



National Society of Certified
Healthcare Business Consultants
"Professionals in the Business of Healthcare"

FIRST ANNUAL MEETING
JUNE 20 - 23, 2007

FINAL PROGRAM



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NASHVILLE, TENNESSEE

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The National Society of Certified Healthcare Business Consultants recognizes and thanks the Foundation for Education in Healthcare Management for its generous contribution toward the 2007 Annual Meeting.

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We also extend our gratitude for an outstanding job in making this conference possible to:

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Frank Cohen, MPA
CPA Health Partners

Education Committee

Charlotte Kohler, CPA, RN, CPC, CPAM, CVA
Navigant Consulting Inc.

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JW Medical Office Consultants

Maxine Lewis, CMM, CPC, CCS-P
Medical Coding & Reimbursement Management

Virginia Martin, CMA, CPC, CHCO, CHBC
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Associated Healthcare Advisors, Inc.

Paul R. Trenz, CHBC, CPA
Clayton L. Scroggins Associates, Inc.

David J. Zetter, PHR, CHCC, CHCO, CPC, CPC-H
Health Care Professional Management Services

Vendor Chair

Douglas Driver, CHBC, CFP
DoctorsManagement

*Thank
You!*

General Information

Registration

The NSCHBC 2007 Registration Desk will be open:

Wednesday, June 20	12:00 pm – 5:00 pm
Thursday, June 21	7:00 am – 5:00 pm
Friday, June 22	7:00 am – 5:00 pm

Namebadges

Please wear your namebadge at all times.

EXPO Hours

Wednesday, June 20, 2007

4:00 pm – 5:30 pm	Booth Set-up
5:30 pm – 7:00 pm	Reception - EXPO Hall

Thursday, June 21, 2007

7:15 am – 8:00 am	Breakfast - EXPO Hall
9:05 am – 9:30 am	Break - EXPO Hall
12:05 pm – 1:05 pm	Lunch - EXPO Hall
3:55 pm – 4:15 pm	Break - EXPO Hall

Friday, June 22, 2007

7:00 am – 8:00 am	Breakfast - EXPO Hall
10:05 am – 10:30 am	Break - EXPO Hall
12:20 pm – 1:20 pm	Lunch - EXPO Hall
3:10 pm – 3:25 pm	Break - EXPO Hall
3:30 pm – 5:30 pm	Booth Tear Down

Hotel

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, TN 37214
Phone: 615-889-1000
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Nashville

Official program is subject to change.

Program Schedule

Day 1

Wednesday, June 20th

8:00 am – 5:00 pm

CHBC Certification Course
Ryman Studio MN

8:00 am – 1:00 pm

NSCHBC Board Meeting
Ryman Studio P

12:00 pm – 5:00 pm

Registration
Ryman Foyer

1:00 pm – 5:00 pm

Pre-Conference Intensive Workshop
Ryman Ballroom F

Marketing Your Healthcare Consulting Practice
Keith Borglum
Professional Management & Marketing

How to Utilize Technology Innovations to Improve Client Relationships, Efficiency, and Profits
Judith Aburmishan, CPA, CHBC
FGMK, LLC

Getting and Retaining Clients
J. Gray Tuttle, CHBC
The Rehmann Group

Structured Roundtable
Kathryn Moghadas, RN, CLHRM, CHBC, CHCC, CPC
Associated Healthcare Advisors, Inc.

5:30 pm – 6:00 pm

New/Prospective Member Reception
Ryman B1 Exhibit Hall

6:00 pm – 7:00 pm

Opening Reception & Vendor Hop
Ryman B1 Exhibit Hall

Program Schedule

Day 2

Thursday, June 21st

7:00 am – 7:45 am NSCHBC Certification Board Meeting
Ryman Studio P

7:15 am – 8:00 am Breakfast - EXPO Hall
Ryman B1 Exhibit Hall

8:00 am – 5:00 pm CHBC Certification Course
Ryman Studio MN

8:00 am – 8:10 am Welcome and Announcements
Ryman Ballroom BCEF

8:10 am - 9:05 am Keynote Address
Ryman Ballroom BCEF

Updates in Healthcare Law and Compliance
Andrew Quinn, Esq.
Compliance Concepts, Inc.

