

# MEETING AGENDA AT-A-GLANCE

## Friday, September 25, 2009

- 10:00 – 12:00 PM            BSOF Board of Directors Meeting  
Location: Sarasota Room
- 12:00 – 3:00 PM            Registration  
Location: Grand Salon Foyer
- 1:00 – 2:30 PM            First-Timers Luncheon  
Sponsored by Genzyme  
Location:  
  
General Session  
Location: Grand Salon E
- 2:45-2:50 PM            **Welcome**  
Debra Mitchell, President
- Session 1: Three Steps for Survival**
- 2:50 – 3:40 PM            **Keeping What You Have: Creative Marketing on a Budget**  
**Meredith Oliver**  
**Founder & President**  
**Meredith Communications**
- 3:40 – 3:45 PM            Break
- 3:45 - 4:35 PM            **Keeping What You Collect: The Expanding World of Payer Audits**  
**Gregory Chaires, Esq.**  
**Chaires, Brooderson & Guerrero, P.L**
- 4:35 – 4:40 PM            Break
- 4:40 – 5:30 PM            **Enhancing Revenue: Refining Contracting Skills to Maximize Reimbursement**  
**Lynn Burnsed**  
**McLin & Burnsed, PA**
- 5:30 - 7:30 PM            Cocktail Welcome Reception in Exhibit Hall  
Location: Grand Salons F-K

## Saturday, September 26, 2009

- 7:00 - 8:00 AM            Continental Breakfast in Exhibit Area  
Location: Grand Salons F-K
- Session 2: Leadership in Challenging Times**  
Location: Grand Salon E
- 8:00 - 10:00 AM            **M.A.D. Leadership for Healthcare: Proven Strategies To Get People To Do What You Want Them to Do**  
**Wendy Lipton-Dibner, MA**  
**President**  
**Professional Impact**
- 10:00 – 10:45 AM            Break & Exhibiting  
Location: Grand Salon F-K
- Session 3: Breakouts**
- 10:45 – 11:25 AM            **Breakout 1: Electronic Medical Records**  
**Topics: Implementation Success Stories and Pitfalls: Panel Discussion**  
Location:  
  
**Breakout 2: Ancillary Services**  
**Topics: (Members to Decide Topic via Survey)**  
**Location:**

**Breakout 3: PEO's as a Cost Containment Strategy – Session 1**  
**Topics:** Professional Employer Organizations Overview  
Staff Benefit Models  
Economic Recovery Impact on Employers: Cobra & Beyond  
**Location:**

11:25 – 11:35 AM

Break

11:35 – 12:15 AM

**Breakout 4: Electronic Remittance: Faster and Safer Collections**  
**Topics:** No Matter the Practice Size Technology to Streamline Collections  
**Location:**

**Breakout 5: Ancillary Services**  
**Topics:** (Members to Decide Topic via Survey)  
**Location:**

**Breakout 6: PEO's as a Cost Containment Strategy – Session 2**  
**Topics:** Implementation and Practice Benefits: Panel Discussion  
**Location:**

12:15 – 1:15 PM

Lunch – For Attendees and Vendors  
Location: Grand Salons F-K & Foyer  
Sponsored by: Danna Gracey

**Session 4: Governance (Internal & External)**  
Location: Grand Salon E

1:15 - 1:45 PM

**The Umbrella Group Practice Model**  
**Speakers:**  
**Jim Farrell, Esq.**  
**Shutts & Bowen, LLC**  
  
**John Hornberger, MBA**  
**CEO**  
**Innovative Healthcare Business Solutions, LLC**

1:45 – 2:00 PM

**Looming Legislative and Regulatory Challenges**  
**Fraser Cobbe**  
**Executive Director**

2:00 – 2:45 PM

Break - Exhibit Hall  
Location: Grand Salon F-K

**Session 5: Breakout Sessions by Group Size**

2:45 – 4:15 PM

**1 and 2 Surgeon Groups –**  
**Location:**  
**Moderator:**  
  
**3 to 5 Surgeon Groups –**  
**Location:**  
**Moderator:**  
  
**6 to 10 Surgeon Groups –**  
**Location:**  
**Moderator:**  
  
**Over 10 Surgeon Groups –**  
**Location:**  
**Moderator:**

6:00 – 8:30 PM

**Saturday Evening Reception/Dinner –**  
**Location:**  
**Sponsored by SRSoft**

## **Sunday, September 27, 2009**

8:00 – 8:45 AM

**Full Breakfast & Business Meeting**  
**Organizational Reports**  
**Job Description Task Force**  
**Florida Orthopaedic Risk Purchasing Group**  
Location:

General Session  
Location:

**Session 6: Winds of Change**

8:45 - 9:30 AM

**Be Active: National Healthcare Reform and You**  
**David Lovett, JD**  
**Director, Washington DC Office**  
**American Association of Orthopaedic Surgeons**

9:30 – 10:45 AM

**Be Aware: The Perfect Storm**  
**Government Incentives in Advance of Increased Regulation**  
**Leslie Witkin**  
**President**  
**Physicians First, Inc.**

10:45 - 11:00 AM

Closing Remarks and Adjournment