



PRACTICE MANAGEMENT INTENSIVE TRAINING

AND CAPP M CERTIFICATION

2005-2006

*Increase your credentials and run your practice efficiently
Earn up to 35 CME, 42 CPE credits*



San Diego
Sept. 18-23, 2005



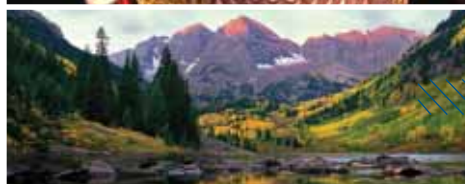
Las Vegas
*Nov. 6-11, 2005
Feb. 27-Mar. 3, 2006*



New Orleans
April 24-28, 2006



Orlando
July 17-21, 2006



Aspen
Sept. 25-29, 2006



Phoenix
Nov. 6-10, 2006



MASTERING THE SERIOUS BUSINESS OF MEDICINE

WELCOME

Dear Medical Professional:

Practice Management Intensive Training now offers you more than ever! We've updated our entire 2005-2006 program to give you a highly customized learning experience. You'll find additional general sessions on **reducing the cost of your malpractice insurance**, as well as multiple break-out sessions that allow you to tailor your training plan to meet the specific needs and goals of your practice.

Practice Management Intensive Training is a week-long program that places major emphasis on day-to-day practice management, progressive financial strategies and fiscally oriented decision making. With ever-increasing management challenges and obstacles to **profitability** facing medical practices today, this training is a must-have!

The intensive program will teach you about the crucial information systems needed for sound analysis, and you'll study the ins and outs of reporting financial data to **physician-owners** or **senior management**. You'll also learn how to manage **personnel** more effectively and be a smart negotiator when it comes to compensation, benefits, incentives and contracts.

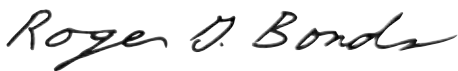
Your training also includes **electronic medical records and choosing EMR software** – we know how important this is to you! You'll learn how to get paid faster, how to write and implement business plans for your practice, and how to set crucial **benchmarks** for efficiency and quality of care.

As with all of our intensive training programs, **enrollment is limited** to ensure the highest quality learning environment and experience. If registering within 30 days of the program, please call our office to confirm seat availability.

We're committed to your success. This is an intensive, no-nonsense program, hosted at your choice of several convenient, world-class locations. You'll receive more than a thousand pages of **instructional and reference materials, forms, resources and checklists**. And you'll learn from some of the country's finest practice experts.

We hope you'll take a look at the full agenda and come see for yourself what thousands of other graduates have already learned to apply to their practices.

Sincerely,



Roger G. Bonds, MBA, FMSD, CMSR
Executive Director

P.S. New for 2006: a hard-hitting Saturday-Sunday pre-conference seminar teaching how to increase your revenue through use of the 2006 Work Plan, E&M Auditing and protection via the False Claims Act. See pages 12-13.

What's Inside

Your look inside of the complete AAMM PMIT training course. See what you'll learn and what you'll gain.

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OVERVIEW

Who Should Attend

This five-day training program, started in 1994, is custom-designed for practice management executives and physicians within private practices, group practices, clinics, hospitals, MSOs, networks, IPAs, and integrated systems interested in sound management and fiscal accountability. The continually updated program is optimal for senior practice managers and administrators, physicians, physician executives, MSO and clinic personnel, hospital COOs, CFOs, CEOs, VPs of Medical Staff Affairs, business development personnel and physician relations personnel. No prerequisite or advanced preparation is necessary.

Continuing Education (CME, CPE, AAMM, CEU)

By completing the fully accredited program, you will earn 35 hours CME, AAMM, CEU, and up to 45 CPE hours toward the Executive or Physician Fellowships in Practice Management (EFPM & PFPM) and the Certified Administrator in Physician Practice Management (CAPPM). The American Academy of Medical Management's programs are also accepted by numerous other accrediting bodies.

CPE-up to 45 hours

The American Academy of Medical Management 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.nasba.org.

CME-up to 35 hours

These programs have been reviewed and are acceptable for up to 35 Prescribed credit hours by the AAFP. AAFP Prescribed credit is accepted by the AMA as equivalent to AMA PRA Category 1 for the AMA Physician's Recognition Award. When applying for the AMA PRA, prescribed hours earned must be reported as Prescribed hours, not as Category 1.

Receive Your Certificate in Practice Management

Attend the required Monday through Friday sessions in full, and you will also receive our industry's Certificate in Practice Management



for completion of the program. Hang it on your wall, and add it to your resume or CV – you earned it.

Structured Learning Environment

This training program is taught in a structured environment, offering verified continuing medical education. Attendees are asked to sign in each morning, and at their option may also complete a signed attendance log (Continuing Medical Education Verification Form). Attendance at all sessions (and documentation) is optional and attendees may elect to miss certain sessions. However, to receive the Certificate, the attendee must attend the full contact hours and submit proper documentation.

CAPPM Certified Administrator in Physician Practice Management

With the rapidly changing face of the medical practice and facility, the role of the practice administrator is more important than ever. The professional who has obtained the CAPPM credential is a recognized expert in the field of medical practice management. Through The American Academy of Medical Management, this certification process assures that the individual who earns this coveted status will be well-versed due to the required coursework and experience requirements. See page 14 for more details.



AGENDA

MONDAY

Registration: 7:30 am
Sessions: 8 am-4:15 pm

Re-engineering the Practice for Superior Patient Care AND Profitability

- **Case studies:** enhancing operational efficiency
- Evaluating and evolving daily processes, work flow patterns, scheduling and protocols
- Data collection and analysis: numerical and subjective
- Office redesign, patient contact and records development
- Internal complaint log documentation
- Effective customer service measurement tools

Benchmarks of the Successful Practice

- Identification and development of benchmarks for incremental, realistic practice improvements
- Differences in free-standing, hospital-owned, MSO-managed practices
- Operational measures to ensure quality patient care and cost effectiveness
- Appropriate staffing: scheduling, providers and managed care contracts
- Financial analysis: central billing office benchmarks
- Reference tools for future benchmarking

Understanding Financial Statements of the Practice

- Balance sheet overview
- Case studies: the income statement
- Profit and loss assumptions
- Working capital and cash flow issues

Meaningful Proforma and Budgeting

- Ratios of relevant data
- Proforma development for planning and budgeting
- Budgetary functions
- External budgetary influences: management, contracts, financing
- Budget planning worksheet: forecasting patient volume, step-variable expenses, revenue
- Crunching the numbers: the monthly income statement and budget analysis



Physician Compensation and Productivity

- Improving patient care and physician productivity: measurements methodology and rewards
- Analyzing the practice: the independent physician versus the group of multi-specialty physicians
- Adjusting the physician compensation structure to accommodate capitation and other forms of managed care
- Framework for the employment agreement
- Incentive compensation and alignment in the face of decreasing revenues
- Options to utilize RVUs, two-tiers, visits, case mix, panel equivalents, and equity

Employee Embezzlement:

How to Find it, How to Prevent it

- Embezzlement: a multi-million dollar crime in thousands of practices
- Transaction cycles subject to embezzlement
- Common areas of embezzlement: accounting adjustments, cash receipts and disbursement, insurance claims
- Deterring potential embezzlers and reducing risk for theft and fraud
- Checklist of most common forms of theft and recommended response
- New money management techniques and serious precautions

Saturday/Sunday pre-conference seminar option: see page 12



With 28 Physicians in our group practice, I found the sessions on strategic planning and practice business planning to be the most helpful. We are challenged with how to pull our physicians together in a more cohesive fashion and this has given me concrete ideas and next steps to take.