9:05 am – 9:30 am Break - EXPO Hall
Ryman B1 Exhibit Hall

9:30 am – 12:05 pm Breakout Sessions

1. Provider Productivity and Compensation
Charlotte Kohler, CPA, RN, CPC, CPAM, CVA
Navigant Consulting Inc. Ryman Ballroom BC

2. Conduct a Comprehensive Review
Frank Cohen, MPA
CPA Health Partners
Virginia Martin, CMA, CPC, CHCO, CHBC
Reed Medical Systems, LLC Ryman Ballroom EF

3. How to Develop a Compliance Plan
David Zetter, PHR, CHCC, CHCO, CPC, CPC-H
Health Care Professional Management Services
Ryman Studio QR

Program Schedule

12:05 pm – 1:05 pm

Lunch - EXPO Hall
Ryman B1 Exhibit Hall

1:05 pm – 2:55 pm

Breakout Sessions

1. How to Conduct a Financial Evaluation

Claudia Reingruber, CPA

Reingruber & Company, P.A.

Ryman Ballroom BC

2. Negotiating Quality Managed Care Contracts

Reed Tinsley, CPA, CVA, CFP

Reed Tinsley, CPA

Ryman Ballroom EF

3. Helping the Practice through an Audit

David Zetter, PHR, CHCC, CHCO, CPC, CPC-H

Health Care Professional

Management Services

Ryman Studio QR

2:55 pm – 3:00 pm

Break

3:00 pm – 3:55 pm

Breakout Sessions

1. Performing a Practice Valuation

Reed Tinsley, CPA, CVA, CFP

Reed Tinsley, CPA

Ryman Ballroom EF

2. Optimizing Physician Extenders

Ron Nelson, PA-C

Health Services Associates, Inc.

Ryman Ballroom BC

3. FMV and Compensation Under Stark

Robert Wade, Esq.

Baker & Daniels LLP

Ryman Studio QR

3:55 pm – 4:15 pm

Break - EXPO Hall
Ryman B1 Exhibit Hall

4:15 pm – 5:05 pm

General Session
Ryman Ballroom BCEF

Introducing NSCHBC

Michael P. Brady, CHBC

Healthcare Business Consultants, Inc.

Joseph M. Cobo, CHBC, CMC

Florida Medical Management Consultants, Inc.

Rex A. Stanley, RN, CMM, CPC, CHBC, CHCC

Unicor Medical

Program Schedule

5:05 pm – 6:05 pm

NSCHBC Annual
Business Meeting
Ryman Ballroom BCEF

6:15 pm – 7:00 pm

Bus Shuttle / Boarding
General Jackson
Showboat
Magnolia Lobby

7:00 pm – 10:00 pm

General Jackson
Showboat

Dinner & Entertainment Cruise
Enjoy a taste of Broadway Nashville-style with *Sing!*

Breakout Tracks

Track 1

Tax and Accounting

Track 2

Practice Management

Track 3

Compliance



Program Schedule

Day 3

Friday, June 22nd

7:00 am – 8:00 am	Breakfast - EXPO Hall Ryman B1 Exhibit Hall
8:00 am – 5:00 pm	CHBC Certification Course Ryman Studio MN
8:00 am – 8:10 am	Welcome Ryman Ballroom BCEF
8:10 am - 9:05 am	General Session Ryman Ballroom BCEF
The Value of Practice Statistics <i>Rick Willeford, MBA, CPA/CFP</i> Willeford Haile, CPA, PC	
9:05 am – 9:10 am	Break
9:10 am – 10:05 am	General Session Ryman Ballroom BCEF
Strategic Planning for Medical Clients <i>Ray Monteleone, CPA</i> Monteleone & Associates	
10:05 am – 10:30 am	Break - EXPO Hall Ryman B1 Exhibit Hall
Misys \$250 Prize Drawing	
10:30 am – 12:20 pm	Breakout Sessions
1. Mergers, Acquisitions and Dissolutions <i>Reed Tinsley, CPA, CVA, CFP</i> Reed Tinsley, CPA	Ryman Ballroom BC
2. RBRVS 101 <i>Frank Cohen, MPA</i> CPA Health Partners	Ryman Ballroom EF
3. Dental Practice Transitions <i>Earl Douglas, DDS, MBA</i> Professional Practice Consultants, Ltd.	Ryman Studio QR

Program Schedule

12:20 pm – 1:20 pm

Lunch – EXPO Hall
Ryman B1 Exhibit Hall

1:20 pm – 3:10 pm

Breakout Sessions

1. Joint Ventures

Douglas G. Smith

Barrington Lakes Group, Inc.

