

PRESIDENT'S WELCOME

I want to welcome you to the 10th annual National Organization of Rheumatology Managers conference. Our organization is celebrating 10 years of giving ample opportunities to our members to network with their peers as we all strive to take care of our patients by providing avenues of access to therapy.

Our Mission Statement proclaims we are a forum by which we promote and support education, expertise, and advocacy for rheumatology practices and their patients. In these past ten years:

- WE have helped rheumatology practice managers stay educated about today's issues;
- WE continue to be a diverse community with a common goal; and
- WE have stayed connected with rheumatology professionals on-line and in person through networking opportunities.

Our parent organization is The Coalition of State Rheumatology Organizations or CSRO. This is an organization of physicians formed to advocate for excellence in rheumatologic disease care. In 2005, at a meeting of the CSRO physicians and their managers, it was decided that managers should become more involved in the specialty. At this meeting they identified the existence of rheumatology specific practice management issues. All together 50 people representing physicians, managers and industry participated in this initial meeting.

We are now totally independent of CSRO but the connection will always be there. You will see ribbons which will recognize our original NORM members and the CSRO members. Please take an opportunity to thank them for their vision which led to the formation of this wonderful organization of which we are all a part.

The next couple of days will be filled with very valuable information which you will be able to incorporate into your practices; but just as important you will be able to rekindle friendships and mingle with folks who share the same problems, challenges, and dreams as you. It is so much easier to cope with the "unique opportunities" when you have someone who has experienced the same thing and maybe has developed a plan on how to address it.

I want to personally thank all of you for these past three years that I have been able to serve as your president. It has been one of the most rewarding opportunities afforded to me. I have met and worked with great people across this country in the rheumatology specialty. The friendships and partnerships that have been developed will last a lifetime. I have seen growth and expansion in NORM that is directly related to the hard work of its members.

It is with great pleasure that I pass the leadership to Ethel Owen, who along with a strong and committed Board of Directors, will take NORM to the next level. It has been a privilege working with a board who strives to serve the members with integrity while keeping our patients in the center of everything that is done.

Happy Birthday NORM!!

Iris Nichols
President of NORM

NATIONAL ORGANIZATION OF RHEUMATOLOGY MANAGERS - AGENDA

Thursday, September 17

- 10:00am - 5:00pm *Registration*
11:00am - 4:40pm *AAPC Certified Professional Coder (CPC) or Rheumatology Coding Certification (CRHC) Proctored Test*
2:00pm - 5:00pm *Exhibit Hall Set-Up*
4:00pm - 5:00pm *New Member/New Attendee Orientation*
5:00pm - 6:00pm *Welcome Reception* sponsored by Celgene
6:00pm - 9:00pm *Presidents' Dinner* sponsored by Amgen

Friday, September 18

- 6:30am - 8:00am *Breakfast ~ Exhibit Hall*
8:00am - 9:00am *Conference Welcome*
(meet the candidates, NEC update, quick overview of APP)
9:00am - 10:00am *You Either Believe In Magic or You Believe in Math Changing Economics and Regulation of Health Care*
Lawrence Van Horn, PhD
10:00am - 10:30am *Break ~ Exhibit Hall* sponsored by MedacPharma
10:30am - 10:35am *Transition*
10:35am - 11:35am *Federal Efforts to Improve Value in Health Care and the Impact on Rheumatology Practices*
Emily Graham
11:35am - 12:35pm *Lunch ~ Exhibit Hall*
12:35pm - 1:05pm *Motivational Speaker- Many Hats Fit One Head*
Judy Stovall
1:05pm - 2:05pm *What Exceptional Leaders Know*
Tracy L. Spears
2:05pm - 3:05pm *Payer Contracts Assessment and Renegotiation – Getting Started*
Penny Noyes
3:05pm - 3:35pm *Break ~ Exhibit Hall* sponsored by TheraTest
3:35pm - 5:00pm *What is a Biosimilar*
Jerry Clewell, PharmD, MBA
Biosimilar Panel
5:00pm - 5:45pm *Exhibit Hall Open*
6:00pm - 7:00pm *Reception* sponsored by Janssen
7:00pm - 9:00pm *Founding Fathers' Dinner* sponsored by Janssen

