

EXPLORING THE ART OF RHEUMATOLOGY PRACTICE MANAGEMENT

We have all heard the adage “Art is in the eye of the beholder”. At the National Organization of Rheumatology Managers (NORM) conference in Grand Rapids, MI, we are Exploring the Art of Rheumatology Practice Management. Art comes in many forms, and I believe that running a Rheumatology practice is an art form of its own. Our “art” brings together imagination and skill in how we manage our practices, and we are “critiqued” by our patients every day. How we create this masterpiece involves many facets that we will be exploring.

First, we will discuss the art of managing Generational Differences within the workplace by Lynn Lancaster. On our canvas, we will be using our brushstrokes to look at Evidence Based Management by Frank Cohen and Change Management by Phil Zeller. These topics will assist us in exploring how we prepare for constant change within our practices and proving our value to our “art critics”.

Expressing art within rheumatology practice management will continue in our breakout sessions as we discuss “stagecraft” topics such as using Auditing tools, Incident-to services, Adding Provider/Mid-levels and Re-Imaging your Infusion Suite and Ancillary services. Our “techniques” will also look to “methods” for managing our practices while removing waste through lean procedures.

Great “muse” selection is key to creating any masterpiece. To ensure that we hire great candidates, we will be taking an in-depth look at the Art of Interviewing. You will learn how to combine the technical skills of an interview with the art of how to read your interviewee.

And finally, our masterpiece will include tips for understanding the art of Difficult Financial Conversations with our Patients from our friends at the Association of Community Cancer Centers (ACCC). They have mastered this conversation to train patient advocates in both the hospital and practice setting and have created tool kits to support their members.

So come and join us in Grand Rapids with your blank canvas and let your creative side flow as we give you the tools to create your own masterpiece in Rheumatology Practice Management.

See you in Grand Rapids in September!

- Andrea Zlatkus, President

2019 NORM ANNUAL CONFERENCE

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| 10:00pm – 4:00pm | Wednesday, September 11 AAPC – CRHC Test – Review Course | | |
| 8:00am – 3:00pm 8:00am – 3:00pm 9:00am – 3:00pm 10:00am – 5:00pm 1:00pm – 5:00pm 3:30pm – 5:00pm 5:00pm – 6:30pm | Thursday, September 12 Bootcamp - Managers Bootcamp - Physicians AAPC – CRHC Test Conference Attendee Registration Exhibit Hall Set-Up New Member/New Attendee Orientation Welcome Reception | 3:15pm – 4:00pm 4:00 pm – 5:30pm 6:00pm – 7:00pm 7:00pm – 9:00pm | Recruiting for Retention – 2019, Best Practice <i>Michael Byman, Director</i> Jackson Physician Search Re-Imaging your Infusion Suite and Ancillary <i>Christine Mann, MBA, CMOM</i> COO, DENT Neurologic Institute & Infusion Center Managing Partner, NeuroNet GPO |
| 6:30am – 8:00am 8:00am – 8:45am 8:45am – 9:45am | Friday, September 13 Breakfast in Exhibit Hall Welcome & Review of Conference Keynote: What A Difference A Generation Makes! <i>Lynn Lancaster, Generational Expert, Speaker, Author</i> <i>Lynne Lancaster Consulting</i> Evidence Based Management <i>Frank Cohen, Director of Business Analytics & Business Intelligence</i> DoctorsManagement, LLC Break in Exhibit Hall Transition Breakouts | 6:30am – 8:00am 8:00am – 9:00am | Saturday, September 14 Breakfast in Exhibit Hall The People Side of Change Management <i>Phil Zeller, CEO & Master Trainer</i> Dale Carnegie offered by Ralph Nichols Group, Inc Membership Annual Meeting Break in Exhibit Hall Transition Breakouts |
| 9:45am – 10:45am | Understanding the Importance of an Auditing Tool <i>Susan Thurston, Senior Auditor & Educator</i> Coders Connection, Inc Ready Aim Fire <i>Frank Cohen, Director of Business Analytics & Business Intelligence</i> DoctorsManagement, LLC Case Study Approach to Applying Lean Workflow Improvements in Rheumatology <i>Kari Kalgren, President</i> K2 Health Strategies Customer Service <i>Lynn Lancaster, Generational Expert, Speaker, Author</i> <i>Lynne Lancaster Consulting</i> Recruiting for Retention – 2019, Best Practice <i>Michael Byman, Director</i> Jackson Physician Search | 9:00am – 10:00am 10:00am – 10:45am 10:45am – 11:00am 11:00am – 12:00pm | Incident-To Question and Answer <i>Jean Acevedo, LHRM, CPC, CHC, CENTC</i> President & CEO Acevedo Consulting Incorporate Re-Imaging your Infusion Suite and Ancillary <i>Christine Mann, MBA, CMOM</i> Chief Operating Officer, Director of DENT Infusion Center Identify & Improve the Patient Experience in Your Practice <i>Kari Kalgren, President</i> K2 Health Strategies Change Management <i>Phil Zeller, CEO & Master Trainer</i> Dale Carnegie offered by Ralph Nichols Group, Inc |
| 10:45am – 11:30am 11:30am – 11:45am 11:45am – 12:45pm | Using your Audit Tool: Hands on with Rheumatology Progress Notes <i>Susan Thurston, Senior Auditor & Educator</i> Coders Connection, Inc Ready Aim Fire <i>Frank Cohen, Director of Business Analytics & Business Intelligence</i> DoctorsManagement, LLC Customer Service <i>Lynn Lancaster, Generational Expert, Speaker, Author</i> <i>Lynne Lancaster Consulting</i> Incident-To: A Case Study Approach <i>Jean Acevedo, LHRM, CPC, CHC, CENTC</i> President & CEO Acevedo Consulting Incorporate | 12:00pm – 1:00pm 1:00pm – 1:15pm 1:15pm – 2:00pm 2:00pm – 2:05pm 2:05pm – 2:50pm 2:50pm – 3:00pm 3:00pm – 4:00pm 4:00pm – 5:00pm 6:00pm | Lunch in Exhibit Hall Transition Vendors break down @ 1:15pm NORM Circles of Knowledge –By Practice Size Large Practice Small Practice Multi-Specialty Transition NORM Circles of Knowledge – Hot Topics Transition Interviewing Tools for Success NORM Education Committee (NEC) David Weber, PhD University of North Carolina Wilmington Difficult Financial Conversations with Patients Association of Community Cancer Centers Reception at Urban Institute of Contemporary Art Museum |
| 12:45pm – 2:15pm 2:15pm – 3:15pm | Lunch in Exhibit Hall Breakouts | | |

