Human Resources</i></p>   |
| <b>10:10 AM - 10:15 AM</b> | <b>Break</b>  |
| <b>10:15 AM - 10:25 AM</b> | <b>Sponsor Presentation: Open Practice</b>  |
| <b>10:25 AM - 11:15 AM</b> | <p><b>Best Practices for Dealing with Difficult Clients and Potential Liability Considerations</b><br/>           Jackie Coult, CHBC, <i>Complete Healthcare Business Consulting</i><br/>           Catherine Lightfoot, CPA, CHBC, <i>EEPB, PC</i><br/>           Eric Nuttall, CPA, CHBC, <i>Eide Bailly LLP Business Management &amp; Organization</i></p> |
| <b>11:15 AM - 11:20 AM</b> | <b>Break</b>  |
| <b>11:20 AM - 12:10 PM</b> | <p><b>Behavioral Health Integration: Operational Strategies and Insights for Coding, Auditing, and Billing</b><br/>           Sonda Kunzi, CPC COC CRC CPB CPCO CPMA CPPM CPC-I, <i>Coding Advantage, LLC Specialized Knowledge</i></p>   |
| <b>12:10 PM - 1:00 PM</b>  | <b>Lunch</b>  |
| <b>1:00 PM - 2:15 PM</b>   | <p><b>Value-Based Care Today and the Road Ahead</b><br/>           Cristy Good, MPH, MBA, CPC, CMPE, <i>MGMA Specialized Knowledge</i></p>  |
| <b>2:15 PM - 2:20 PM</b>   | <b>Break</b>  |



## Schedule

---

|                          |   |
|--------------------------|---|
| <b>2:20 PM - 3:10 PM</b> | <b>Physician Retirement Readiness: Adequate Preparation Spans the Career</b><br>Eric Halvorsen, MBA, CFP, CIMA, <i>Physician Wealth Advisors Finance</i>  |
| <b>3:10 PM - 3:15 PM</b> | <b>Break</b>  |
| <b>3:15 PM - 4:05 PM</b> | <b>Cyber Liability Hot Topics: What Providers Need to Know</b><br>Debi Carr, HCSIPP CAHIMS, <i>D K Carr and Associates LLC</i><br>Kimberly Ferenchak, <i>Oswald Companies</i><br><i>Specialized Knowledge</i> |
| <b>4:05 PM - 4:55 PM</b> | <b>Coffee Talk with Reed</b><br>Reed Tinsley, CPA, CVA, CFP, CHBC, <i>Reed Tinsley, CPA</i><br><i>Specialized Knowledge</i>   |
| <b>4:55 PM - 5:00 PM</b> | <b>Closing Remarks and Announcements</b>  |
| <b>5:20 PM - 6:20 PM</b> | <b>New Board Meeting</b>  |



## Schedule

### 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. Web site: [www.nasbaregistry.org](http://www.nasbaregistry.org).

**Program Level:** Intermediate

**Delivery Method:** Group-Live

**Hours Offered:** 20.5 (Based on a 50 minute hour)

|                                    |      |
|------------------------------------|------|
| Business Management & Organization | 1    |
| Communications and Marketing       | 1    |
| Economics                          | 3    |
| Finance                            | 1    |
| Management Services                | 1    |
| Personnel/Human Resources          | 1    |
| Specialized Knowledge              | 11.5 |
| Statistics                         | 1    |

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