

## Registration

Conference Registration Form is available on our website ([www.normgroup.org](http://www.normgroup.org)) or a registration form may be requested by emailing [tab@reubenallen.com](mailto:tab@reubenallen.com). In order to assure your participation in the event, please complete and return the registration form as well as your registration fee no later than **September 3, 2010**.

If you are unable to attend, please use this form to pay your 2010-2011 dues. Dues are valid for membership from September 1, 2010 until August 31, 2011. Membership provides access to our ListServ. You will be removed from listserv if dues are not paid.

### Membership and Conference Fees

- 2010-2011 NORM Membership Only - \$150
- 2010-2011 NORM Membership & Conference - \$250  
(Membership is for Practice Manager/Administrator, Managing Physician, other management employees.)
- 2010-2011 NORM Conference Attendee Only - \$250  
(You will be excused from business meeting.)
- 2010-2011 NORM Membership & Conference LATE Registration - \$275  
(Received after September 3, 2010)

### Hotel Reservations

Accommodations for the National Organization of Rheumatology Manager's Conference can be made through the JW Marriott at Summerlin. You may call 1-800-297-5056. To take advantage of our special rate (\$175/night for a single or double) reference NORM and make your reservations prior to August 30, 2010. If you prefer to reserve your room on-line, you may also use this link <http://www.marriott.com/hotels/travel/lasjw?groupCode=nornora&app=resvlink&fromDate=&toDate=>.

*Members, there are limited rooms available the day before the conference and the day after the conference. If you plan to arrive early or stay late, please make your reservations early. If you plan to arrive early or stay late and have problems booking on-line call the hotel directly. NORM has blocked 150 rooms for Thursday, September 23, 2010 and Friday, September 24, 2010. Once these rooms are filled we cannot promise there will be rooms available at our rate.*

To assist NORM in filling our room block, it is of utmost importance that you ensure that you make your reservation within our block. When you call clearly identify yourself as being part of NORM (National Organization of Rheumatology Managers) or use our group code on-line. If when you call they do not recognize the group name please do not make your reservations. Please contact Tammy Bulger and provide the name of the hotel reservationist.

## Conference Materials

No more "10 lb" notebooks to carry home. In a continued effort to go green 2010 conference materials will be electronic rather than paper. NORM will mail you a flash drive before the conference allowing you to print any handouts you feel you must have during the conference. Be watching for your flash drive approximately a week and a half before the conference. At the conference NORM will provide a small notebook with attendee, sponsor, and speaker information as well as a few pages for notes during the conference.



## National Organization of Rheumatology Managers 6th Annual Conference

*Rollin' with Rheumatology*

on

Friday, September 24, 2010

and

Saturday, September 25, 2010

JW Marriott Summerlin  
221 North Rampart Blvd  
Las Vegas, NV

## Message from the President

### President's Message

Many thanks to all of the attendees of 2009 NORM Conference. Our conference was attended by over 135 members! Comments received from our membership once again provided the framework for our 2010 NORM Conference – “Rollin’ with Rheumatology” to be held September 24-25, 2010 in Las Vegas, NV.

The management of a medical practice has become even more complex in 2010. Every manager is faced with decisions made in Washington, DC as well as by our local carriers. Staying “tuned in” is vital for a successful practice. What better way to stay “tuned in” than through attending the NORM Conference?

NORM offers all managers an opportunity to learn and share! Our conference this year is rich with presentations on Leadership, Human Resources, Coding, Legislative Updates, Electronic Health Records as well as Marketing Your Practice.

Break-Out sessions have been expanded to provide attendees time to focus on areas of interest to their practice. These will be coupled with Round Table Discussions at the end of the Conference to provide time to wrap up what you have learned and share with other attendees. We encourage all members to attend these Round Table Discussions.

Please take time to register for this valuable educational conference today.

As always, I look forward meeting with you as we continue “Rollin’ with Rheumatology”.

Marjorie L. Collings, CMPE  
President



## Agenda

### Thursday, September 23, 2010

4:30 pm – 6:30 pm *Attendee Registration*  
4:30 pm – 7:00 pm *Exhibitor Registration and Set-Up*  
5:00 pm – 6:00 pm *Welcome Reception*

### Friday, September 24, 2010

7:00 am – 8:00 am *Breakfast with the Vendors and Attendee Registration*  
8:00 am – 8:15 am *Welcome and Meeting Announcements*  
8:15 am – 9:15 am *Discovering Authentic Leadership*  
Michelle Braden, MSBCoach, LLD  
9:15 am – 10:15 am *CMS Update*  
TBD  
10:15 am – 10:45 am *Break in Exhibit Hall*  
10:45 am – 11:45 am *Do's and Don'ts in Human Resources*  
Kay Robinson, Robinson HR Consulting, LLC  
11:45 am – 1:00 pm *Lunch with Vendors*  
1:00 pm – 2:00 pm *Essential Rheumatology Coding*  
Jean Acevedo, Acevedo Consulting Incorporated  
2:00 pm – 3:00 pm *Breakout Sessions*  
HR Staffing Issues, Billing and Documentation, Managing Drug Inventory  
3:00 pm – 3:30 pm *Break*  
3:30 pm – 4:30 pm *Breakout Sessions*  
HR Staffing Issues, Billing and Documentation, Managing Drug Inventory  
6:30pm *Reception and Dinner*

### Saturday, September 25, 2010

7:45 am – 8:30 am *Breakfast with the Vendors and Attendee Registration*  
8:30 am – 8:45 am *Welcome and Meeting Announcements*  
8:45 am – 10:00 am *Legislative Update*  
Tim Yehl, Principal Hart Health Strategies  
10:00 am – 11:00 am *Patient Perspective*  
Meridith Binette  
11:00 am – 11:30 am *Break*  
11:30 am – 12:30 am *EMR – What You Need to Know*  
TBD  
12:30 am – 2:00 pm *NORM Annual Meeting*  
Lunch  
2:00 pm – 3:00 pm *Marketing Your Practice in Hard Times*  
Sharon Villines, Medical Marketing, Inc  
3:00 pm – 3:30 pm *Break and Roundtable Explanation*  
3:30 pm – 5:00 pm *Roundtable - Networking*