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). The conference fee is \$100. If you register after August 15, 2019 the conference fee is \$150. If you are a current member of NORM log-in to your account and register for the 2019 conference. There is a link on the event calendar. If you are not a NORM member, please visit our website www.normgroup.org to join NORM and then access the event calendar on the membership portal.

In order to ensure your participation in the meeting, please register no later than September 1, 2019.

HOTEL ACCOMMODATIONS

Accommodations for the NORM conference may be made online when you register for the conference. The link to the hotel is part of the conference registration system.

To take advantage of our special rate of \$169 per night, reservations must be made prior to August 22, 2019. Please note that once our guestroom block fills, we cannot guarantee that our special rate will be available. We suggest making plans early.

SHUTTLE

NORM will provide a shuttle to and from the Grand Rapids, MI airport and the conference hotel. Please include your flight information when you register. You may modify your registration to add flight information until September 1, 2019 to be included in our shuttle.

BOARD OF DIRECTORS

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CONFERENCE MATERIALS

For conference attendees the 2019 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 app will provide you with all conference handouts and much more. Additional information and instructions will be sent in late August. NORM will provide a magazine-style notebook at the conference. Members must attend to receive any conference materials.

ADA STATEMENT



For special services, assistance, or information call Tammala Bulger at 910-520-0515 or email her at info@normgroup.org.

SPEAKERS

Jean Acevedo, LHRM, CPC, CHC, CENTC
President & CEO
Acevedo Consulting Incorporate

Michael Byman
Director
Jackson Physician Search

Frank Cohen
Director of Business Analytics
& Business Intelligence
DoctorsManagement, LLC

Kari Kalgren
President
K2 Health Strategies

Lynn Lancaster
Generational Expert, Speaker, Author
Lynne Lancaster Consulting

Christine Mann, MBA, CMOM
COO, DENT Neurologic Institute
& Infusion Center
Managing Partner, NeuroNet GPO

Susan Thurston
Senior Auditor & Educator
Coders Connection, Inc

David Weber, PhD
Professor, Department of
Communication Studies
UNCW

Phil Zeller
CEO & Master Trainer
Dale Carnegie offered by
Ralph Nichols Group, Inc

ANNOUNCING TWO BOOTCAMPS FOR NEW LEADERS IN RHEUMATOLOGY

Are you new to a leadership role in a rheumatology practice? Are you looking for that "Basic Training" on how to run a top-notch medical practice? If so, join us at one of our Bootcamps designed just for you. During this one-day, intensive course, we will expose you to the basic topics and key benchmarks you need to know! Based on the success of last year's program, in 2019 we are launching two separate tracks: a Practice Management Bootcamp for Physicians and a Practice Management Bootcamp for Practice Managers. In each session you will network with colleagues who are new to practice management. You will meet a cohort of instructors from all across the country who have a wealth of experience to share. The Bootcamp is a pre-conference activity scheduled for Thursday, September 12, and is open only to those attending the 2019 NORM Annual Conference. Each participant will receive a Certificate of Completion at the end of the course. Space is limited to 30 participants in each bootcamp. Register for a bootcamp within our conference registration portal. There is a \$50 charge for the Bootcamp.

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NORM
National Organization of
Rheumatology Managers

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SEPTEMBER 12 – 14
2019

AMWAY GRAND PLAZA HOTEL
DEVOS PLACE CONVENTION CENTER
GRAND RAPIDS, MI