

The landscape of health care in Michigan and across the United States is evolving. A new level of accountability along with innovative approaches to delivering integrated health care provides both challenges and opportunities.

The Michigan State Medical Society is offering two conferences this fall to assist you in navigating through the intricacies and specifications of two outcomes based delivery system, Accountable Care Organizations and Patient Centered Medical Home. We hope you are able to take advantage of the special discount offered to those who register for both conferences.



Transitioning to
**Accountable Care
Organizations**

September 18, 2013 • Inn at St. Johns, Plymouth

Accountable Care Organizations present a natural progression in the delivery of patient-centered care as they bring providers together to manage the broad spectrum of care for a population of patients. Hailed as a better way to achieve cost-effective, high-quality patient care, Accountable Care Organizations have the potential to improve population health and slow down spiraling health care costs.

Who should attend:

Physicians, administrators, executives, office staff, and all other health care professionals.

**Patient Centered
Medical Care**



Coordinated Care, Optimal Outcomes

October 22, 2013 • Somerset Inn, Troy

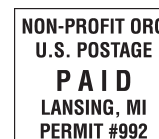
The Patient Centered Medical Home (PCMH) is physician-led and rooted in primary care. It emphasizes patient satisfaction by enhancing the quality of coordinated care utilizing specific performance measures and incentives with potential cost-savings to the health care system.

Who should attend:

Physicians, administrators, office managers and all other health care professionals.



120 W. Saginaw St
East Lansing, MI 48823
www.msms.org/eo



MSMS Presents

Transitioning to
**Accountable Care
Organizations**

September 18, 2013
Inn at St. Johns, Plymouth



**Patient Centered
Medical Care**

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Somerset Inn, Troy

Transitioning to Accountable Care Organizations

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8:45 – 9:45 am

Trends in Health Care and Legislative Updates

Derek Melot, Senior Editor, *Bridge Magazine*

9:45 – 11:00 am

Population Health: A Brave New World

Timothy A. Peterson, MD, MBA, FACEP, Medical Director and Faculty, Group Practice Population Health Program, University of Michigan Health System, and **Alexander G. Ruthven, MD**, Huron Family Practice Center, PC

11:00 – 11:15 am **Break**

11:15 am – 12:15 pm

Building an ACO with your Physician Network

Robert Jackson, MD, Western Wayne Physicians Independent Physician Organization

12:15 – 1:15 pm **Lunch**

1:15 – 2:00 pm

Legal Issues Arising from Health Information Technology

Abby Pendleton, JD, The Health Law Partners, PC

2:00 – 2:45 pm

Practice Liability, Risk Management and the Practice of Good Medicine

Carla White, Patient Safety/Risk Management, The Doctors Company

2:45 – 3:00 pm **Break**

3:00 – 4:00 pm

Improving Health Care Decision making – Comparative Effectiveness Research

Stephanie Chang, MD, MPH, Director of the Evidence Based Practice Center, Agency for Healthcare Research and Quality



CONTINUING MEDICAL EDUCATION:

Statement of Accreditation: The Michigan State Medical Society is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

AMA Credit Designation Statement: The Michigan State Medical Society designates this live activity for a maximum of 5.5 *AMA PRA Category 1 Credits™*. Physicians should claim only credit commensurate with the extent of their participation in the activity.

Nurses: The ACCME is approved by the Board of Nursing as an acceptable provider of continuing education for license renewal and relicensure.