Kirk Thomas
Lewiston, PA

TUESDAY

Sessions: 8 am-4:15 pm

/// Patient Management and Systems: A Case Study

- Scheduling: maximize usage of providers, staff and space
- Creating and maintaining an outstanding customer service culture
- Reaching the Customer: point of service cards, patient surveys, new patient letter and brochure
- Pre-collections, patient encounters and post-collections protocols
- Collection of co-pays and deductibles
- Spreadsheet analysis of missed appointments

/// Human Resources: Hiring, Managing & Terminating Personnel

- Hiring the right people: multi-tasked, talented professionals to meet your expectations and interviewing for long-term competence
- Job guidelines, accountability and performance evaluations
- Written and oral contracts of employment: rehiring the best personnel and terminating the worst and assessing wrongful discharge
- Terminating the long-term employee
- Staff compensation and incentives for patient satisfaction, A/R, performance appraisal
- Evolving office staff to a new business perspective
- Training and development: motivation strategies for change, acceptance and productivity

/// Reporting Practice Operating Results

- Monthly financials overview: cash flow projection, profit and loss, income statement and capital

- Financial analysis perspectives
- Explaining shortfalls: selecting the proper data
- Projection adjustments for the current fiscal year based on new information

/// Aligning Technology with Patient Care: Information Systems That Make a Dramatic Difference in the Success of Today's Medical Practice

- Acquiring technology with a limited budget
- Technological road mapping before purchasing computers or software
- Purchase evaluations: new systems, databases and enhancements
- Pitfalls with today's latest systems and back-up and recovery procedures
- Assessing current capacity and tracking
- Integrated telephone and data network; system scheduling

/// Electronic Medical Records

- Maximizing reimbursement: linking codes for claims submissions, selecting appropriate codes, increasing provider productivity, using outcomes for contract negotiations
- Streamlining costs: strategies for records access, decreased labor, improved patient service, reduced chart room storage, decreased transcription costs, organization and formatting for efficiency
- Integrating medical records and the Internet
- Minimizing practice liability
- Improving patient care through complete and accurate records
- Choosing EMR options: documentation guidelines, automatic correct codes, incomplete records prompts

AGENDA

WEDNESDAY

Sessions: 8 am-3:30 pm

Evaluating Managed Care Contracts for the Practice and How to Get Paid

- Contract review: identifying plans that merit participation, weighted averaging, percentage of premium reimbursement, analysis of co-pays and deductibles, withholds and bonus payments, carve-out options
- Practice capabilities versus contract requirements
- Staffing for a contract: assessing practice capacity and capabilities
- Understanding risk contracting and patient channeling
- Accounting for expenses incurred but not reported

New Clinical Integration Concepts

- **Case Studies:** defining new options to integrate hospitals and physician practices, offering great efficiencies
- Developing patient flow with improved revenue from payors and improved patient retention
- Power to negotiate managed care contracts for enhanced funding, quality and operations
- Ensuring compliance with Federal DOJ, FTC and state laws
- Weaving in multiple independent practices with varying clinical styles and information systems

Training Your Staff to Increase Efficiency, and Enhance the Patient Encounter

- Three critical staff training needs
- Orientation: fostering high-caliber staff
- Training strategies to improve practice performance
- Training budgets: maximizing training effectiveness on a limited budget
- Proven tips for developing your in-house training and education

Cost of Doing Business: Revenue Cost and Accounting

- Revenue sources
- Cost analysis by revenue center: direct and indirect costs
- Cost analysis by item and by patient
- Customized cost procedures analysis
- Generating a summary report

Financial Safeguards, Control Systems and Receivables

- Cash flow management
- Managing incoming cash/checks and balances
- Limiting fraud and dishonesty—mail receipts, over-the-counter receipts
- Qualified patient encounters to minimize accounts receivable

Controlling Overhead Expenses

- Checklist for the profitable practice
- Defining and controlling overhead: knowing the red flags
- Existing and expected environmental factors impacting practice overhead

- Imperative expense control items: redefining fixed expenses and holding the line on variable expenses
- The relationship of expense-to-volume changes in light of managed-care and changing payer mix
- Critical staffing as a controllable expense

SPECIAL ADDRESS

Dramatic Savings on Malpractice Insurance

Special Instruction by Mark A. Sims, GHMM

- New and major savings on malpractice costs for small and large practices
- How physicians are literally saving up to 52 percent on malpractice costs
- Setting up your own CIC (Captive Insurance Company)
- Reducing your risk with re-insurance
- Financial review of the actual numbers and side-by-side comparisons of your options
- Reserve account increases, investment income net balance



Mark A. Sims

“

My practice administrator and I have attended this program four times in the last 6 years. We've found it invaluable for both of us to learn and concentrate on how to improve the practice. I understand the American Academy will offer a 25% discount for personnel who attend with their physicians. Good idea as we will be returning.

”



Carolyn Linnebur, MD (right) and Jane Wall, MA, Practice Administrator (left)

SPECIAL BREAKOUT SESSIONS

Wednesday & Thursday

Special Breakout #1

/// Billing Operations: A Case Study

- Real-life review of a physician multi-specialty group billing office disaster
- Lessons learned the hard way for essential components of effective billing office operations
- Taking action to correct the problems: Action Plan Phases—assessment, work plans, implementation

Special Breakout #2

/// PCA—Procedural Coding Analysis/Chart Audits

- Identifying physical coding patterns that indicate over/under coding
- Improving office forms to facilitate better coding
- Setting benchmarking standards for provider documentation
- Determining the combination of education/coding review to improve performance
- Factoring in the medical necessity component

Special Breakout #3

/// Benchmarking Case Study

In this special breakout session, participants will be asked to read a multi-specialty case study, which includes the following data:

- Background report
- Situation analysis, including financial performance
- Three-year financial summary and analytical narrative
- Accounts receivable trend report and graphs
- Visits per provider, by specialty
- Staffing analysis

- The class will then break into small groups for discussion to answer several key questions as directed by the faculty regarding analysis of losses, reasonable goals and key actions to take. Each group leader will then briefly report these recommendations to the class.

Special Breakout #4

/// Money Matters

- Where smart money is invested today (forget what the mass media says)
- New retirement plans for you and your employees—protect more money than ever and let it grow
- Reduce your risk with a smarter corporate structure (new developments that most practices' attorneys and CPAs don't even know)
- Asset protection and income tax reduction strategies for physician owners
- Utilizing the "Welfare Benefit Plan" for outstanding tax savings

Special Breakout #5

/// How to Survive an IRS Audit

- How and why physicians are targeted so much
- What leads to tax return examination?
- Taxpayer rights: your strategic options
- Choosing your taxpayer representative carefully
- The preliminary check
- Understand the CP-2000
- Examination methods: discrepancy with information returns, history of deficiencies, random sample, TCMP—Taxpayer Compliance Measurement Programs, QRP—Questionable Refund Program DIF—Discriminant Function
- Examination types: Office audit, correspondence audit, field audit
- Statute of limitations on assessments
- Penalties and negotiations

AGENDA

THURSDAY

Sessions: 8 am-4:15 pm

Efficient Operations and Billing

- Communications and expectations in registration, and pre-collections/time of service payment
- Managing patient eligibility and referrals
- Insurance verification and financial counseling
- Telemedicine and Internet medicine: usage-to-date, and projections
- Smart staff scheduling

Essential Management Techniques for Billing Office Effectiveness

- Revising billing office operations: uniformity, timeliness and accuracy
- Centralized billing: minimizing billing expense and maximizing effectiveness
- Accounts receivable benchmarks for progressive and incremental improvement
- In-house collections versus outsourcing
- Establishing a performance baseline

Customer Service: Ensuring Patient and Payer Satisfaction

- Eleven key questions your physicians and employees need to be asked
- Assessment tools to ensure accurate and productive feedback
- Developing an effective patient satisfaction survey: case study
- Review of a patient satisfaction survey and what you might do to improve yours
- Patient Satisfaction Survey report sample – make your results meaningful so you can take action to improve

Coding and Reimbursement for Enhanced Profitability and Careful Compliance

- Maximizing reimbursement of procedural and diagnostic coding
- CPT coding changes, revisions and deletions
- Evaluation of current charges and receipts, fee analysis, regulatory issues and enrollee verification
- The seven elements of HPI
- Accelerating insurance payments: documentation on their terms
- Review and appeal of underpaid claims and denials
- Monitoring of outstanding claims
- Decreasing audit risk
- Charge capture, cash application, adjustments and third party follow-up
- Practical methods to maximize Medicare, managed care, insurance carriers

Staying Out of Legal Trouble: Designing a Full Compliance Program

- OIG guidelines and how you may be at incredible personal and professional risk for personal fines and jail time
- Know your rights
- Effective compliance planning to reduce penalties up to 95%
- Risks of disgruntled former employees and disassociated physicians
- The seven elements of a complete compliance plan
- Enforcement through discipline and voluntary disclosure
- Stark II implications
- Red flags of poor documentation, abnormal utilization
- Avoiding questions that may incriminate you



This is the most comprehensive management session I have seen. The instructors and staff covered a wealth of information in a well-balanced, well-organized manner. Also, scheduling allowed for free time to extensively network with others involved in management from throughout the country and enjoy sightseeing too.



