

**2016**

# **Fall Educational**

# **Conference**

**Sept. 25-27, 2016**

**Hyatt Regency New Orleans**

**New Orleans, La.**

**RBMA**

**Conference Information**



# Register to Attend the Final Fall Educational Conference in New Orleans!

The Fall Educational Conference is designed to accommodate higher level learning and in-depth coverage of topics affecting the business of radiology today. What you can expect:

- Less time away from the office – sessions begin on Sunday afternoon and end on Tuesday
- Intense learning – a varied selection of pertinent sessions will be offered
- Concentrated buying time – spend time during breaks and receptions in the Exhibit Hall visiting a wide range of industry vendors
- Connecting with colleagues – more time for networking during evening receptions and “Lunch on Your Own” on Monday. Take a break from the conference to experience the epicurean fare of New Orleans!
- Key takeaways – return to the office with valuable, trusted information and strategies to improve your practice’s performance



Join the leading professional organization for advancing the business of radiology for two and a half days of a rich knowledge-based curriculum and collegial camaraderie.

**REGISTER TO ATTEND OR EXHIBIT TODAY!**  
[rbma.org/FEC](http://rbma.org/FEC)

**RBMA has chosen the following hotel as the official hotel for the 2016 Fall Educational Conference**

## Hyatt Regency New Orleans

601 Loyola Ave., New Orleans, LA 70113

Hyatt Regency New Orleans is located in the heart of downtown, next to the Mercedes-Benz Superdome and Champions Square. Take a ride on the Loyola Avenue Streetcar, which passes directly in front of the hotel, or take a walk to the historic French Quarter, Arts District, Audubon Aquarium of the Americas and the scenic Mississippi Riverfront – all located within one mile of the hotel.

RBMA has reserved a limited number of rooms at a special rate of \$229 per night, single or double occupancy. In order to reserve your room, your registration must be processed with an approved payment. When your application has been processed, a confirmation letter will be emailed to you within two business days containing a code with which to reserve your hotel room at the special RBMA rate.\* This special rate is offered until August 25, 2016, based on availability.

*\*Please note that RBMA is not affiliated with any outside hotel room booking organizations. If you are contacted by one of these groups, please disregard as it may be part of a scam. RBMA’s hotel room reservation policy outlined above is the only official way to book hotel rooms.*

### IMPORTANT DATES FOR ATTENDEES

#### AUG. 25, 2016

Deadline to make hotel reservations at Hyatt Regency New Orleans and receive the special RBMA rate (based on availability).

#### AUG. 26, 2016

Early bird registration deadline. Please note that all registrations (online, mail and fax) must be received by 5 p.m. EDT. Registrations received thereafter will be processed at the post-early bird rate.

#### SEPT. 2, 2016

Last date written cancellation will be accepted.

#### SEPT. 19, 2016

Last day to submit attendee registration. Please note that all registrations (online, mail and fax) must be received by 5 p.m. EDT. Registrations thereafter will be accepted on-site at the on-site rate.

#### SEPT. 25-27, 2016

RBMA 2016 Fall Educational Conference



## SUNDAY, SEPT. 25, 2016

8 a.m.-6:30 p.m.

### REGISTRATION OPEN

1-2:30 p.m.

### KEYNOTE SESSION

#### Health Care: Remixed – Continuing the Conversation

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Zubin Damania, MD

In 2015, Dr. Damania took RBMA Radiology Summit attendees on a poignant journey through medical school and into the heart of our dysfunctional health care system. Exploring the root causes of provider burnout in our current culture and practice of medicine today, he outlined his strategy behind his creation of Las Vegas based Turntable Health, an innovative model of patient-centric health care delivery that promotes wellness at both the individual and community level. Along with his rapping, satirical alter-ego ZDogMD, he sparked a new paradigm of thinking for RBMA attendees. And now he's back to continue the conversation and discuss the role radiology will play in the health care 2.0 world.

2:45-3:45 p.m.

### CONCURRENT SESSIONS

#### ■ Strategic Insourcing vs. Outsourcing IT: Which Is Right for Your Practice?

David Smith, FACMPE, Tom Smith and Stephen Willis

Revenue cycle management, IT, night and weekend reads, business processes, administration. You could bring it all in house, outsource all of it, or utilize a hybrid approach to managing the needs of a radiology practice. In this session IT leaders from two different practices will present some of the pros and cons of each approach while offering insight from the field based on their experience.

