The key to managing a successful practice is operating an efficient one.

In this action-packed course, you'll learn strategy after strategy to improve practice operations that lead to a healthy bottom line. The Nuts and Bolts of Practice Operations course blends patients' expectations for timely access and superior service with your need for financial results. We present hands-on tools and resources to create a win/win for you and your patients.

This course is great for physicians, managers and staff who want a crash course on all aspects of practice operations. Experienced physicians and managers will find value in our innovative approach to operations. We'll challenge you to think differently about the "way you've always done it." Whether you're a novice or an expert in the field, this program can formulate the basis of a process redesign or performance improvement initiative at your practice.

In addition to an exciting and comprehensive agenda, you'll develop your own action plan for change. The ability to transfer your new tools and knowledge will be facilitated by a CD-ROM full of sample checklists, forms and policies related to the content.

Come learn with us!

Elizabeth Woodcock
MBA, FACMPE, CPC
Elizabeth is a professional speaker, trainer and author specializing in medical practice operations and revenue cycle management. With 15 years experience, she has delivered presentations to more than 100,000 physicians and managers. In addition to the popular email newsletter that she authors every week, "Physicians Practice Pearls", she has published several best-selling practice management manuals and textbooks, and written dozens of articles in national healthcare management journals. Elizabeth is a Fellow in the ACMPE and a Certified Professional Coder. In addition to a Bachelor of Arts degree from Duke University, Elizabeth completed a MBA in healthcare management from The Wharton School of Business of the University of Pennsylvania.

Deborah Walker
PhD, FACMPE
Deborah is president of Medical Practice Dimensions, Inc., a health care consulting firm based in Southern California. With more than 23 years of expertise in healthcare, Deborah is a sought-after consultant and speaker in the field. She holds a PhD from the Peter F. Drucker Graduate School of Management, an MBA from UCLA’s Anderson Graduate School of Management; and she has achieved Fellow status in the ACMPE. In addition to authoring numerous articles on medical practice operations issues, she is co-author of the books "Rightsizing: Appropriate Staffing for Your Medical Practice" and "The Physician Billing Process: Avoiding Potholes in the Road to Getting Paid."

Sara Larch
MSHA, FACMPE
Sara is Chief Operating Officer of University Physicians at the University of Maryland School of Medicine. Sara has over 20 years of medical group practice experience. Her master's degree in health sciences administration is from Virginia Commonwealth University where she holds an adjunct faculty appointment. Sara is Past MGMA Board Chair, and Past President of the Academic Practice Assembly and the Association of Managers of Obstetrics and Gynecology. Sara is co-author of the book entitled "The Physician Billing Process: Potholes in the Road to Getting Paid" and a speaker on billing and reimbursement, practice operations, and women leadership topics.
## PROGRAM OFFERINGS

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>FACULTY</th>
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<tr>
<td>NOVEMBER</td>
<td>30 - DEC 1, '05</td>
<td>Birmingham, AL</td>
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<td>Elizabeth Woodcock</td>
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<tr>
<td>DECEMBER</td>
<td>1 - 2, '05</td>
<td>Baltimore, MD</td>
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<td>Sara Larch</td>
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<tr>
<td>JANUARY</td>
<td>26 - 27, '06</td>
<td>San Diego, CA</td>
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<td>Atlanta, GA</td>
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<td>Elizabeth Woodcock</td>
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## AUDIENCE

Physicians, administrators, managers, billing staff, and operations staff interested in improving their practice operations.

## PARTICIPANTS WILL RECEIVE

1. One and one-half day program of practical, hands-on medical practice operations tools and resources
2. Notebook of presentation handouts
3. Accompanying CD-ROM of tools, figures, forms, checklists and other take-home ideas
4. 5 CEU hours from the American Academy of Professional Coders, 10 CEU hours from the Professional Association of Health Care Office Managers (PAHCOM) and the forms necessary to submit for 10 CEU hours from the American College of Medical Practice Executives (ACMPE)
5. Knowledge, opportunity, and encouragement to create an action plan for your practice in 2006

## AGENDA

### DAY 1
7:00-8:00a  Registration and Continental Breakfast
8:00-8:15a  Introduction and Action Plans
8:15-12:00p Front Desk Operations and Scheduling (2 15-minute breaks)
- Front Desk Operations
  - Integrate pre-visit processes
  - Enhance customer service
  - Maximize time of service payments
  - Alert clinical staff of patient’s arrival
  - Handle late arrivals and delays
  - Improve processing of inbound phone calls

12:00-1:00p  BOX LUNCH (and networking with your colleagues)
1:00-4:30p  Clinical Operations (2 15-minute breaks)
- Optimize your clinical care team
- Identify clinic efficiency
- Manage today’s work today
- Start on time -- every day
- Preview charts
- Scheduling and Appointment No-shows
  - Measure appointment availability
  - Accommodate same-day appointment requests
  - Embrace open and advanced access scheduling
  - Establish a scheduling template that works for you and the patient
  - Avoid appointment no-shows

