

**NEW  
CLINICAL  
TRACK!**

# PREPARING YOUR PRACTICE FOR THE ROUGH ROAD AHEAD

MAINE MEDICAL ASSOCIATION  
23<sup>RD</sup> ANNUAL PRACTICE EDUCATION SEMINAR

**WEDNESDAY, JUNE 18, 2014**

AUGUSTA CIVIC CENTER, AUGUSTA, MAINE  
8:15AM - 4:30PM

MMA's popular annual practice education seminar will be held for the twenty-third 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. This year's program also features a clinical track so physicians, physician assistants, nurse practitioners and other healthcare professionals are encouraged to attend with their practice managers.

Sessions will include the following topics:

- ▶ State Health Care Innovation Plan (SIM Grant)
- ▶ Enrollment in the ACA Health Insurance Marketplace
- ▶ What's New from Medicare
- ▶ Legislative Actions of the 126th Legislature
- ▶ Clinical Presentations: Antibiotic Stewardship, Obesity, COPD
- ▶ Using Social Media to Market Your Practice
- ▶ Maine's Continuing Efforts to Curb Prescription Drug Abuse
- ▶ Direct Care Model
- ▶ Mindfulness and Stress Reduction
- ▶ Reinventing Your Practice for the Future

**Keynote Presenter:** Carol Vargo from the AMA's Division of Federal Affairs will present the findings from the recent Rand survey commissioned by the AMA regarding physician satisfaction and practice sustainability.



[WWW.MAINEMED.COM](http://WWW.MAINEMED.COM)

# AGENDA

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JUNE 18, 2014 8:15 A.M. - 4:30 P.M.

- 7:30AM Registration and Networking (Opportunity to visit with Exhibitors)
- 8:15 Welcome and Overview *Gordon Smith, Esq., Maine Medical Association*
- 8:30 MORNING KEYNOTE: Professional Satisfaction and Practice Sustainability  
*Carol Vargo, Division of Federal Affairs, American Medical Association*
- 9:30 Best Practices, Reinventing Yourself for the Future of Healthcare  
*Barbara Slager, MD and Beverly Neugebauer, Coastal Womens Healthcare*
- 10:30 **BREAK WITH EXHIBITORS**
- 10:45 Best Practices & Lessons Learned: Patient Enrollment in the Health Insurance Marketplace  
*Panel of Practice and Hospital Enrollment Experts*
- 11:45 LUNCHEON KEYNOTE: “The State Innovation Model (SIM) Grant: The First Year”  
*Kevin Flanigan, MD, MaineCare Medical Director*

## 1:00PM BREAK OUT TRACKS

TIME	TRACK 1	TRACK 2	TRACK 3 NEW CLINICAL TRACK
1:00	<b>Marketing Your Practice through Social Media</b> <i>Sam Surprise, Surprise Marketing</i>	<b>New Laws Impacting Your Practice in 2014</b> <i>MMA Staff Attorneys</i>	<b>Antibiotic Stewardship</b> <i>Elizabeth Mock, MD</i>
1:45	<b>BREAK: VISIT EXHIBITORS PLEASE</b>		
2:00	<b>Best Practices “Direct Care Model”</b> <i>Brian Pierce, MD</i>	<b>Mindfulness/ Stress Reduction</b> <i>Nancy Hathaway</i>	<b>Weighing the Evidence on Obesity</b> <i>Erika Pierce, PA-C</i>
3:00	<b>Pain Management and Prescription Monitoring Program</b> <i>John Lipovsky Gordon H. Smith, Esq.</i>	<b>What’s New with Medicare</b> <i>William Kassler, MD</i>	<b>Optimizing the Management of COPD</b> <i>Elizabeth Mock, MD Erika Pierce, PA-C</i>

- 4:00 Wrap-Up and Door Prizes and Raffle Drawings

# REGISTRATION

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JUNE 18, 2014 8:15 A.M. - 4:30 P.M.

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

Attendee(s) *(Please include titles)*

\_\_\_\_\_  
\_\_\_\_\_

Office/Practice Name \_\_\_\_\_

Office Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_

\_\_\_\_\_ MMA

\_\_\_\_\_ MOA

\_\_\_\_\_ MEAPA

\_\_\_\_\_ MeMGMA

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

\_\_\_\_\_ Non members \$145 Per Attendee; \$95 2<sup>nd</sup> person same office

**Total Registration Fees \$** \_\_\_\_\_

*(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)*: \_\_\_\_\_

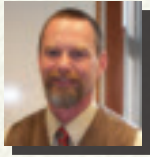
Signature \_\_\_\_\_

**Please register in advance.**

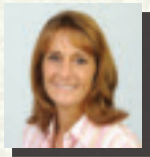
Same day registration will be offered on space available basis only;  
an additional \$15.00 will be charged for same day registration.  
No refunds, but substitutions from same office will be allowed.

**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](http://www.mainemed.com)**

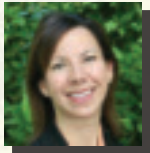
# 2014 KEYNOTE SPEAKERS



**KEVIN FLANIGAN, MD** is the Medical Director at MaineCare and oversees all clinical decisions and aids in strategic program planning. Dr. Flanigan is board-certified in Internal Medicine and Pediatrics, and is a past president of the Maine Medical Association. He currently chairs the Finance Committee of the MMA. Dr. Flanigan is a candidate for an MBA degree in August.



**BARBARA SLAGER, MD** received her medical degree from the University of Texas Southwestern Medical School and her undergraduate degree from Texas Christian University. She completed her residency at Maine Medical Center. Dr. Slager is a board-certified obstetrician-gynecologist with special interest in adolescent well-woman visits, high and low risk obstetrics, cervical pathology and colposcopy, and contraceptive counseling. Her professional affiliations include: the American College of Obstetrics and Gynecology and the Maine Medical Association. Dr. Slager started her practice in 2002. She lives with her family in Gorham.



**CAROL VARGO** is Director of Care Delivery and Payment Collaborations in the AMA Physician Satisfaction and Practice Sustainability Strategic Initiative Group. In this role, Carol identifies, develops, and supports external partnerships with hospitals, health systems, commercial payers, and other parts of the health care industry to advance the AMA strategic agenda on care delivery and payment, with a particular focus on clinical integration and physician and hospital/health system management, the development and implementation of new commercial payment and delivery models, and the usability of electronic health records. Carol is a graduate of Miami University in Oxford, Ohio, with a B.A. in Communications, and a recipient of a Masters in Health Sciences in Health Policy from the Johns Hopkins University Bloomberg School of Public Health in Baltimore, Maryland. Carol resides in the Roland Park neighborhood of Baltimore with her husband and two sons.

## 2014 EARLY EXHIBITORS

MAINE INDEPENDENT CLINICAL INFORMATION SERVICE (MICIS)

BAYSTATE FINANCIAL SERVICES

MAINE QUALITY COUNTS

MEDICAL MUTUAL INSURANCE COMPANY OF MAINE

MEDICAL PROFESSIONALS HEALTH PROGRAM

*MMA acknowledges the generous support of the Maine Health Access Foundation (MeHAF) for this program through its payment reform grant to the Maine Medical Education Trust.*

**EXHIBITORS:** To reserve your space, contact [lmartin@mainemed.com](mailto:lmartin@mainemed.com)