#### ■ Disrupting the Disruptive Physician

Will Latham

Just one disruptive physician has the capacity to debilitate other physicians, employees and even the entire organization. At the same time, dealing with disruptive physicians is one of the most challenging responsibilities of practice governance. This session speaks to why disruptive behavior occurs and how this toxicity spreads in systems with long term effects on the organizational environment. You will learn about the disruptive personality and practical ways to rein in and manage disruptive behavior.

#### ■ Preparing Radiology for Physician-Focused Payment Models

Robert Bradner, JD, and Miranda Franco

The Medicare Access and CHIP Reauthorization Act (MACRA) establishes the Physician-Focused Payment Model Technical Advisory Committee (PTAC) to advise CMS on the development and implementation of physician-focused payment models (PFFPMs), including

models for specialist physicians, which could qualify as Advanced APMs. The law requires the establishment of a Technical Advisory Committee that will assess PFFPM proposals submitted by stakeholders and make recommendations to the Secretary about which models to consider testing. Learn about this valuable opportunity to participate in delivery system reform by developing and submitting your ideas for APMs.

4-5 p.m.

### CONCURRENT SESSIONS

#### ■ Best in Class in the Cloud: A New Paradigm to Deliver the Right Study, at the Right Time, With the Right Sub-Specialist at the Right Cost

Tony Gevo and Bill Pickart, MBA

In today's environment it is imperative to be able to read anything from anywhere, move the study to the right sub-specialist, in the right setting, in a timely manner. With increasing volume and decreasing reimbursement it is necessary to achieve maximum efficiency of all physicians and avoid the need to add new physicians and costs to the practice. Others are moving crisply on this technology – find out why, how and what you should do to keep pace!

#### ■ Roundtable: Imaging Centers

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

#### ■ Optimizing the Patient Experience: Creating Patient Centric Campaigns in Radiology

Jennifer Kemp, MD, FACR, and Geoff Rubin, MD, FACR

Health care providers are now expected to not only provide quality care in diagnosing and treating illness, but also to provide an optimal patient care experience. The Radiological Society of North America (RSNA) and the American College of Radiology (ACR) are answering this need through RSNA's "Radiology Cares" campaign as well as the jointly maintained ACR-RSNA patient resource website, Radiologyinfo.org. This session will provide an overview of both resources as well as offer examples of how these campaigns can be integrated into the patient interfaces within individual radiology practices.

5-6:30 p.m.

### SPECIAL EVENT

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### EXHIBIT HALL GRAND OPENING

More sessions will be continuously added to the program. Be sure to check for updates often at [rbma.org/fec](http://rbma.org/fec).

But don't wait to register – take advantage of early bird rates and register today!

DENOTES EXHIBIT HALL HOURS



**MONDAY, SEPT. 26, 2016**



7:30 a.m.-5:45 p.m.

**REGISTRATION OPEN**

7:30-8 a.m.

**RBMA MORNING CAFÉ**

8-9 a.m.

**GENERAL SESSION**

**Adapting to New Payment Models:  
How Quality Metrics and Data Analytics  
Can Guide the Way**

*Richard Duszak, MD, FACR, FRBMA,  
and Danny Hughes, PhD*



This session will discuss evolving health care delivery models that reward value over volume, and the compensation changes occurring for physicians and practice facilities. Given the seeming lack of information regarding new payment models and how they are actually implemented, it is easy for radiologists to feel hopeless or powerless against the oncoming tide of change. This session will show how, using quality metrics and data analytics, radiology and radiologists can regain control of their financial stake in the patient encounter. The tools discussed in this session will provide critical data radiologists need to identify opportunities for participation and better manage risk in bundled payment models.

9:15-10:15 a.m.

**CONCURRENT SESSIONS**

■ **Re-Health-Pitality: Revitalizing Customer Experience in Radiology With the Best Concepts From Retail and Hospitality**

*Gail Schwartz*

HOSPITALity. HOSPITAL. The links between hospitality and health care are encoded into language. But somewhere, much of the connection got lost. Industry thought leaders are bringing it back, reaping such benefits as more satisfied patients, lower costs, increased revenue, and more. In this session the presenters share the core elements of a concept they call Re-Health-Pitality™, an approach to customer experience in radiology that is fortified with some of the best practices ever produced by the retail and hospitality industries.

■ **Stark Law Update: Summary of New Rules and Enforcement Activity**

*(repeated at 2-3 p.m.)*

*Tom Greeson, Esq., and Paul Pitts, Esq.*

CMS recently adopted regulations “to reduce burden and to facilitate compliance” under the physician self-referral law known as the Stark law. The changes were included in the 2016 annual update to the Medicare Physician Fee Schedule. The Final Rule includes several changes to provide greater clarity and flexibility to health care providers.