Ryman Ballroom BC

2. Personnel Management

Lori Foley, CMA, CMM, PHR

Gates, Moore & Company

Ryman Ballroom EF

3. Setting Up New Profit Centers

William Price, DDS

Altadonics Corporation

Ryman Studio QR

3:10 pm – 3:25 pm

EXPO Break

Ryman B1 Exhibit Hall

3:25 pm – 4:20 pm

Breakout Sessions

1. Protecting the Practice from Embezzlement

Lori Foley, CMA, CMM, PHR

Gates, Moore & Company

Ryman Ballroom EF

2. Trends in Non-Traditional Medical Practice

Jay Sanders, CPA, CHBC

Professional Business

Consultants, Inc.

Ryman Studio QR

3. Dentist Psychology 101

Merikay Tillman, M.S.

HCI-EBS, Inc.

Ryman Ballroom BC

4:20 pm – 4:25 pm

Break

4:25 pm – 5:20 pm

Medical Economics
Roundtable

Ryman Studio QR

Leslie Kane, MACC, Editor-in-chief

Medical Economics Magazine

Program Schedule

6:00 pm – 6:30 pm

President's Reception
Ryman Studio MNO

6:30 pm – 7:00 pm

Banquet Reception
Ryman Studio MNO

7:00 pm – 10:30 pm

Banquet
Comedian Paul Nardizzi
Ryman Ballroom BCEF

Breakout Tracks

Track 1

Tax and Accounting

Track 2

Practice Management

Track 3

Dental



Program Schedule

Day 4

Saturday, June 23rd

8:00 am – 9:00 am

Breakfast

Ryman Ballroom Foyer

8:00 am – 1:00 pm

CHBC Proctored Examination

Ryman Studio MN

9:00 am – 9:05 am

Welcome

Ryman Ballroom BCEF

9:05 am – 10:05 am

General Session

Ryman Ballroom BCEF

The Year in Review – Income Taxes:

Legislation, Rulings and Cases

John A. Campbell, Esq., CPA

Miller, Canfield,

Paddock & Stone, PLC

10:05 am - 11:05 am

General Session

Ryman Ballroom BCEF

The Year in Review – Employee Benefits:

