

Time for a Check-Up: Improving the Business Health of Your Practice November 21, 2019

Agenda

Time	Topic	Speaker
8:00-8:30 am	Registration and Breakfast	
8:30-8:45 am	Welcome and Introductions	Jonathan Necheles, MD
8:45-10:00 am	Understanding Implicit Bias: What it is and Why it Matters	Catherine Beane, JD Principal, Beane Consulting
10:00-10:30 am	Break/Visit Exhibit Hall (non-CME)	
10:30-11:45 am	Managing Conflict in the Workplace	Catherine Beane, JD Principal, Beane Consulting
11:45 am-12:45 pm	Lunch/Visit Exhibit Hall (non-CME)	
12:45-2:00 pm	Does Your Website Measure Up to Patient Expectations?	Karen A. Zupko President & CEO, KarenZupko & Associates, Inc
2:00-2:15 pm	Break/Visit Exhibit Hall (non-CME)	
2:15-3:30 pm	Five Qualities of a Super Star Office Manager	Karen A. Zupko President & CEO, KarenZupko & Associates, Inc
3:30pm	Complete Evaluations and Adjourn	

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

*Ms. Zupko has the following financial relationships to disclose: Speaker Honoraria from CCPA Purchasing Partners, LLC and Stipend from Care Credit

The following planning members of the Chicago Medical Society's CME Subcommittee on Joint Providership have disclosed that they have no relevant financial relationships with commercial interests: Michael Hanak, MD, FAA; Eric A. Eason, MD; Arjang Khorasani, MD; Vemuri S. Murthy, MD; Candice Cole, MHA

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: Jonathan Necheles, 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:

- Describe the concept of implicit bias and identify strategies to address it and prevent it from occurring at your practice
- Implement techniques for managing conflict in the workplace that will assist in enhancing the overall culture of your practice
- Use a comprehensive, 12-point checklist to assess the business and marketing functionality of your practice's website, and develop a strategy for ongoing assessment and continuous website improvement to attract, engage, and retain patients
- Explain five qualities of a top-performing office manager and why these qualities are crucial for achieving success

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**™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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Agenda (continued)

Speakers and Presentations:

Catherine Beane, JD*

Principal – Beane Consulting

Understanding Implicit Bias: What it is and Why it Matters

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

- Describe the concept of implicit bias and what to do if it manifests at the individual, organizational, and systematic levels
- Promote a positive work environment by proactively discussing the concerns and implications for workplace management with colleagues and staff
- Identify strategies to address implicit bias and prevent it from occurring at your practice

Title: Managing Conflict in the Workplace

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

- Explain how and why conflict happens in the workplace and why addressing it can grow your practice's success
- Implement techniques for managing conflict that will assist in enhancing the overall culture of your office
- Explore coping strategies for dealing with difficult situations to improve your wellbeing and interactions with others

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

Karen A. Zupko*

President and CEO – KarenZupko & Associates, Inc.

Title: Does Your Website Measure Up to Patient Expectations?

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

- Recognize patient preferences and expectations for booking appointments, requesting prescription refills, paying invoices, and managing other routine interactions with your practice in order for you to avoid and/or address any potential dissatisfaction
- Explore research-backed strategies for providing an optimal user experience for both new and established patients via phone, tablet, and computer
- Apply evidence-based insights into patient preferences and expectations to evaluate your website's current functionality
- Use a comprehensive, 12-point checklist to assess the business and marketing functionality of your practice's website and identify opportunities for improvement to your site
- Develop a strategy for ongoing assessment and continuous website improvement to attract, engage, and retain patients

Title: Five Qualities of a Super Star Office Manager

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

- Explain five qualities of a top-performing office manager and why these qualities are crucial for achieving success
- Perform a skillset inventory with your office manager to ensure that his/her talents are being well utilized by your practice
- Assess the leadership style of your office manager and understand how his/her style may affect your workflow and the work of others in your office
- Collaborate with your office manager to create a learning plan for advancement that will increase satisfaction, reduce turnover, and bring value to your practice
- Initiate and carry out a goal setting conversation with your office manager that will ensure his/her work directly contributes to the success of your practice

**Ms. Zupko has the following financial relationship to disclose: Speaker Honoraria from CCPA Purchasing Partners, LLC and a stipend from Care Credit*