This session will remind attendees of how the Stark law impacts relationships with referring physicians and describe important updates to the law.

■ **Idea Swap: Best Apps for Productivity**

Do you have a favorite free or low cost app that saves you time? Or maybe one that has changed your life? This swap session invites attendees to bring their favorite apps and share them with the group. Get introduced to apps you weren't aware of and introduce others to some of your own favorite apps!

10:15-11 a.m.

**BREAK IN THE EXHIBIT HALL**

11 a.m.-noon

**CONCURRENT SESSIONS**

■ **Roundtable: Billing Services**

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

■ **Reimbursement Strategies for High Deductible Health Plans and Greater Cost Sharing With Patients**

*Greg Thomson, CPA*

With major increases in patient cost sharing, providers are facing even greater challenges in collections and accounts receivable from this patient category. Health insurance exchange plans and HDHPs typically have high out-of-pocket payments for median income families, and in turn high out-of-pocket payments have the biggest impact on providers. This session will address strategies for hospital based radiologists in collecting from high deductible patients.

■ **MIPS Doesn't Have to Be a Four-Letter Word for Radiology Practices**

*(repeated Tuesday at 10-11 a.m.)*

*Maria Calamaro*

According to recent estimates 36 percent of Medicare Part B payments may be impacted by MIPS legislation, with CMS designating winners and losers based on program compliance. This session will provide current information on MIPS specific to radiologists, including the impacts of the CMS ruling expected in mid-2016, in order to help your practice prepare for compliance success in 2017.

Noon-2 p.m.

**EXPLORE NEW ORLEANS! LUNCH ON YOUR OWN**

12:30-1:30 p.m.

**LUNCH N' LEARN**

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**The Importance of First Time Right Imaging**

*Watch for session description on [rbma.org/fec](http://rbma.org/fec)*

2-3 p.m.

**CONCURRENT SESSIONS**

■ **Roundtable: Hospital Based Practices**

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

■ **Radiology Economics and RADPAC**

**Update** (repeated Tuesday at 3-4 p.m.)

*Ted Burnes, MPA*

This session will cover current economic issues and will identify future trends relating to payment policies. Topics will include payor interactions, coding, and the latest regulatory and legislative updates impacting imaging reimbursement.

■ **Stark Law Update: Summary of New Rules and Enforcement Activity**

(repeat of 9:15-10:15 a.m. session)

*Tom Greeson, Esq., and Paul Pitts, Esq.*

3-3:45 p.m.

**BREAK IN THE EXHIBIT HALL**

3:45-4:45 p.m.

**GENERAL SESSION**

**Value Innovation Lab**

Radiology practices are pursuing various ways to demonstrate their value to health systems, hospitals, referring physicians, and patients. This session will showcase the value initiatives submitted in response to RBMA's "Call for Value." This highly interactive session will feature case studies from those who have successfully implemented new processes aimed at demonstrating value and the results achieved.

4:45-5:45 p.m.

**SPECIAL EVENT**

**NETWORKING RECEPTION IN THE EXHIBIT HALL**

**TUESDAY, SEPT. 27, 2016**

7-8 a.m.

**EXHIBITORS ONLY**

**EXHIBITOR APPRECIATION BREAKFAST**

7:30 a.m.-4 p.m.

**REGISTRATION OPEN**

7:30-8 a.m.

**RBMA MORNING CAFÉ**

8-9:15 a.m.

**GENERAL SESSION**

**Easiest Catch: Don't Be Another Fish in the 'Net**

Unfortunately, the question now is not if your information is going to be accessed or stolen, but when. Health care providers are not immune to these attacks and may be at increased risk for security breaches. In an effort to inform the attendees of current developments as well as provide realistic advice for cyber protection, this session will discuss recent high profile cybercrime events, including website breaches impacting retailers, banks, government agencies, hospital systems and medical practices. The presenter will discuss particularly dangerous types of threats that might affect medical practice organizations such as phishing, malware, and Wi-Fi attacks.

9:15-10 a.m.

**BREAK IN THE EXHIBIT HALL**

10 a.m.-12:15 p.m.