Reggie Lyell, M.D.
Corydon, IN

FRIDAY

Sessions: 8 am-12:30 pm
12:30 pm Final Adjournment

/// New Business Development: *Strategic Growth of the Practice*

- Added revenue streams proven to impact the bottom line
- Market assessments to ensure a viable practice
- Internal assessments to determine growth potential, mix of providers and productivity
- Best practices in marketing plan development
- Practice analysis: convenience, location, accessibility, customer service, and patient flow
- Aggressive referral development
- Implementing your own exceptional business development plan

/// Further Leveraging the Practice: *Marketing and Practice Expansion*

- Enhancing productivity with automation, use of nurse practitioners and physician assistants
- Expanding into new geographic and new managed-care markets
- Hiring new physicians who understand productivity is crucial
- Keeping your best patients when they have more convenient options
- Projections: competition, population, managed-care and growth in terms of revenue and volume
- Practical marketing efforts to engage managed care populations

/// The New or Expanded Practice: *Laying the Foundation for Success in Patient Care, Operations and Accountability*

- Countdown to opening – a checklist of “must dos”
- Developing a realistic financial projection and establishing crucial financial policies
- Transition planning for merging and expanding
- Establishing a competitive fee schedule
- Developing market demand for the new location or new practitioner
- Conducting your own practice audit including physical layout, insurance and security
- Satellite feasibility

/// Writing a Realistic, Usable Practice Business Plan

- 12- to 36-month plans
- Conducting effective due diligence
- Identification of separate business units
- Integrating managed care variables and scenarios
- Personnel, information systems, space and equipment
- Winning support from physicians, key staff and senior management

12:30 pm Final Adjournment

We recommend scheduling flights at least two to three hours after completion of the course.

Friday 1:30-4:30 pm

CAPPM Study Session

Study session for the next day's Certified Administrator in Physician Practice Management Examination

[Details on page 14.](#)

Saturday 8:00 am-12:30 pm

CAPPM Exam

CAPPM Certified Administrator in Physician Practice Management Examination

[Details on page 14.](#)

Please register separately on Registration form.



Upon attending all classes, Monday-Friday, you will receive our industry's Certificate in Practice Management. This is a curriculum-based training certificate for the completion of the course, in full, and is valid for three years. Also, for the CAPPM Certification Credentialing program, see page 14.

OPTIONAL FOR 2006

Sat.–Sun. prior to this PMIT course!

2006 Work Plan /E&M Audit Revenue Seminar

See agenda and cost on pages 12-13.

OVERVIEW

Reserved Seating Only

Educational programs of this caliber require major coordination of your faculty, meeting facility and training materials. We therefore require advance reservations. Please expect written confirmation of your reserved seat for your chosen date and location. If you register within 30 days of the program, please call our office to ensure seat availability. Should you not receive written confirmation prior to the program, please contact our office.

Attire

Casual business attire is suggested. However, please bring a jacket or sweater, as meeting rooms are often cool. For resort areas such as Orlando and San Diego, casual attire is acceptable.

Registration

Registration fee refunds will be given, less 15% processing fee, if a 21-day written advance notice is given. No refunds will be given within 21 days or for "no shows." Registration can be transferred to a colleague. In our effort to be immediately responsive to attendee and faculty suggestions, content is subject to change. We reserve the right to reschedule or cancel seminars or close registration due to inclement weather, acts of God, acts of war, curtailment of transportation, national or local emergencies; or when seminars have reached attendance capacity, etc. Travel and hotel costs are the responsibility of the attendee. In the event of a date change or cancellation of any presentation, our association will not be responsible for incurred travel and hotel costs of the attendee. For more information regarding administrative policies such as complaint and refund, please contact our office at 770-649-7150.

Can't Attend?

Purchase the handouts, DVD/VHS or audiocassettes. See page 19 for more details. Orders must be placed at least 21 days prior to program. Allow two weeks from program date for delivery. Non-refundable.

Train Your Entire Team at Your Location

We conduct many in-house seminars throughout the nation. With several attendees, you may save by having a customized seminar at your own site. See page 18 for more details.

Join Today & Save \$250

- \$378 full-year membership is reduced to \$328 with your seminar registration.
- Receive an additional \$200 off your seminar registration fee as a new member! See page 21 for a list of membership benefits.

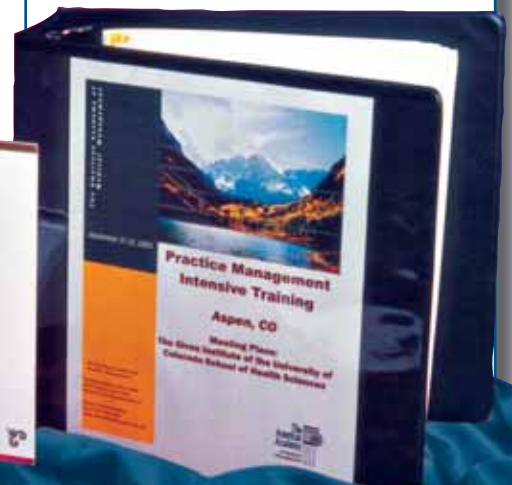
TO JOIN, SIMPLY GO TO THIS CATALOG'S REGISTRATION PAGE OR GO TO:
www.CPracticeManagement.org

Here's What You'll Get

Over 25 sessions, offering up to 35 hours of instruction!

(Required 35 hours for course completion).

1. 35 hours of powerful instruction from the nation's practice management and financial experts.
2. Over 1,000 pages of practical instructional materials. (Please leave room in your suitcase for all the materials you'll bring home.)
3. A chance to network with practice management executives, physicians, administrators and managers who are just as serious about patient care and increasing practice profits as you are.
4. Contact hours applicable to numerous accrediting bodies, including CME, CPE, CEU, AAMM and the Executive Fellowship in Practice Management, as well as the CAPPm.
5. Your Certificate in Practice Management
6. Optional Chart Audits/Procedural Coding Analysis pre-conference seminar for physicians and their advisors.





YOUR FACULTY

Roger G. Bonds

MBA, FMSD, CMSR

- Executive Director, American Academy of Medical Management
- Frequent lecturer at medical schools and medical conventions
- Has authored three books and more than 100 articles
- Has delivered over 1,500 professional presentations
- Expertise in physician contracts, compensation, and practice start-ups

Kristen C. Barlow

MBA, CMSR

- Corporate Health Group
- Practice growth and expansion expert
- Physician network establishment
- Author of multiple articles and book

Jeannie C. Cagle

EFPM, CPC

- Senior Practice Management Consultant, The Coker Group
- Executive Fellow in Practice Management
- Certified Professional Coder
- Expertise in coding analyses, medical chart audits and practice assessments

Rex A. Collins

CPA, CVA, ACFE

- K.B. Parrish & Company
- Certified Public Accountant and Certified Financial Planner
- Expertise in medical practice financial management, operations and minimizing taxes, reducing malpractice costs

Jeffrey P. Daigrepoint

EFPM, CAPP

- Principal, The Coker Group
- Double boarded: Executive Fellow in Practice Management and Certified Administrator in Physician Practice Management
- Managed the nation's largest oncology practice management company with \$18.5 million budget and 40 employees
- Has authored a book on EMR as well as multiple articles

- Expertise in billing, collections and electronic medical records

Michael E. Harris

MS, EFPM

- CEO, Harris Consulting
- Master's degree in healthcare management, University of Southern California
- Executive Fellow in Practice Management
- Has more than 20 years practice management experience
- Former COO of Pacific Eynet, HealthCare Partners, LaVida Medical Group
- Expertise in development of ancillary services and managed care contracting

Craig W. Hunter

EFPM, CAPP

- Associate Partner, The Coker Group
- Double boarded: Executive Fellow in Practice Management and Certified Administrator in Physician Practice Management
- Has authored a book on re-creating the physician practice, as well as various articles
- Extensive work in practice appraisals, operational assessments and physician compensation

Ryan D. Meade

JD

- Meade & Roach, LLP
- Attorney and consultant in regulatory compliance
- Known for compliance audits to protect practices
- Significant work in e-health, electronic medical records, technology and health information
- Former senior editor of Harvard Journal of Law & Public Policy

Stephen C. Moore

CPA, CAPP

- Director of Healthcare Services, MDA Professional Group
- Certified Public Accountant, Certified Administrator in Physician Practice Management
- Currently manages 10 physician groups, working with over 200 physicians

- In-depth knowledge on contract negotiations, physician income distribution and internal controls

J. Max Reiboldt

CPA, EFPM

- Managing Partner/CEO, The Coker Group
- Certified Public Accountant and Executive Fellow in Practice Management
- American Express national spokesperson for medical practices
- Primary author on multiple books including physician compensation, financial management and practice valuations

Mark A. Sims

GHMM

- President, Heritage Advisory Group
- Areas of concentration include employee benefits, income and estate tax reduction, pension plans and medical liability
- Has authored multiple articles and been a frequent lecturer nationwide

Vicki L. Slovick

CNC, CPC, PMCCI

- President, Health Legacy Solutions
- Insurance fraud and abuse expert
- Author/Co-Author of several books on the subject
- Has performed over 1,600 chart audits and reduced fines and payments dramatically
- Assists attorneys in strategizing defenses for medical practices

Mary J. Witt

MA, EFPM

- The Camden Group
- Executive Fellow in Practice Management
- Author and frequent instructor in practice management
- Interim administrator for numerous practices
- Known for in-depth instruction on human resources, practice leadership and operational improvements

2006 SATURDAY AND SUNDAY SEMINAR

2006 WORKPLAN

LESS STRESS • MORE CONFIDENCE • MORE MONEY

Your Best Chance to Increase Revenue

Registration: 8:30 am

Day One: 8:30 am-4:45 pm

Day Two: 8:30 am-3:30 pm

GET REIMBURSED THE MOST YOU CAN WITHOUT FEAR

This is a hard-hitting program designed to increase your revenue. Utilize the OIG 2006 Work plan to **get paid more for your services**. In this two-day seminar we are going to reveal how to maximize your billable time for each visit by coding more accurately than ever before.