### DAY 2
7:00-8:00a  Registration and Continental Breakfast
8:00 - 12:00p Billing and Collection (2 15-minute breaks)
- Benchmark revenue cycle performance against peers
- Manage new consumer-driven health plans
- Optimize charge capture and charge entry
- Monitor payments to avoid unauthorized discounts
- ‘De-code’ coding; prevent denials before they happen
- ‘De-code’ coding; prevent denials before they happen
- Manage your claim denials
- Create an effective appeals process
- Enhance patient collections
- Work bill calls
- Engage your collection agency

12:00p  Review Action Plans, Present Conference Certificates and Adjourn Conference
SELECT ONE OF THE PROGRAM OFFERINGS

- **NOV 30 - DEC 1, '05**
  - Birmingham, AL
  - Elizabeth Woodcock

- **DECEMBER 1-2, '05**
  - Baltimore, MD
  - Sara Larch

- **JANUARY 26-27, '06**
  - San Diego, CA
  - Deborah Walker

- **FEBRUARY 1-2, '06**
  - Atlanta, GA
  - Elizabeth Woodcock

Please make copies of this form if more than one person registers.

**TO REGISTER**
1. Print a hard copy of the registration form
2. Fill out, mail or FAX with the appropriate fee to:
   - Telephone or FAX registration can be made with Visa, MasterCard or American Express by calling (562) 933-0100 Monday-Friday, 7:30 a.m. - 4:00 p.m. Pacific Time or via FAX (562) 933-0101.

### Method of Payment

- Check or Money Order (Payable to the Center for Health Education)
- Credit Card:
  - AMEX
  - VISA
  - MASTERCARD

**Tuition Fees:** $349.00 per person
**Group Discount Rate:** $299.00 per person (Group discount applies to 3 or more attendees from the same organization)

**Total Registration Fee Enclosed:**

**ACCREDITATION & CANCELLATION**

5 CEU hours for members of the American Academy of Professional Coders (AAPC); 10 CEU hours for members of the Professional Association of Health Care Office Management (PAHCOM); Members of the American College of Medical Practice Executives (ACMPE) will be provided accreditation forms for submission.

Cancellations may be made by phone, but must be confirmed in writing. Cancellations received on or before one week prior to the conference date will receive a full tuition refund less a $50.00 processing fee.
birmingham, AL  NOV 30 - DEC 1, '05  Elizabeth Woodock

**Wednesday, November 30, 2005**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 4:30 p.m.

**Thursday, December 1, 2005**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 12:00 noon

**Conference Location:** The Wynfrey Hotel, 1000 Riverchase Galleria, Birmingham, AL 35244, (205) 987-1600 or 800-996-3739

**Hotel Information:** Course participants requiring hotel accommodations may make reservations directly with the conference hotel. Room rates and availability are not guaranteed.

baltimore, MD  DECEMBER 1 - 2, '05  Sara Larch

**Thursday, December 1, 2005**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 4:30 p.m.

**Friday, December 2, 2005**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 12:00 noon

**Conference Location:** Marriott Inner Harbor, 110 South Eutaw Street, Baltimore, MD 21201, (410) 962-0202

**Hotel Information:** Course participants requiring hotel accommodations may make reservations directly with the conference hotel. Room rates and availability are not guaranteed.

san diego, CA  JANUARY 26 - 27, '06  Deborah Walker

**Thursday, January 26, 2006**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 4:30 p.m.

**Friday, January 27, 2006**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 12:00 noon

**Conference Location:** Sheraton Suites San Diego, 701 A Street, San Diego, CA 92101, (619) 696-9800 or 800-962-1367

**Hotel Information:** Course participants requiring hotel accommodations may make reservations directly with the conference hotel. Room rates and availability are not guaranteed.

atlanta, GA  FEBRUARY 1 - 2, '06  Elizabeth Woodock

**Wednesday, February 1, 2006**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 4:30 p.m.

**Thursday, February 2, 2006**
7:30 a.m. Registration and Continental Breakfast. Program 8:00 a.m. to 12:00 noon

**Conference Location:** Emory Crawford Long Hospital, 550 Peachtree St, NE, Atlanta, GA 30308

**Hotel Information:** Renaissance Atlanta Hotel/Midtown, (404) 881-6000. Course participants requiring hotel accommodations may make reservations directly with the conference hotel. Room rates and availability are not guaranteed.

For additional information concerning these programs, please call the Center for Health Education at (562) 933-0100. There may be changes in faculty or minor changes in the program content caused by circumstances beyond the control of the CHE. The CHE reserves the right to cancel a program at any time caused by circumstances not under its control. Persons registered in a cancelled program will be notified by telephone using the telephone number listed on the application form. Registration fees will be refunded for those programs cancelled by the CHE, however, any travel arrangements incurred will be the responsibility of the attendee. In compliance with the Americans of Disabilities Act, if you have any special needs, please contact the CHE office 30 days prior to the date of the conference.