Saturday, September 19

- 6:30am - 8:00am *Breakfast ~ Exhibit Hall*
8:00am - 9:00am *NORM Annual Meeting*
(elections, announcements, committee updates)
9:00am - 10:00am *Decoding ICD-10*
Amiel Tokayer, MD
10:00am - 10:30am *Break ~ Exhibit Hall* sponsored by Theratest
10:30am - 11:15am *Breakout Sessions*
PQRS/VB
Emily Graham
Deal Breakers
Penny Noyes
Why People Do What They Do
Tracy L. Spears
11:15am - 12:00pm *Breakout Sessions*
PQRS/VB
Emily Graham
Offers and Counter Offers
Penny Noyes
Why People Do What They Do
Tracy L. Spears
12:00pm - 1:00pm *NORM Year in Review Lunch*
1:00pm - 1:15pm *Transition*
1:15pm - 2:15pm *Hot Topic - TBD*
2:15pm - 3:00pm *Healthcare Quality – Impact to Rheumatology*
Leslie Fox
3:00pm - 4:00pm *NEC Committee – Stop/Correct/Get Paid*
4:00pm - 5:00pm *Toast to the Future Reception*

NORM 

CONFERENCE REGISTRATION

Available on-line at www.normgroup.org

All rheumatology managers/professionals are encouraged to join NORM and register for the annual conference. NORM dues are \$150 (January 1 – December 31) and the early bird conference fee is \$100. If you register after August 1, 2015 the conference fee is \$150.

If you are a current member of NORM log-in to your account and register for the 2015 conference. If you are not a current member of NORM please visit our website to join NORM and pay your conference fee.

In order to ensure your participation in the meeting, please register no later than September 1, 2015.

HOTEL ACCOMMODATIONS

Accommodations for the NORM Conference can be made through the Hyatt Regency Bellevue. To make reservations on-line the website link <https://resweb.passkey.com/go/NORM2015>. You may call 1.888.421.1442.

To take advantage of our special rate, reservations must be made prior to August 20, 2015. Please note that once our guestroom block fills we cannot guarantee that our special rate will be available. We suggest making your plans early.

BOARD OF DIRECTORS

Iris W. Nichols, <i>President</i>	Karen Grace
Ethel Owen, <i>Vice-President</i>	David M. Rothhaas
Cathy Evans, <i>Secretary</i>	Andrea Zlatkus
Rai McElroy, <i>Treasurer</i>	Lynette Byrnes
Donnie Craig	Nancy Ellis

CONFERENCE MATERIALS

For conference attendees the 2015 Conference materials will be available via the Conference APP that may be downloaded through the Apple Store or Google Play. There will be a desktop version for those who wish to download to their desktops. This new APP will provide you with all conference handouts and much more. Additional information and instructions will be sent in late July. NORM will provide a magazine style notebook at the conference.

ADA STATEMENT



For special services, assistance, or information call Tammala Bulger at 910-520-0515 or email her at tab@reubenallen.com.

SPEAKERS

Jerry Clewell, PharmD, MBA
Abbvie

Leslie Fox
Health Policy & Advocacy Director
Johnson & Johnson Healthcare Systems

Emily Graham
Vice President, Regulatory Affairs
Hart Health Strategies

Penny Noyes
President CEO, Founder
Health Business Navigators

Tracy L. Spears
Regional Sales Vice President
Transworld Systems

Amiel Tokayer, MD
Arthritis & Rheumatology Associates of Palm Beach

Lawrence Van Horn, PhD
Owen Graduate School of Management
Vanderbilt University

ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the North Carolina Medical Society (NCMS) through the joint provider-ship of South East Area Health Education Center and the National Organization of Rheumatology Managers.

CREDIT STATEMENT

The South East Area Health Education Center designates this live activity for a maximum of 9.5 Contact Hours. Attendees should claim only the credit commensurate with the extent of their participation in the activity.

DISCLOSURE STATEMENT

SEAHEC adheres to NCMS Essential Areas and Policies regarding industry support of continuing medical education. Commercial support for the program, and faculty relationships within the industry, will be disclosed at the activity. Speakers will also state when off-label or experimental use of drugs or devices is incorporated into their presentations. SEAHEC and NORM do not imply endorsement of any commercial products displayed at educational events.

NORM

National Organization of
Rheumatology Managers

Celebrating

10 YEARS

of Rheumatology Excellence

Thursday, September 17, 2015

Friday, September 18, 2015

Saturday, September 19, 2015

Hyatt Regency Bellevue on Seattle's Eastside
900 Bellevue Way, NE
Bellevue, WA 98004

Diamond Level Corporate Member -
Janssen Biotech, Inc., Amgen



AMGEN

Platinum Level Corporate Member -
Celgene Corp, Genentech



Genentech
A Member of the Roche Group