- Learn the **special codes** that so many practices don't even know about and what you need to do to bill them.
- Don't back away from the "problem" codes, but use them to your financial advantage with confidence
- Learn the secrets that consultants use to audit quickly and correctly
- Devise a plan with your own worksheet to increase your revenue immediately

Protect and Grow Your Practice

Each year, the OIG and HHS release a work plan that targets their identified problem areas for health care providers. This work plan is the best source of information to protect and grow your practice. Stop being afraid that you are billing a service that has been identified by the Feds as a problem. Instead **confidently become proactive** and discover how to use the work plan to help your practice. Attend this seminar and learn about the work plan, the services that are identified, and what to do to relieve the pressure in your office.

- Discover where to place your financial resources to help your practice revenue immediately
- Take advantage of the best codes and realize that just because you bill the codes on the work plan, it does not mean you are targeted
- Learn which of your codes bring higher risk to your practice
- Can you develop a systematic approach of protection without a full compliance plan? – See how it can be done and then do it
- **Understand the modifiers** that are addressed in the work plan and see how to accurately use them along with the required documentation
- Find out how to stay away from questionable billing practices that many practices unknowingly use

SPECIAL OFFER

Bring one of your encounters (visits) to class. Our expert will audit free of charge! This will be your own personalized learning tool.

Take Advantage of E&M/Evaluation and Management Auditing

Find out how most practices are making huge mistakes and **losing big money**. This is your chance to not only get paid more for your future services, but go back and collect lost money for the services already performed.

While auditing is not a requirement of the Federal Government, it is strongly encouraged. Auditing shows a good faith effort that your practice is endeavoring to be compliant by "policing yourself." **Use this marvelous tool** to take away the stress of thinking you

or someone in your practice will go to jail if you submit a claim that the record does not reflect. Become confident that the codes you are billing do reflect the record. In this session, you'll also learn how to become a proficient auditor and **learn the secrets that consultants use** to audit quickly and correctly. Learn the codes that you **MUST** audit vs. auditing every code. You will also learn how to use auditing as a tool to increase revenue legally without tricks, and recognize that you can conduct your audit with confidence by following the guidelines.

- Learn about the Coding Curve – a marvelous auditing tool for protection and direction
- Understand and identify "incident to" areas of concern in documentation
- Examine areas of risk in your physician's documentation. (A list of questions will be provided for you to find your risk factors.)
- See why not to be afraid of the documentation guidelines and use them accordingly
- Recognize the dangers of consultation codes and what must be documented to qualify for these higher revenue codes
- Determine the danger of critical care codes and what must be documented
- Uncover what auditors are looking for on time-based codes
- Do "templates" work or do they increase the risk of being audited? You will decide after learning the 1997 documentation guidelines
- Create your audit by learning the essential components of auditing
- Perform your audit using a model audit form provided in class and **take the "audit form" home for your use**

E&M AUDITING

“

A course not to be missed! I learned so much this week and look forward to next year's program to continue to learn from these instructors.

”



Dalene Jaszewski
Los Alamos, NM

- Study how to properly read a note, and audit while utilizing the documentation guidelines
- Develop your plan to educate your staff on how to permanently improve your practice and revenue

ALSO INCLUDED

Utilize the False Claims Act to Protect Your Practice

Too many providers react to the Act instead of being proactive. A question that one should ask is, "Can you protect yourself and your practice against the False Claims Act?" Come to class and find out what you can do to decrease the risks of becoming involved with the False Claims Act. While there is no "risk free" formula, you'll learn there are ways to identify the risks.

- Finally understand what the Act is and is not
- Realize who actually gets into trouble vs. who we think gets into trouble!
- Fraud vs. Abuse – what is the difference and consequences
- "Whistle blowers" – who is the most common person to notify the Feds of a potential problem
- Identify who is the number one abuser of the False Claims Act
- Understand the fines – truly know your liability
- Find ways to decrease becoming a target of the Department of Justice



SEMINAR LOCATIONS

LAS VEGAS

February 25-26, 2006
VIVA LAS VEGAS!

ASPEN

September 23-24, 2006
MOUNTAIN WONDERLAND!

NEW ORLEANS

April 22-23, 2006
FRENCH QUARTER!

PHOENIX

November 4-5, 2006
DESERT DELIGHT!

ORLANDO

July 15-16, 2006
VACATION PARADISE!

COST OF THE PROGRAM

PMIT Course Attendees	Member	Non-Member
Payment 30 Days PRIOR to program (Save \$100)	\$195	\$245
Payment Inside 30 Days	\$295	\$345

Non-PMIT Course Attendees	Member	Non-Member
Payment 30 Days PRIOR to program (Save \$100)	\$495	\$595
Payment Inside 30 Days	\$595	\$695

If Can't Attend	Member	Non-Member
Handouts Only	\$145	\$195
Audiocassettes & Handouts	\$385	\$485
DVD or VHS & Handouts	\$485	\$585

**CONTINUING EDUCATION -
13.25 CME, 16.00 CPE, 13.25
AAMM, and 13.25 CEU**



PRACTICE MANAGEMENT INTENSIVE TRAINING

CAPPPM

/// Certified Administrator in Physician Practice Management

- For an application, Study Guide, or to enroll for the study session, see this catalog's Registration Form or go to www.PracticeManagement.org/credentials.
- Study Sessions and examinations are held after each Practice Management Intensive Training seminar.

• 96% Pass Rate for PMIT Seminar Attendees! Top Three Ways in Which We Help You Prepare for the Exam:

1. You'll have a "top-of-mind awareness" after a full week of PMIT classes, with some of the industry's top experts.
2. You'll have attended a detailed study session held the afternoon before the exam.
3. You'll have access to a comprehensive Study Guide (highly recommended to study before the seminar).

/// Examination Schedule

- Exams immediately follow the Practice Management Intensive Training course. Exam is on Saturday, 8:00am-12:30 pm, and the preceding CAPPPM study session is the afternoon before, 1:30 pm-4:30pm (highly recommended). **Please study the CAPPPM Study Guide beforehand and bring it to class with you.**
- You can also take the CAPPPM exam during any seminar offered on pages 22-23. However, the study session is only taught prior to the Practice Management Intensive Training seminars.

/// A. Option One

The no exam option!

Requirements:

- I. Current employment in one or more areas of medical practice management.
- II. Preparation of a resume of qualifying experience (minimum of two years experience).
- III. Completion of the Official Certification Application and supporting documentation.
- IV. Continuing education totaling 60 hours during the past three years from The American Academy of Medical Practice Management—in any area of practice management. (The PMIT Seminar is 35 hours.)
- V. Current American Academy membership. (Membership must also be maintained to continue certification status.)

/// B. Option Two

With exam.

Requirements:

- I. Current employment in one or more areas of medical practice management.
- II. Preparation of a resume of qualifying experience (minimum of two years experience). NOTE: At your option, if you have at least 18 months experience, you may take the exam prior to fulfilling other qualifications, such as the balance of experience or education.
- III. Completion of the Official Certification Application and supporting documentation.
- IV. Satisfactory score on the Certification Examination.

- V. Current American Academy membership. (Membership must also be maintained to continue certification status.)
- VI. Must have attained at least 18 units of Professional and Continuing Education Units over the past 36 months.

To obtain the total of 18 required units your options include:

1. Medical Practice Management Experience Units:
Over the past three years, one unit for each quarter year full-time equivalent (up to 12 units).
2. Continuing Education Units:
Over the past three years, one unit for every six hours of accepted instruction (no limit on the number of units).
For this requirement, The American Academy will consider verifiable education from various associations and institutions of higher learning. If the applicant does not yet have 18 units, the following may also be applied:
 - a. Professional Contributions: Over the past three years, one unit for each hour taught or each page published (up to two units).
 - b. Awards, Professional Designations, or related Credentials: Over the past three years, awards, designations or credentials earned in Practice Management or other areas directly related to the business of medicine (up to two units).
 - c. Association Membership in the field of Practice Management: Over the past three years (one unit per full-year membership, up to two units).

CERTIFICATION



I have learned so much more than I expected. Returning for my second AAMM conference, it was reassuring to see that I took information from the last training with correct implementation. I now have many new ideas that will also be implemented when I return to the office. Some ideas will be challenging but necessary for our office to grow and be compliant.



