

# Save the Date! Time for a Check-up: Improving the Business Health of Your Practice

November 17, 2016 | 7:30 am to 4:30 pm | Café La Cave | 2777 Manheim Rd, Des Plaines, IL

For more information including our program schedule, please visit:

<https://www.ccpapp.org/2016-time-for-a-check-up/>

## Meet Our Speakers

### *Karen Zupko*



#### **Practical Marketing Strategies/Hiring Smarter: A Recipe for Success**

Karen Zupko is a senior advisor who has been helping physicians navigate the waters of America's healthcare system since 1974. Her perspective stems from more than 25 years of consulting, coaching, and training experience with physicians and those who manage them. Ms. Zupko has a longstanding commitment to physicians and their practice health. One of Karen's primary interests is helping physicians create a group culture that supports collegiality, patient satisfaction, and organizational effectiveness. Through strategic planning assessments and practice retreats, she works with physicians to achieve these goals. Ms. Zupko is on the board of editorial consultants of Medical Economics magazine, and is a member of the American Marketing Association and the Health Care Strategy Forum. She is a member of the Association for Women in Communications, and has served on the board of trustees of Chicago's Grant Hospital. Ms. Zupko is a graduate of the University of Kansas.

### *David Zetter,*

***PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC***



#### **MACRA & MIPS/Effective Revenue Cycle Management in the New Healthcare Environment**

Healthcare Management Consultant David Zetter is the founder and lead consultant with Zetter HealthCare in Mechanicsburg, PA and has over 30 years of operational and healthcare experience. David is nationally recognized for his presentations and expertise. He is well versed in regulatory requirements, revenue cycle management, compliance, and coding and documentation. He is considered an expert on Medicare, not only by his clients, but his consultant colleagues across the country. David speaks often on a variety of practice management subjects at hospital residency programs, the National Society for Certified Healthcare Business Consultants, the Medical Management Group Association, the American Academy of Professional Coders, AHIMA, Florida Institute of Certified Public Accountants, many other venues. David is a previous member of the Board of Directors for the National Society of Certified Healthcare Business Consultants. He is currently on the Education Committee and Marketing Committee Chair and is a Certified Healthcare Business Consultant.

### *Merikay Tillman, MS*



#### **Create Catalysts for Change to Transform the Patient Experience**

Merikay H. Tillman, M.S., Founder & CEO of COACH MKay Companies, LLC is dedicated to your success. She is an award winning national speaker, healthcare consultant and executive coach. Merikay received her B.S. degree from the University of North Carolina at Chapel Hill, and earned a Master's Degree in Human Resource Counseling from NC A&T State University. She also served as a former adjunct chaplain, multcourse certified Dale Carnegie® instructor and Director of Patient and Family Experience.

Register now using the QR code, online at <https://www.ccpapp.org/2016-time-for-a-check-up/> or by calling 312.227.7508

