



MAINE MEDICAL ASSOCIATION
**22ND ANNUAL PRACTICE
EDUCATION SEMINAR**
WEDNESDAY, JULY 24, 2013
AUGUSTA CIVIC CENTER, AUGUSTA, MAINE
8:30AM - 4:30PM

Creating a Higher Performing and Economically Sustainable Health System

MMA's popular annual practice education seminar will be held for the twenty-second time this year in Augusta. The Seminar is intended to inform Maine physicians and practice managers of the major new laws, regulations, and market trends affecting Maine medicine.

Sessions will include the following topics:

- ▶ State Health Care Innovation Plan (SIM Grant)
- ▶ Accountable Care Organizations
- ▶ Physician Payments Sunshine Act
- ▶ Legislative Actions of the 126th Legislature
- ▶ E-Prescribing of Controlled Substances
- ▶ Transitions to ICD 10 – Is Your Practice Ready?
- ▶ Using Social Media to Market Your Practice
- ▶ Maine's Continuing Efforts to Curb Prescription Drug Abuse
- ▶ Affordable Care Act; including exchanges, essential benefits and mandated coverage
- ▶ Updates from Board of Licensure in Medicine and MaineCare
- ▶ Improving Quality by Engaging Patients

Keynote Presenter: Jack Lewin, M.D., Chairman, National Coalition on Health Care, former CEO American College of Cardiology, the California Medical Association and the Hawaii Dept. of Health. Dr. Lewin, now a Washington, D.C. based health policy consultant, is considered one of a handful of healthcare executives who thoughtfully can provide advice on where healthcare in America is headed.



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AGENDA

MAINE MEDICAL ASSOCIATION
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JULY 24, 2013 8:30 A.M. - 4:30 P.M.

7:30AM Registration and Networking; Exhibitors present

8:30 Welcome and Overview *Gordon H. Smith, Esq., Maine Medical Association*

8:35 Morning Keynote: Creating a High Performing and Economically Sustainable Health System
Jack Lewin, M.D., Chairman, National Coalition on Health Care, former CEO American College of Cardiology, the California Medical Association and the Hawaii Dept. of Health. Dr. Lewin, now a Washington, D.C. based health policy consultant, is considered one of a handful of healthcare executives who thoughtfully can provide advice on where healthcare in America is headed.

9:30 Payment Reform Panel – Moderated by Jennifer Reck, MA
Panelists include Frank Johnson, Maine Health Management Coalition and representatives of Maine's Health Plans, including Anthem, Harvard Pilgrim, and Maine Community Health Options.

10:30 BREAK

11:00 BREAKOUT SESSION 1

1. Maine Community Health Options, a New Approach to Health Insurance
2. The Affordable Care Act in 2014: Exchanges, Mandated Coverage, Subsidies for Small Business and Individuals *Mitchell Stein, Consumers for Affordable Health Care*
3. What is New at the Board of Licensure in Medicine *Randal Manning, Executive Director, BOLIM*
4. Recreating Outdoor Areas to Better Accommodate Levels of Care and Services *Sebago Technics*

12:15 Luncheon Keynote: *(Lunch will be served at noon)*
PM Transforming MaineCare – The State Innovation Model (SIM) Grant

DHHS Commissioner Mary Mayhew invited and Kevin Flanigan, Medical Director, MaineCare on the State Innovation Model

1:15 Afternoon Keynote: Marketing Your Practice Through Social Media and the Web
Rich Brooks is founder and president of flyte new media (<http://www.flyte.biz>), a web design and marketing firm in Portland, Maine. He is a nationally recognized speaker on entrepreneurship, Internet marketing and social media.

2:15 BREAKOUT SESSION 2

1. What Physicians Need to Know About Certifying Cause of Death *Margaret Greenwald, M.D., Chief Medical Examiner & Charles "Tom" McHugh, M.D.*
2. Laws of Interest Enacted by the 126th Legislature, First Session *Jessa Barnard, J.D., Maine Medical Association*
3. HealthInfoNet 101
4. Preparing for ICD-10

3:15 BREAK IN EXHIBIT AREA

3:30 BREAKOUT SESSION 3

1. Preventing Prescription Drug Abuse *John Lipovsky, Coordinator, Prescription Monitoring Program*
2. Choosing Wisely Campaign *Lisa Letourneau, M.D., Quality Counts*
3. Physician Payments Sunshine Act: What the Public is Going to See about Your Relationships with the Pharmaceutical Industry
1. E-Prescribing in Maine of Controlled Substances (coming soon to Maine) *Thomas Sullivan, M.D., Consultant, Dr. First, Inc.*

4:30 Wrap-up and Raffle Drawings

REGISTRATION

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YES! Please register me for Maine Medical Association's Twenty-second Annual Practice Education Seminar.

Attendee(s) *(Please include titles)*

Office/Practice Name _____

Office Address _____

City _____ State _____ Zip _____

E-mail _____

Tel. _____ Fax _____

_____ MMA

_____ MOA

_____ DEAPA

_____ MeMGMA

} members and/or their office staff \$125 Per Attendee; \$95 2nd person same office

_____ Non members \$145 Per Attendee; \$95 2nd person same office

(Registration fee includes coffee break, lunch and all program materials.)

Payment Enclosed **Please Make Checks Payable to: MAINE MEDICAL ASSOCIATION**

_____ Visa _____ MasterCard _____ AMEX

Credit Card # _____ CCV _____ Exp. _____

Cardholder Name *(Please print)*: _____

Signature _____

Please register in advance.

Same day registration will be offered on space available basis only;
an additional \$15.00 will be charged for same day registration.
No refunds, but substitutions from same office will be allowed.

***Mail or fax registration form with payment to:
Maine Medical Association, PO Box 190, Manchester, ME 04351
Tel: (207) 622-3374 Fax: (207) 622-3332
or register online at www.mainemed.com***

2013 KEYNOTE SPEAKERS



JACK LEWIN, M.D., Chairman, National Coalition on Health Care, former CEO American College of Cardiology, the California Medical Association, and the Hawaii Dept. of Health. Dr. Lewin, now a Washington, D.C. based health policy consultant, is considered one of a handful of healthcare executives who thoughtfully can provide advice on where healthcare in America is headed.



DHHS COMMISSIONER MARY MAYHEW was appointed in 2011 by Governor Paul LePage and had served for a brief time as the Senior Health Policy Advisor for the Administration. Prior to joining state government, Mayhew served as Vice President of the Maine Hospital Association for 11 years. Mayhew began her professional career as a legislative assistant in Washington D.C. for Congressman William Alexander. Mayhew holds a B.A. in Political Science.



RICH BROOKS is founder and president of flyte new media (<http://www.flyte.biz>), a web design and marketing firm in Portland, Maine. He is a nationally recognized speaker on entrepreneurship, Internet marketing and social media. He presents and blogs (<http://www.flyteblog.com>) on web marketing topics such as social media, search engine optimization, email marketing, blogs and building websites that sell. He is currently an Expert Blogger at FastCompany.com and a regular contributor at SocialMediaExaminer.com.

2013 EARLY EXHIBITORS

ACADEMIC DETAILING

BAYSTATE FINANCIAL SERVICES

DR. FIRST, INC.

MAINE QUALITY COUNTS

MEDICAL MUTUAL INSURANCE COMPANY OF MAINE

MEDICAL PROFESSIONALS HEALTH PROGRAM

SEBAGO TECHNICS

EXHIBITORS: *To reserve your space, contact lmartin@mainemed.com*