Donna Reichelt, CAPPMM
Bloomington, IL

Examination Topics will Include

- From the perspective of the practice administrator: operations, financial management, personnel, managed care, patient management and systems, medical records, billing and receivables, compliance, and other related areas.

Independent Exam

- This is an independent exam and is not specifically based on the course outlined in this brochure. The CAPPMM application fee is separate from the course tuition.

Validated Testing

- Like nearly all Board Certified Examinations in the Medical field, The AAMM exams go through a validation process. After our first three administrations, we established a baseline score that is considered fair for these questions, based on the performance and feedback of test-takers. Using these pioneer examinations, we were able to adjust and/or remove those test questions that might be confusing or otherwise inappropriate. This supports our profession's commitment to the integrity of certification with the fair and equitable development of this testing mechanism.

Study Guide

- The Study Guide is comprised of select faculty handouts from The American Academy's educational programs. Please order and carefully review prior to the seminar. **Bring your CAPPMM Study Guide to the study session.**

Fees

- Application for either the Examination Option, or No Exam Option: \$170. (Open to new or current members only.)
- Study Session: No charge
- Study Guide: \$89 (members only)
- CAPPMM Plaque: \$195 (members only)

CAPPMM Recertification

- The initial CAPPMM designation is bestowed for a period of three years. During that time, recertification requirements must be achieved in order to continue the designation for three additional years. This enhanced credential will document the professional's ongoing commitment and experience, as well as provide more advanced credentials for the practice management professional's career. To obtain recertification status, CAPPMM-certified individuals must continue their AAMM membership and meet the following requirements:
- Current employment in practice management
- Three full years as a CAPPMM
- Over the past three years, must accumulate a total of 21 units calculated as:
 - One unit for each quarter-year full-time experience (up to 12 units)
 - One unit for every six hours of approved continuing education units
 - One unit for professional contributions, awards and professional designations
- Should you not meet the above 21 units of experience and educational requirements, successful completion of the current CAPPMM examination will qualify you
- **Note:** To qualify for recertification, credentials must be obtained within six months of CAPPMM expiration.

Examination Schedule

Exams in these cities immediately follow the Practice Management Intensive Training course. Exam is on Saturday 8:00 am-12:30 pm and the preceding CAPPMM study session is the afternoon before, 1:30 pm-4:30 pm (highly recommended). Please bring your CAPPMM Study Guide.

TRAVEL &

SAN DIEGO



September 18-23, 2005
Shelter Pointe Hotel & Marina
1551 Shelter Island Drive

\$149 Single/Double

Room block and rates only available 30 or more days before program.

Reservations: (800) 566-2524

To attend you must ask for The American Academy of Medical Management room block.

Our hotel features 11 acres of a Mediterranean-style hotel with alabaster walls, archways and red tile roofs with views of the Marina, San Diego Bay and Downtown San Diego.

San Diego is known for its near-idyllic climate, 70 miles of pristine beaches, and its dazzling array of world-class family attractions, including the world-famous San Diego Zoo and Wild Animal Park, SeaWorld San Diego and LEGOLAND California.

The Pacific Ocean coastline supports year-round outdoor recreation, such as surfing, boating, sailing and swimming. To the south, it's a whole different country. Mexico features its own cultural offerings in various towns along the border, including Tijuana.

San Diego's arts, culture and culinary arts are making a name for themselves, both nationally and internationally. Balboa Park, the largest urban cultural park in the U.S., features 15 museums, numerous art galleries, beautiful gardens, and the Tony Award-winning The Globe Theatres.

LAS VEGAS



November 6-11, 2005 and
February 27-March 3, 2006
3555 Las Vegas Blvd. South

November '05: \$119 Single/Double

February '06: \$115 Sunday-Thursday,
\$155 Friday-Saturday, both Single/Double

Room block and rates only available 30 or more days before program.

Reservations: (800) 732-2111

To attend you must ask for The American Academy of Medical Management room block.

The Flamingo Las Vegas is a self-contained casino and resort with everything to offer its guests – including 15 acres of a caribbean-style water playground. The hotel, right on the Las Vegas Strip, is set on the famous four corners at Las Vegas Boulevard and Flamingo Road. It combines hospitality with the glamour and excitement of Las Vegas!

Las Vegas offers thrilling attractions and a multitude of activities for visitors of all ages. The resort casinos have become nothing less than breathtaking. Be sure to tour Bellagio's incredible outdoor water and light show, New York-New York's city-within-a-city, and Mandalay Bay's water and beach extravaganza. Take advantage of nightly shows from some of the world's top performers and enjoy world-class dining.

NEW ORLEANS



April 24-28, 2006
H.I. Hotel - Downtown Superdome
330 Loyola Avenue

\$139/\$154 Single/Double

Room block and rates only available 30 or more days before program.

Reservations: (800) 535-7830

To attend you must ask for The American Academy of Medical Management room block.

This is a visitor's paradise, and we'll be located in the middle of the action. Stroll from the front door of your hotel, and walk over to the famous Vieux Carre, or French Quarter. You'll have a front row seat at the world's greatest non-stop celebration. Enjoy a romantic French cafe, or stroll down brassy Bourbon Street. Head the opposite direction, and you'll be at the Mississippi River's edge at Jackson Square. Marvel at the St. Louis Cathedral, or find yourself in the old French market. Bring your family and visit the fabulous Aquarium of the Americas, Riverwalk and the world-acclaimed Audubon Zoo. Take a tour of plantation homes or a guided adventure in the bayous and swamps. Don't forget your camera!

ACCOMMODATIONS

ORLANDO



July 17-21, 2006
Hilton-Walt Disney World Resort
1751 Hotel Plaza Blvd.

\$139 Single/Double

Room block and rates only available
30 or more days before program.

Reservations: (800) 782-4414

To attend you must ask for The American
Academy of Medical Management room block.

Orlando's attractions are world-renowned. You'll enjoy tropical splendor with warm and sunny weather. Take advantage of championship golf and an array of exclusive attractions—from Walt Disney World's Epcot Center and Magic Kingdom, to Universal Studios and Sea World to Church Street Station. Orlando lives up to its reputation of "Vacation Capital of the World." The choices for attractions, fine dining, dinner shows and shopping are almost limitless. If you bring your kids, be sure to see the Nickelodeon studios and catch a live show. Each day after class you can journey to countless destinations, all just minutes away, including nearby Florida beaches.

Save on seminar and travel costs by booking early.

Both costs go up within 30 days of each program.

Hotel room blocks are lifted one month prior and often sell out.

ASPEN



September 25-29, 2006
Silvertree Hotel
100 Elbert Lane

\$129 Single/Double

Room block and rates only available
30 or more days before program.

Reservations: (800) 525-9402

To attend you must ask for The American
Academy of Medical Management room block.

An easy flight from almost anywhere, join us for the incredible fall foliage of world famous Aspen. You'll be nestled in the midst of the Rockies and surrounded by the serene beauty of captivating mountains and incredible colors. Enjoy biking, hiking, ballooning, parasailing and white-water rafting. Or make your own adventure with your bicycle or rental car for a mountain ride after class to see waterfalls, wildlife and breathtaking sunsets. Plan a stroll through Snowmass Village and visit the shops and unique restaurants, or jump a bus to downtown Aspen for even more!

Consider saving on Aspen airfare by enjoying a breathtaking drive from Denver or Colorado Springs! You can rent a car, or you can take a shuttle from Denver to Aspen for about \$100 at Colorado Mountain Express (800) 525-6363.

Recommendation:
Bring your camera and binoculars.

PHOENIX



November 6-10, 2006
Doubletree Guest Suites Hotel
320 North 44th Street

\$135 Single/Double

Room block and rates only available
30 or more days before program.

Reservations: (602) 225-0500

To attend you must ask for The American
Academy of Medical Management room block.

Warm sunny days followed by clear starlit evenings make it hard not to get carried away by the beauty of Phoenix. The city, located in the heart of the Sonoran Desert, offers great views, magnificent countryside and spectacular national landmarks including Camelback Mountain and the Desert Botanical Garden. Upon a closer look at what the desert city offers, you will be amazed at its beauty and style.

You'll want to visit Copper Square, which is described as "90 blocks of urban lifestyle, attractions and business in the heart of Phoenix." Phoenix is also a sports lovers paradise. The multipurpose America West Arena plays host to more than 200 diverse sports and entertainment events each year, and the greater Phoenix area has more than 200 golf courses.