**DEEP DIVE SESSION**

**Excel Tips and Tricks for Medical Practice Managers**

*Nate Moore, CPA, MBA, FACMPE*

Payor contracting can be a time-intensive, frustrating process. This session will provide Excel techniques to organize, compare and strategize with sample contracting data. We'll focus on time saving techniques like VLOOKUP that make it easier to compare reimbursement by payor across time periods. Watch for ways to model contract changes to see the effects of potential rate changes and ideas about how to approach value based reimbursement with data. The presentation will be a live demonstration using Excel 2016.

*Note: Participants are invited to bring laptops with Excel 2007 or higher to follow along with sample practice data used during the presentation. The session will assume an intermediate level of Excel experience.*

10-11 a.m.

**CONCURRENT SESSIONS**

■ **MIPS Doesn't Have to Be a Four-Letter Word for Radiology Practices**

(repeat of Monday 11 a.m.-noon session)

*Maria Calamaro*

■ **Roundtable: Radiology Group Collaboration – The Proven Alternative to Merger or Acquisition**

*Keith Chew, CMPE, FRBMA, and  
Brigette LaBar, FRBMA*

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

**TUESDAY, SEPT. 27, 2016**



■ **Data Driven Decision Making for Radiology Management – An Introduction to Data Mining**

*R. Kent Hutson, MD, CPE*

Data-driven decision-making, or "data mining," is the process of using computer-assisted data analysis to make informed decisions. This presentation will discuss the principles of data mining, review some of the tools and techniques of the data engineer, and put it all together to see how these methods could be applied to radiology management.

11:15 a.m.-12:15 p.m.

**CONCURRENT SESSIONS**

■ **Cyber Insurance and Other Ways to Protect Your Business When It Suffers a Data Breach**

*Paul Pitts, Esq., and Cristina Shea, Esq.*

A data breach can have severe financial ramifications beyond the damage to a health care provider's reputation. Even a small to mid-size data breach can cost thousands of dollars to investigate, mitigate and report. Although insurance carriers are offering more policies to cover data breaches, the terms and limits of these policies vary greatly. This presentation will describe the practical impact a data breach may have on radiology practices and imaging centers. We will also discuss how appropriate insurance coverage and planning can help mitigate and/or avoid the devastating impact of a data breach.

■ **Roundtable: What's Next for ICD-10?**

*Shannon Marshall and Julie Pekarek*

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

12:15-1:45 p.m.

**SPECIAL EVENT**

**NETWORKING LUNCH IN THE EXHIBIT HALL**

1:45-4 p.m.

**DEEP DIVE SESSION**

**Business Intelligence for Revenue Cycle Management**

*Nate Moore, CPA, MBA, FACMPE*

Are you trying to run your practice like a business but struggling to get the information you need to make good business decisions? Discover three built in SQL Server Business Intelligence (BI) tools to really take your practice analytics to the next level. This session will include a live demonstration on how to use various tools to analyze, combine and distribute critical practice data throughout your practice in a variety of powerful and exciting new ways.

1:45-2:45 p.m.

**CONCURRENT SESSIONS**

■ **Executive Idea Swap**

This session is for experienced practice management professionals who are interested in a high level exchange of ideas, thoughts and suggestions.

■ **Improve Practice Management With Staffing Analytics**

*Andy Comeau and Rich Miller*

Radiology practices must use their workforce more effectively in order to remain viable. Typical scheduling systems can increase labor costs due to their inability to integrate with other systems, making it difficult to make informed staffing decisions. Rooms and equipment are also used less efficiently when real-time patient data are not synced with staff availability data. Make your practice more efficient by learning what to steer clear of in workforce management.

■ **Intranet – Is It For You?**

*Cindy Pittmon, RCC, CHBME, FRBMA*

Learn about online options for implementing your office intranet including available tools, opportunities and uses. Current available options will be reviewed and the presenter will walk attendees through the process of choosing the best platform based upon the individual needs of a company. The presenter will provide real life experience and guidance based upon one practice's experience with implementing an intranet system and the benefits gained.

3-4 p.m.

**CONCURRENT SESSIONS**

■ **Radiology Economics and RADPAC Update**

*(Repeat of Monday 2-3 p.m. session)*

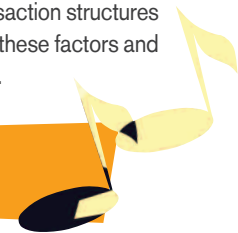
*Ted Burnes, MPA*

■ **Transaction Insights: Impact of Regulatory and Payor Changes in Imaging Center Value**

*Clinton Flume, CVA, and Matthew Strother*

Reimbursement cuts targeted at freestanding diagnostic imaging centers led to a surge in transactions from 2009 to 2013 as health systems and large multi-site operators acquired struggling independent centers. However, regulatory changes and shifts in commercial health care coverage have led to a significant change in transaction structures for diagnostic imaging. This presentation will analyze these factors and the resulting impact on the value of imaging centers.

