

# Surviving 2010

## Practice Management Tips You Need To Know



Lunch and a half day series of free programs on critical practice management issues will be presented at the \*Westchester Marriott, on Thursday afternoon, April 15. Physicians and office staff are invited.

Start with lunch at noon, and attend any or all of the following briefings designed to keep you current with new trends that will have a powerful impact on your practice or to remind you of the importance of key legal and management issues:

**12:00 noon** ***The Patient-Centered Medical Home: Getting Paid for Loving Medicine (Again):***

*How you and your patients can both benefit from this government-sponsored initiative to coordinate care AND to reimburse physicians for their effort.*

*Presented by: Joseph Holtschlag, Manager of Government Affairs, athenahealth*

**1:00 pm** ***The Transition to ICD-10:***

*What your practice needs to do -- and why it's important to prepare now. Presented by: Jacqueline Thelian, CPC, CPC-I Medco Consultants, Inc.*

**2:00 pm** ***Legal Issues That Could Ruin Your Practice:***

*An expert looks at top current legal challenges facing the private practice physician.*

*Presented by: Michael Schoppmann, Esq., Kern Augustine Conroy & Schoppmann, PC*

**2:45 pm** ***Managing in Today's Economy – 8 Essential Steps to Keeping Your Practice Viable in Bad Economic Times:***

*Presented by: John Riche, Healthcare Transitions Management*

**3:30 pm** ***Health Information Technology - Where to Get the Help You Need to Get Your Info Systems Up and Running:***

*Presented by: Liz Dears Kent, Esq., Senior VP for Legislative and Regulatory Services, MSSNY  
Ron Pucherelli, HIT Project Administrator, MSSNY*



**PHYSICIANS &  
OFFICE STAFF  
ARE INVITED TO  
THIS FREE EVENT**

**Participation is free but pre-registration is required. Program is held in conjunction with the MSSNY House of Delegates.**

**Register online at [www.mssny.org](http://www.mssny.org) or call MSSNY at:  
516 488-6100, Ext 403**

*Participants are encouraged to spend time throughout the afternoon visiting with exhibitors to learn about products and services designed with physicians and medical practices in mind.*

*\*Westchester Marriott, 670 White Plains Road, Tarrytown, NY 10591 • (800) 882-1042*