ONSITE TRAINING



In-House Training & On-site Seminars

- Let us bring the knowledge you need directly to your organization! Many topics available, including: *New Practice Start-up and Development, Financially Managing the Practice for Maximum Profits, Billing & Coding,* and much more! For more topics see our seminars on pages 22-23.
- We understand your education needs and are able to bring our comprehensive programming right into your conference room. In-house seminars may be the ideal way for your staff to benefit from the expertise of our instructors – especially if you have concerns about key personnel being away from the office, budget constraints, tight calendars, or concerns about confidentiality.
- **ON-SITE CUSTOMIZED SEMINAR**
 - 1 Day \$5,000 (plus faculty travel expenses and handouts)
 - 2 Days \$8,000
 - 3 Days \$10,000
 - 4 Days \$12,000
 - 5 Days \$14,000
- For a complete list of topics, see our seminars on pages 22-23.

Completely Customized to Your Needs

- Tailor a training program that's right for you. You can choose from dozens of topics and faculty, giving as much depth or overview as you choose.
- We Customize the Seminar to YOUR Needs
- We Send YOU Expert Instructors
- We Provide YOU With Comprehensive Workbooks
- We Give YOU In-Depth Coverage of the Subject
- We Help You Make YOUR Seminar Successful
- We Give YOUR Staff Members a Chance to Speak Freely

Some of Our In-house Seminars

Adena Health Systems, Adventist Health Care, Alta Bates Medical Center, American Academy of Clinical Urology, American Academy of Geriatric Psychiatry, American Academy of Medical Directors, American Academy of Obstetricians and Gynecologists, American Academy of Surgeons, American Association of Clinical Urologists, American Association of Orthopedic Surgeons, American Hospital Association, American Psychiatric Association, AstraZeneca Pharmaceuticals, Aurora Health Care, Baptist Medical Center (Columbia), Barstow Community Hospital, Bayer Pharmaceuticals, Baylor Healthcare Systems, Baystate Medical Center, BJC/Barnes Jewish Christian Health System, Brim Healthcare, Bryan Hospital, Community Health Systems, Community Hospital Affiliates, Doctors Memorial Hospital, Enid Regional Hospital, Fannin Regional Hospital, Fort Washington Hospital, Georgia Baptist Medical Center, Healthline Management, Griffen Hospital, Henry County Memorial Hospital, Highland Medical Center, Janssen Pharmaceuticals, Lake Hospital System, LaPorte Hospital, Lifetime Healthcare, Louisiana State University Health Systems, Lubbock Methodist Health System, Medical City Dallas, Memorial Hospital of Carbondale, Methodist Health Systems, Methodist Hospital of Middle Tennessee, Methodist Hospital (Memphis), Methodist Medical Center (Jackson), Metro Health Group, Minnesota Hospital Association, Moberly Regional Medical Center, National Association of Community Health Centers, National Institutes of Health, Northside Hospital, Northwest Regional Primary Care Association, Pfizer Pharmaceuticals, Scenic Mountain Medical Center, Shady Grove Adventist Hospital, Sisters of Charity of Leavenworth, Spine & Brain Neurological Center, St. Louis University Medical Center, SunHealth, Texas Hospital Association, The North Group, United States Air Force, United States Army, United States Navy, University of Pennsylvania Medical Center, Vanguard OB/GYN, VHA Great Rivers, VHA North Central, Waterman Medical Center, Westview Hospital, and many more!

NEED A JUMP START?

Bring In Your Own Consultant! New Practice Start-Up

- Practice Management • Physician Compensation • Chart Audits
- Coding & Billing • Managed Care Contracts • Compliance Audits
- Physician Recruiting • ...And Much More!

Call AAMM at (770) 649 7150

HOME LEARNING

CAN'T ATTEND?

What do you do when you can't attend the seminar of your choice? Easy!

Just order the seminar materials. DVD/VHS, Audio Cassettes and Handouts are available for all our two-day or five-day courses (see seminars listed on pages 22-23 for your choice).

Place your order on-line at www.PracticeManagement.org/dvd or call (770) 649-7150

2-Day Programs	Member	Non-Member
Handouts Only	\$145	\$195
Audiocassettes & Handouts	\$385	\$485
DVD or VHS & Handouts	\$485	\$585

5-Day Programs	Member	Non-Member
Handouts Only	\$345	\$395
Audiocassettes & Handouts	\$950	\$1150
DVD or VHS & Handouts	\$1350	\$1550



DVD

“
I've learned what is needed to bring in another partner, buy-in/buy-out a practice, much more on physician compensation, and how to better manage our employees. Now I'll take all these lessons and have a more fully integrated and well-rounded practice.”



Lynda Tsuha
Pueblo, CO



SEMINAR CLUSTERS

Build your bookshelf!

The American Academy of Medical Management has an extensive library of books to help you make your practice more profitable and productive.

Your reference collection isn't complete without our Top-Ten sellers:

- Practice Management STATS Quick Reference Benchmarks
- Controlling Medical Practice Expenses
- Office Productivity and Efficient Patient Scheduling
- Guidelines for Monitoring a Profitable Practice
- Billing and Collecting Tools for the Physician Office
- Policies, Procedures & Protocol for Physician Offices
- Employee Management Tools for the Physician Office
- Forms & Letters for Medical Office Efficiency
- Medical Office Staffing, Salaries & Benefits
- Preparing a Practice Analysis Report

**Order at
(770) 649-7150**

or online:

www.PracticeManagement.org/books

SAVE ON TRAVEL

CHOOSE ONE LOCATION FOR YOUR EDUCATION NEEDS

San Diego: September 17-24, 2005

- Risk Management for Physician & Practice •
- New Practice Start-Up & Development •
- Practice Management Intensive Training •
- CAPPM: Certified Administrator in Physician Practice Management Review •
- CAPPM: Certified Administrator in Physician Practice Management Exam •
- Physician Recruitment Intensive Training •
- CMSR: Certified Medical Staff Recruiter Review •
- CMSR: Certified Medical Staff Recruiter Exam •

	17	18	19	20	21	22	23	24
Risk Management for Physician & Practice	X	X						
New Practice Start-Up & Development	X	X						
Practice Management Intensive Training			X	X	X	X	X	
CAPPM: Certified Administrator in Physician Practice Management Review							X	
CAPPM: Certified Administrator in Physician Practice Management Exam								X
Physician Recruitment Intensive Training			X	X	X	X	X	
CMSR: Certified Medical Staff Recruiter Review						X		
CMSR: Certified Medical Staff Recruiter Exam							X	

Ft. Lauderdale: September 29-October 4, 2005

- Practice Management Boot Camp •
- Financially Managing the Practice for Maximum Profits •
- Physician Compensation and Productivity •
- New Practice Start-Up & Development •
- Billing and Coding for the Medical Practice •
- Electronic Medical Records •
- Podiatry Practice Management Boot Camp •
- Improving Your Hospital's Physician Relations •

	29	30	1	2	3	4
Practice Management Boot Camp	X	X				
Financially Managing the Practice for Maximum Profits	X	X				
Physician Compensation and Productivity	X	X				
New Practice Start-Up & Development			X	X		
Billing and Coding for the Medical Practice					X	X
Electronic Medical Records					X	X
Podiatry Practice Management Boot Camp					X	X
Improving Your Hospital's Physician Relations					X	X

San Diego: December 1-6, 2005

- Practice Management Boot Camp •
- Financially Managing the Practice for Maximum Profits •
- Physician Compensation and Productivity •
- New Practice Start-Up & Development •
- Billing and Coding for the Medical Practice •
- Electronic Medical Records •
- Podiatry Practice Management Boot Camp •
- Improving Your Hospital's Physician Relations •

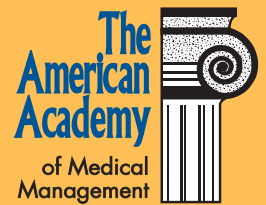
	1	2	3	4	5	6
Practice Management Boot Camp	X	X				
Financially Managing the Practice for Maximum Profits	X	X				
Physician Compensation and Productivity	X	X				
New Practice Start-Up & Development			X	X		
Billing and Coding for the Medical Practice					X	X
Electronic Medical Records					X	X
Podiatry Practice Management Boot Camp					X	X
Improving Your Hospital's Physician Relations					X	X

Las Vegas: February 25-March 4, 2006

- New Practice Start-Up & Development •
- 2006 Workplan/E&M Audit Revenue •
- Practice Management Intensive Training •
- MBA in a week: Physician Practice Management •
- CAPPM: Certified Administrator in Physician Practice Management Review •
- CAPPM: Certified Administrator in Physician Practice Management Exam •

	25	26	27	28	1	2	3	4
New Practice Start-Up & Development	X	X						
2006 Workplan/E&M Audit Revenue	X	X						
Practice Management Intensive Training			X	X	X	X	X	
MBA in a week: Physician Practice Management			X	X	X	X	X	
CAPPM: Certified Administrator in Physician Practice Management Review							X	
CAPPM: Certified Administrator in Physician Practice Management Exam								X

JOIN THE AMERICAN ACADEMY



Join the American Academy of Medical Management

We are a unique association, devoted to the needs of our members for education, credentials and career development. We serve physicians, executives, administrators and managers who are serious about the business of medicine. Our members come from a broad array of healthcare organizations and a variety of medical settings including medical practices, clinics, health systems, MSOs, hospitals, and networks.