[rbma.org/fec](http://rbma.org/fec)



## REGISTRATION FEES

Full registration includes two and a half days of educational sessions, light continental breakfasts, Tuesday networking luncheon, refreshment breaks and evening receptions on Sunday and Monday.

	By Aug. 26 5 p.m. EDT	By Sept. 19 5 p.m. EDT	On-site
<b>RBMA Member</b> .....	\$760	\$840	\$940
<b>Additional RBMA Member*</b> .....	\$695	\$775	\$875
<b>Non-Member**</b> .....	\$980	\$1,060	\$1,160

### Guest Reception-Only\*\*\*

Sept. 25/26 evening receptions only ..... N/C first / \$25 each additional

### Exhibit Hall Grand Opening Pass\*\*\*\*

Sept. 25, 5-6:30 p.m. .... \$75 (available on-site only)

\* Note that the first member has to be a paid attendee; scholarship winners and RBMA U students who receive complimentary registration fees do not qualify their fellow staff for the Additional RBMA Member rate.

\*\* Includes RBMA membership from Oct. 5 through Dec. 31, 2016. Previous year members who have not renewed do not qualify.

\*\*\* Guest Reception-Only is intended for a spouse/significant other, friend, or adult child who is not in an industry related occupation and is not available to exhibit booth personnel or their guests.

\*\*\*\* Exhibit Hall Grand Opening-Only Pass is for any individual who would like to visit the Exhibit Hall and celebrate the Grand Opening.

Contact RBMA at 888.224.7262 or email [info@rbma.org](mailto:info@rbma.org)

## HOW TO REGISTER

Visit [rbma.org/fec](http://rbma.org/fec) to register in one of two ways:

1. Complete the online registration form
2. Download the attendee registration PDF and either:
  - Mail to: 9990 Fairfax Blvd., Suite 430, Fairfax, VA 22030
  - Fax to: 703.621.3356

## REGISTER EARLY AND SAVE!

Registrations received on or prior to Aug. 26, 2016, will save \$80!

**NEW!** RBMA has created a justification letter to present to your supervisor for the purpose of helping you outline the benefits and value of attending the Fall Educational Conference. Visit [rbma.org/fec](http://rbma.org/fec) for details on how to download and customize the letter template.

## ATTEND THE FALL EDUCATIONAL CONFERENCE FOR FREE!

RBMA is pleased to offer several scholarships to members, which cover registration fees and other costs qualified applicants incur for attending the conference. To view scholarships available, eligibility requirements and submit your application, visit [rbma.org/scholarships](http://rbma.org/scholarships).

## SOCIAL MEDIA



### Follow the Fall Educational Conference on Facebook

"Like" RBMA on Facebook and then post on our Facebook wall! Find out who is attending and start networking early. Watch for real-time conference coverage on Facebook and tag yourself in our daily photos!



### Tweet About Us

Use hashtag [#rbmafec16](https://twitter.com/rbmafec16) to let others in the radiology community and beyond know about the Fall Educational Conference! Encourage colleagues to join you at the conference. Track everyone's tweets at [keyhole.co](http://keyhole.co).

## THE RBMA FALL EDUCATIONAL CONFERENCE APP



AVAILABLE ON THE  
App Store

GET IT ON  
Google play

Accessing meeting information is easier than ever and at your fingertips! RBMA's increasingly popular meeting app features:

- On the go access to the schedule, handouts, CE forms, exhibitors, and special meeting alerts
- The ability to create a customized agenda
- Direct messaging and improved profiling allowing attendees to connect easily with others
- Topic channels that allow for focused in-app discussions around hot topics with fellow attendees
- An activity feed with attendees' comments, check-ins and photos
- A gamification activity where attendees can earn badges and points. RBMA will award a prize to the attendee with the most points.

The app will be available for download through the Apple Store and Google Play before the conference. Watch your inbox for details!

FALL EDUCATIONAL CONFERENCE APP SPONSORED BY

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## CONTINUING EDUCATION

RBMA is pleased to offer the following continuing education credits for this program:

- AAPC CEUs
- NASBA CPE
- ACHE Qualified Education Credit (non-ACHE)
- RBMA Continuing Education
- Category A CE Credits
- RCC Credits Toward Recertification

For complete details visit [rbma.org/fec](http://rbma.org/fec).



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\*At time of publishing.