

*CCPA Purchasing Partners, LLC in Conjunction with  
The Chicago Medical Society Presents:*

## Time for a Check-Up: Improving the Business Health of Your Practice November 15, 2018

# Agenda

Time	Topic	Speaker
8:00-8:30 am	Registration and Breakfast	
8:30-8:45 am	Welcome and Introductions	Valerie Kimball, MD
8:45-10:00 am	Best Practices in Scheduling and No-Show Management	Elizabeth Woodcock*, MBA, FACMPE, CPC
10:00-10:30 am	Break/Visit Exhibit Hall (non-CME)	
10:30-11:45 am	Customer Service that Rocks!	Elizabeth Woodcock*, MBA, FACMPE, CPC
11:45-12:45 am	Lunch/Exhibit Hall (non-CME)	
12:45-2:00 pm	Practical Problem Solving & Strategic Planning Using a SWOT Analysis	Karen A. Zupko*
2:00-2:15 pm	Break/Visit Exhibit Hall (non-CME)	
2:15-3:30 pm	Collecting More in a High Deductible World: Implementing Changes that Increase Cash Flow and Help Patients	Karen A. Zupko*
3:30 pm	Complete Evaluations and Adjourn	

\* Ms. Woodcock has the following financial relationships to disclose: Speaker Honoraria from CCPA Purchasing Partners, LLC

\*Ms. Zupko has the following financial relationship to disclose: Speaker Honoraria from CCPA Purchasing Partners, LLC

All content reviewers and the planners of this activity have no relevant financial relationships with any commercial interests. None of the following staff involved in the planning of this activity have disclosed any relevant financial relationships with any commercial interests: Valerie Kimball,, MD; Kena Norris, MJ, FACHE; Priya Stemler

### Target Audience:

Physicians, practice managers, administrators, and staff with administrative and/or management responsibilities for their practice.

### General Desired Learning Outcomes:

At the end of this CME event, participants should be able to:

- Maximize your scheduling potential, increase productivity, and improve access by leveraging existing resources and determining strategies for avoiding missed appointments and managing cancellations
- Implement methods to improve customer service including over-the-phone and face-to-face interactions with patients
- Acquire the knowledge, tools, and resources necessary to implement a SWOT analysis to aid in strategic planning and goal-setting for your practice
- Retire passive billing procedures and adapt proactive, patient-centric policies and options to increase collections without sacrificing patient care

### Accreditation Statement:

This activity has been planned and implemented with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Chicago Medical Society and CCPA Purchasing Partners.

The Chicago Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

The Chicago Medical Society designates this live activity for a maximum of **5 AMA PRA Category 1 Credits(s)**™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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# **Agenda** *(continued from front page)*

## **Speakers and Presentations:**

**Elizabeth Woodcock, MBA, FACMPE, CPC\***

*Founder and Principal – Woodcock & Associates*

**Title: Best Practices in Scheduling and No-Show Management**

Objectives: At the end of this session, participants should be able to:

- Maximize your scheduling potential, increase productivity, and improve access by leveraging existing resources and determining strategies for avoiding missed appointments
- Plan your reaction to a missed appointment or last-minute cancellation to help avoid productivity loss
- Discover effective methods to confirm appointments

**Title: Customer Service that Rocks!**

Objectives: At the end of this session, participants should be able to:

- Implement methods to improve customer service at your practice
- Pinpoint strategies regarding over-the-phone and face-to-face interactions with patients to enhance customer service
- Identify opportunities to improve the quality of your patients' wait and the timeliness of your telephone response

*\*Ms. Woodcock has the following financial relationships to disclose: Speaker Honoraria from CCPA Purchasing Partners, LLC*

**Karen A. Zupko\***

*President and CEO – KarenZupko & Associates, Inc.*

**Title: Practical Problem Solving & Strategic Planning Using a SWOT Analysis**

Objectives: At the end of this session, participants should be able to:

- Acquire the knowledge, tools, and resources necessary to implement a SWOT analysis to aid in strategic planning and goal-setting for your practice
- As part of the SWOT analysis, identify your practices internal strengths and external opportunities in order to build upon the success of your practice
- As part of the SWOT analysis, recognize your practice's weaknesses and threats in order to develop an action plan to problem-solve and make improvements to your practice

**Title: Collecting More in a High Deductible World: Implementing Changes that Increase Cash Flow and Help Patients**

Objectives: At the end of this session, participants should be able to:

- Retire passive billing procedures and adopt proactive, patient-centric policies to increase collections without sacrificing patient care
- Recognize opportunities to communicate with patients and manage payment expectations, especially for patients with hardships
- Utilize multiple payment options and modern payment technology to streamline your collections

*\*Ms. Zupko has the following financial relationship to disclose: Speaker Honoraria from CCPA Purchasing Partners, LLC*