Major Benefits of Joining

Continuing Education

- To date, over 80,000 medical and healthcare professionals have attended our programs. As a member of this professional association you will receive substantial discounts and ample continuing medical education credits on all our symposiums, conferences, workshops and seminars. You'll also receive our Catalog of Resources,

which provides you choices for books, DVDs and audio cassettes to help you further develop high-level practice management skills. You will automatically receive members-only quarterly audio cassette tapes based on topics YOU tell us you are most valuable.

Publications

- Yours free when you join: *The Insiders National Salary Report*, *Professional Position Descriptions*, *Physician Employment/ Recruitment Contracts*, Internet Newsletter and library of articles, and *The American Academy's Resource Manual*. We supply you with not only the tools to learn, but the resources and listings to help you find the information you need to get the job done more effectively. The publications alone are valued at over \$350, but are free to members!

Credentials

- We are dedicated to your career. Choose the credentialing program that suits your job responsibilities and career goals, such as the *Physician Fellowship in Practice*

Management, Fellowship in Medical Staff Development, Executive Fellowship in Practice Management or Certified Administrator in Physician Practice Management. For more details go to www.ePracticeManagement.org/credentials.

Networking

- Our seminars and training programs give you a unique chance to meet and learn from leaders in the field and network with peers from all over the nation. Our "Members Only" page of the Web site provides access to other members with similar interests and allows you to submit questions, which are quickly answered by an industry expert.

Join Today & Save \$250

- \$378 full-year membership is reduced to \$328 with your seminar registration, plus receive an additional \$200 off your seminar registration fee as a new member!

To join go to this brochure's registration page or visit www.ePracticeManagement.org.

2005-2006 SEMINARS

19 Programs

- Practice Management Intensive Training - 5 Days
- Practice Management Boot Camp
- Practice Management for the New Manager
- Financially Managing the Practice for Maximum Profits
- Billing & Coding for the Medical Practice
- Risk Management - for Physicians & Practice
- Physician Salaries, Compensation & Productivity
- New Practice Start-up & Development
- Electronic Medical Records
- Improving Your Hospital's Physician Relations
- Physician Recruitment Intensive Training - 5 days
- Podiatry Practice Management Boot Camp
- CMSR: Certified Medical Staff Recruiter Review
- CMSR: Certified Medical Staff Recruiter Exam
- CAPP: Certified Administrator in Physician Practice Management Review
- CAPP: Certified Administrator in Physician Practice Management Exam
- 2006 Workplan/E&M Auditing
- MBA in a Week: Physician Practice Management
- Monthly Webinars

June 2005

2-3	Practice Management Boot Camp	Portland
6-7	Practice Management Boot Camp	Kansas City
9-10	Practice Management Boot Camp	Indianapolis
13-14	Improving Your Hospital's Physician Relations	Atlanta
13-17	Physician Recruitment Intensive Training	Atlanta
16	CMSR: Certified Medical Staff Recruiter Review	Atlanta
17	CMSR: Certified Medical Staff Recruiter Exam	Atlanta
16-17	Practice Management Boot Camp	Albuquerque

July 2005

7-8	Practice Management Boot Camp	Seattle
11-12	New Practice Start-up and Development	New York City
18-19	Financially Managing the Practice for Maximum Profits	San Francisco
21-22	Practice Management Boot Camp	St. Louis
25-26	Electronic Medical Records	Minneapolis
28-29	Financially Managing the Practice for Maximum Profits	Denver
28-29	Practice Management Boot Camp	Boston

August '05

1-2	Practice Management Boot Camp	Oklahoma City
4-5	Practice Management Boot Camp	Washington, D.C.
8-9	Practice Management Boot Camp	Tampa
15-16	Practice Management Boot Camp	Houston
22-23	Practice Management Boot Camp	Park City

September '05

17-18	Risk Mgmt for Physician & Practice	San Diego
17-18	New Practice Start-Up & Development	San Diego
18-23	Practice Management Intensive Training	San Diego
23	CAPP: Certified Administrator in Physician Practice Management Review	San Diego
24	CAPP: Certified Administrator in Physician Practice Management Exam	San Diego
19-23	Physician Recruitment Intensive Training	San Diego
22	CMSR: Certified Medical Staff Recruiter Review	San Diego
23	CMSR: Certified Medical Staff Recruiter Exam	San Diego
26-27	Practice Management Boot Camp	Minneapolis
29-30	Practice Management Boot Camp	Ft. Lauderdale
29-30	Financially Managing the Practice for Maximum Profits	Ft. Lauderdale
29-30	Physician Compensation and Productivity	Ft. Lauderdale

October '05

1-2	New Practice Start-Up & Development	Ft. Lauderdale
3-4	Billing and Coding for the Medical Practice	Ft. Lauderdale
3-4	Electronic Medical Records	Ft. Lauderdale
3-4	Podiatry Practice Management Boot Camp	Ft. Lauderdale
3-4	Improving Your Hospital's Physician Relations	Ft. Lauderdale
10-14	Physician Recruitment Intensive Training	Atlanta
13	CMSR: Certified Medical Staff Recruiter Review	Atlanta
14	CMSR: Certified Medical Staff Recruiter Exam	Atlanta
19	WEBINAR - Malpractice	
20-21	Practice Management Boot Camp	Phoenix
24-25	Practice Management Boot Camp	Lexington

November '05

2	WEBINAR - Physician Recruitment Legal Issues	
5-6	Risk Mgmt for Physician & Practice	Las Vegas
5-6	New Practice Start-Up & Development	Las Vegas
6-11	Practice Management Intensive Training	Las Vegas
11	CAPP: Certified Administrator in Physician Practice Management Review	Las Vegas
12	CAPP: Certified Administrator in Physician Practice Management Exam	Las Vegas
14-15	Practice Management Boot Camp	New Orleans
17-18	Practice Management Boot Camp	Clearwater Beach

December '05

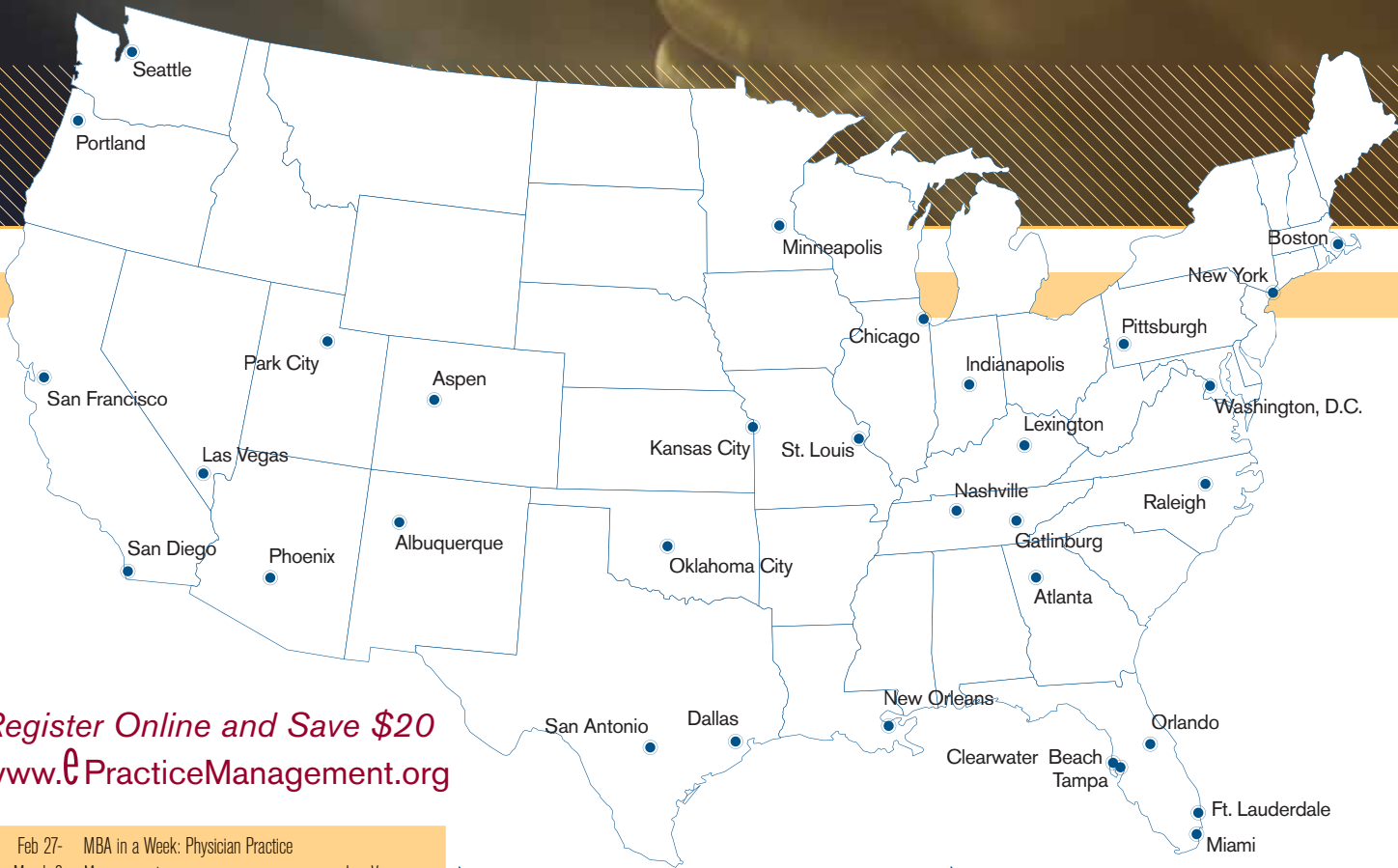
1-2	Practice Management Boot Camp	San Diego
1-2	Financially Managing the Practice for Maximum Profits	San Diego
1-2	Physician Compensation & Productivity	San Diego
3-4	New Practice Start-Up & Development	San Diego
5-6	Billing & Coding for the Medical Practice	San Diego
5-6	Electronic Medical Records	San Diego
5-6	Podiatry Practice Management Boot Camp	San Diego
5-6	Improving Your Hospital's Physician Relations	San Diego
8-9	Practice Management Boot Camp	Chicago
10-11	New Practice Start-up & Development	Chicago
14	WEBINAR- Compliance	