Patient Centered Medical Home

Coordinated Care, Optimal Outcomes
October 22, 2013 • Somerset Inn, Troy

9:00 – 10:00 am

Bringing Knowledge Home

Paul Grundy, MD, President, Patient Centered Primary Care Collaborative, Global Director of Healthcare Transformation, IMB, Hopewell, New York

10:00 – 10:45 am

Health Literacy-Interventions for Understanding Health Care Information

John Flack, MD, MPH, CECA Director, Cardiovascular Epidemiology and Clinical Applications Program, and Associate Chairman for Clinical Research and Interim Chair, Department of Internal Medicine, Urban Health Outcomes, Wayne State University

10:45 – 11:00 am **Break**

11:00 am – 12:00 pm

Patient Portals – Strategies to Engage Patients

Michelle Anderson, PhD, Project Administrator, **Lora King, CPC**, Billing/EMR Manager, and **Beth Nutter**, Practice Manager, Grand Traverse Internists

12:00 – 1:00 pm **Lunch**

1:00 – 2:00 pm

Effective Physician-Patient Communication

R. Troy Carlson, MD, Family Tree Medical Center

2:00 – 3:00 pm

Patient Centered Care Management Process

Arthur J. Ronan, DO, Lake Lansing Family Practice, Clinical Assistant Professor, Michigan State University College of Osteopathic Medicine, and **Laura J. Young, RN**, Care Manager, Medical Advantage Group

3:00 – 3:15 pm **Break**

3:15 – 4:15 pm

Connecting with Non-Clinical Neighborhood Partners

Renee Branch Canady, PhD, MPA, Director, Ingham County Health Department



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Nurses: The ACCME is approved by the Board of Nursing as an acceptable provider of continuing education for license renewal and relicensure.

Registration Form

Discounted rates if you register for both conferences

Name: _____

MD – DO – PhD – RN – Mr. – Mrs. – Ms. : _____ Title: _____

Practice/Organization: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

ACO - Wednesday, Sept. 18, 2013

- MSMS & MMGMA Members: \$160
 Non-Members: \$200
(Includes continental breakfast and lunch)

PCMH - Tuesday, Oct. 22, 2013

- MSMS & MMGMA Members: \$160
 Non-Members: \$200
(Includes continental breakfast and lunch)

Special Registration fee to attend both conferences

- MSMS & MMGMA Members: \$280
 Non-Members: \$320
 Medical Students: NO CHARGE

Exhibitors

- ACO: \$500
 PCMH: \$500
 ACO & PCMH: \$800 (Special Discount Rate)
 *Certain restrictions apply. Exhibitors fees include conference registration for two representatives

PAYMENT: Total Amount (if attending one or both): \$ _____

Check (payable to MSMS Foundation) VISA Master Card Discover American Express

Credit Card No.: _____ Exp.: _____

Date: _____

Print Name as it Appears on Card: _____

Authorized Signature: _____

CONFIRMATION: Receipt of each registration will be acknowledged with a mailed confirmation letter. If you do not receive a confirmation letter prior to the event, please call 517-336-5781 to confirm your registration.

LATE REGISTRATION: In order to ensure adequate space and materials for participants, advance registration for educational programs is required. If you wish to register less than 10 days in advance, please register by phone or email with verification of payment.

CANCELLATIONS: MSMS Foundation reserves the right to cancel any educational program. Registered participants will be notified up to one day in advance if a cancellation or change occurs. If you have not received a confirmation letter, please call (517) 336-7581 to confirm the event will take place as scheduled. MSMS Foundation is not responsible for costs or loss of time that may occur as a result of cancellation for a non-confirmed participant.

REFUND POLICY: MSMS Foundation understands the unpredictable schedules of health care professionals. However, due to meeting expenses incurred, it is necessary to charge a \$35 cancellation fee. Participants must cancel at least five (5) business days prior to the event. Refunds will not be provided after the five (5) day cut-off. Registrations can be transferred to another employee of the same practice or to another course of the same value. Please contact the MSMS Registrar at (517) 336-5785 or registrar@msms.org.

TAX DEDUCTION: MSMS Foundation seminars may qualify for a tax deduction for education expenses including registration fees, travel, meals and lodging. Check with your accountant for further information.

4 EASY WAYS TO REGISTER:

1. Online: www.msms.org/ee
2. Phone: (517) 336-5785
3. Fax Registration Form: (517) 336-5797
4. Mail Registration Form: MSMS Foundation, 120 W. Saginaw St., East Lansing, MI 48823