January 2006

12-13	Practice Management Boot Camp	Miami
19-20	Practice Management for the New Manager	Phoenix
23-27	Physician Recruitment Intensive Training	Chicago
26	CMSR: Certified Medical Staff Recruiter Review	Chicago
27	CMSR: Certified Medical Staff Recruiter Exam	Chicago

February '06

2-3	Practice Management Boot Camp	Atlanta
13-14	Practice Management Boot Camp	Houston
25-26	New Practice Start-Up and Development	Las Vegas
25-26	2006 Workplan/E&M Auditing	Las Vegas
Feb 27- March 3	Practice Management Intensive Training	Las Vegas



Register Online and Save \$20
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Feb 27- March 3 MBA in a Week: Physician Practice Management Las Vegas

March '06

- 3 CAPP: Certified Administrator in Physician Practice Management Review Las Vegas
- 4 CAPP: Certified Administrator in Physician Practice Management Exam Las Vegas
- 6-7 Practice Management Boot Camp Nashville
- 13-14 Improving Your Hospital's Physician Relations Atlanta
- 13-17 Physician Recruitment Intensive Training Atlanta
- 16 CMSR: Certified Medical Staff Recruiter Review Atlanta
- 17 CMSR: Certified Medical Staff Recruiter Exam Atlanta
- 27-28 Practice Management for the New Manager San Antonio

April '06

- 6-7 Practice Management Boot Camp Hartford, CT
- 10-11 Practice Management Boot Camp San Diego
- 20-21 Financially Managing the Practice for Maximum Profits New Orleans
- 22-23 New Practice Start-Up and Development New Orleans
- 22-23 2006 Workplan/E&M Auditing New Orleans
- 24-28 Practice Management Intensive Training New Orleans
- 28 CAPP: Certified Administrator in Physician Practice Management Review New Orleans
- 29 CAPP: Certified Administrator in Physician Practice Management Exam New Orleans

May '06

- 1-2 Practice Management Boot Camp Las Vegas
- 8-9 Practice Management for New Managers Orlando
- 8-9 Physician Compensation & Productivity Orlando
- 8-12 MBA in a Week: Physician Practice Management Orlando
- 15-16 Billing & Coding Chicago
- 18-19 Practice Management Boot Camp Chicago

June '06

- 1-2 Practice Management Boot Camp Pittsburgh
- 5-6 Practice Management Boot Camp Tampa
- 12-16 Physician Recruitment Intensive Training Atlanta
- 15 CMSR: Certified Medical Staff Recruiter Review Atlanta
- 16 CMSR: Certified Medical Staff Recruiter Exam Atlanta

July '06

- 10-11 Practice Management Boot Camp Gatlinburg
- 15-16 New Practice Start-Up and Development Orlando
- 15-16 2006 Workplan/E&M Auditing Orlando
- 17-21 Practice Management Intensive Training Orlando
- 21 CAPP: Certified Administrator in Physician Practice Management Review Orlando
- 22 CAPP: Certified Administrator in Physician Practice Management Exam Orlando
- 17-21 MBA in a Week: Physician Practice Management Orlando

September '06

- 11-12 Improving Your Hospital's Physician Relations Atlanta
- 11-15 Physician Recruitment Intensive Training Atlanta
- 14 CMSR: Certified Medical Staff Recruiter Review Atlanta
- 15 CMSR: Certified Medical Staff Recruiter Exam Atlanta
- 23-24 New Practice Start-Up and Development Aspen
- 23-24 2006 Workplan/E&M Auditing Aspen
- 25-29 Practice Management Intensive Training Aspen
- 29 CAPP: Certified Administrator in Physician Practice Management Review Aspen
- 30 CAPP: Certified Administrator in Physician Practice Management Exam Aspen
- 25-29 MBA in a Week: Physician Practice Management Aspen

November '06

- 4-5 New Practice Start-Up and Development Phoenix
- 4-5 2006 Workplan/E&M Auditing Phoenix
- 6-10 Practice Management Intensive Training Phoenix
- 10 CAPP: Certified Administrator in Physician Practice Management Review Phoenix
- 11 CAPP: Certified Administrator in Physician Practice Management Exam Phoenix

See www.PracticeManagement.org for more dates!

Seminar Information

- I. Practice Management Intensive Training (PMIT)
- San Diego – September 18-23, 2005
 - Las Vegas – November 6-11, 2005
 - Las Vegas – February 27-March 3, 2006
 - New Orleans – April 24-28, 2006
 - Orlando – July 17-21, 2006
 - Aspen – September 25-29, 2006
 - Phoenix – November 6-10, 2006

- II. Available For 2005 Conferences
- I am also attending the free Sunday Afternoon Fundamentals Pre-Conference from 1-4 p.m.
Note: This is the PMIT course's fundamental session. It follows the pre-conference Risk Management seminar that is Saturday and Sunday morning.

- III. Pre-conference 2005 Seminar: Risk Management
- agenda at www.ePracticeManagement.org/risk*
- San Diego – September 17-18, 2005
 - Las Vegas – November 5-6, 2005

- IV. CAPPM Certification
- I am also registering for the CAPPM Certification study session and Exam on Friday and Saturday at the end of the PMIT Conference
See other offers next column.

- V. Pre-Conference 2006 Seminar: 2006 Work Plan/E&M Audit (p.12)
- Las Vegas – February 25-26, 2006
 - New Orleans – April 22-23, 2006
 - Orlando – July 15-16, 2006
 - Aspen – September 23-24, 2006
 - Phoenix – November 4-5, 2006

Registrant Information

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PMIT 5-Day Program: Mon.-Fri.	Member <input checked="" type="checkbox"/>	Non-Member <input checked="" type="checkbox"/>
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Pre-conference Seminar: Sat-Sun	Member <input checked="" type="checkbox"/>	Non-member <input checked="" type="checkbox"/>
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Non-PMIT Attendees: Payment at least 30 days prior to the program	\$495 <input type="checkbox"/>	\$595 <input type="checkbox"/>
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Other Offers

Join AAMM	Attendee <input checked="" type="checkbox"/>	Non-Attendee <input checked="" type="checkbox"/>
The American Academy of Medical Management Membership	\$328 <input type="checkbox"/>	\$378 <input type="checkbox"/>
Attendees receive a \$50 discount on this membership, plus \$200 PMIT tuition discount.		
CAPPM Certification Study Guide (recommended)	\$89 <input type="checkbox"/>	
CAPPM Plaque	\$195 <input type="checkbox"/>	
Credentials Application Fee For Members Only	\$170 each <input type="checkbox"/>	
Certification & Fellowship Credentials Registration:		
<input type="checkbox"/> Certified Administrator in Physician Practice Management (CAPPM)		
<input type="checkbox"/> Executive Fellowship in Practice Management (EPPM – no exam)		
<input type="checkbox"/> Physician Fellowship in Practice Management (PFPM – no exam)		
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- 2 days: \$8,000 3 days: \$10,000
- 4 days: \$12,000 5 days: \$14,000 Totals:

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