Legislation, Rulings and Cases

John A. Campbell, Esq., CPA

Miller, Canfield,

Paddock & Stone, PLC

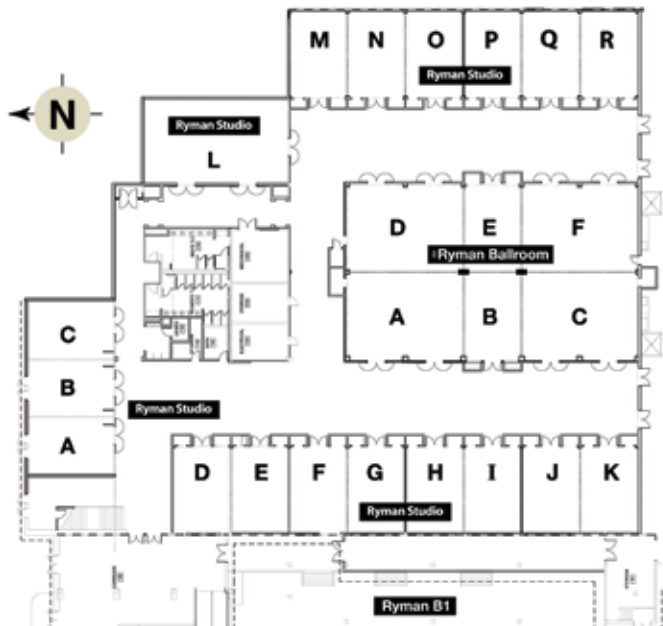
11:05 am

Adjournment

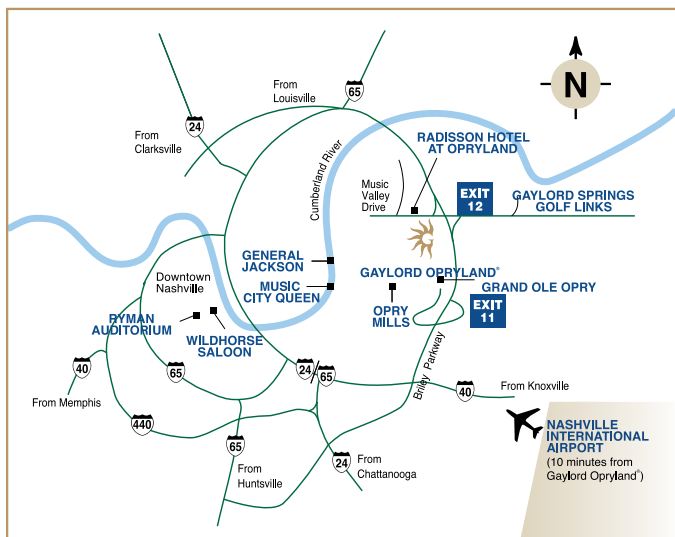


Photo © Cynthia Tanksley

Ryman Meeting Space Magnolia Region



Map of Nashville



Session Descriptions

Pre-Conference Intensive Workshop

Wednesday, June 20th

1:00 pm – 5:00 pm

Ryman Ballroom F

Marketing Your Healthcare Consulting Practice

Keith Borglum

Professional Management & Marketing

Healthcare is becoming more specialized, and our services change in response. Changed services may require changed or new marketing both to get clients and keep clients. This session will focus on very practical issues of creating and implementing a simple Marketing Plan, Budget, and execution, plus specific techniques and resources available.

How to Utilize Technology Innovations to Improve Client Relationships, Efficiency, and Profits

Judith Aburmishan, CPA, CHBC

FGMK, LLC

This course will provide an overview of the use of technology in an accounting and medical consulting firm to enhance client service as well as reduce wasted consultant time. It will cover online accounting systems, electronic file storage, file collaboration and communication technology.

Getting and Retaining Clients

J. Gray Tuttle, CHBC

The Rehmann Group

Important tips and techniques on how to bring in new clients and how to keep the ones you already have.

Structured Roundtable

Kathryn Moghadas, RN, CLHRM, CHBC, CHCC, CPC

Associated Healthcare Advisors, Inc.

During the pre-conference workshop we will be taking notes for later discussion. Then we will present a review of those key points made by both the speakers as well as participants into a “ideas to take home” format and produce it on power point slide show while directing the session. Copies of the summary will be made available to all participants via electronic format.

Session Descriptions

General Sessions

Thursday, June 21st

8:10 am – 9:05 am

Ryman Ballroom BCEF

Keynote Address: Updates in Healthcare Law and Compliance

Andrew Quinn, Esq.

Compliance Concepts, Inc.

Mr. Quinn served as an Assistant United States Attorney for the U.S. Department of Justice for seven years. In that capacity, he represented the United States as a federal prosecutor in various civil and criminal healthcare matters. Andrew has been a member of various federal healthcare related task forces and working groups and has been recognized by the United States Attorney General, the FBI, IRS, DEA and the HHS Inspector General for his work in the area of healthcare fraud. He is nationally recognized for his coordination of the DRG 72-hour window project, which encompasses 4,700 hospitals nationwide.

4:15 pm – 5:05 pm

Ryman Ballroom BCEF

Introducing NSCHBC

Michael P. Brady, CHBC

Healthcare Business Consultants, Inc.

Joseph M. Cobo, CHBC, CMC

Florida Medical Management Consultants, Inc.

Rex A. Stanley, RN, CMM, CPC, CHBC, CHCC

Unicor Medical

Here we are! After years of discussions and negotiations, we are now one! Getting past the existential issues, Mike, Joe and Rex introduce us to the NSCHBC, emphasizing the awesomeness of our combined skill sets and potential positive influence over the healthcare industry. Don't miss this one!

Session Descriptions

Friday, June 22nd

8:10 am – 9:05 am

Ryman Ballroom BCEF

The Value of Practice Statistics

Rick Willeford, MBA, CPA/CFP

Willeford Haile, CPA, PC

It's not just a numbers game. The fact is statistics and data are critical for thriving in any business and medical practices are no different. In this session, Rick Willeford fills us in on where we are now with our statistics program and what we can expect in the future.

9:10 am – 10:05 am

Ryman Ballroom BCEF

Strategic Planning for Medical Clients

Ray Monteleone, CPA

Monteleone & Associates

Want to know a secret? Then come and hear Ray Monteleone, CPA, help you to understand the conceptual and practical issues of strategic planning for a healthcare practice. The fact is, facilitating a strategic planning session is one of the best ways to sell engagements and Ray is the man with the plan when it comes to this arcane but critical discipline.

Saturday, June 23rd

9:05 am – 10:05 am

Ryman Ballroom BCEF

The Year in Review – Income Taxes: Legislation, Rulings and Cases

John A. Campbell, Esq., CPA

Miller, Canfield, Paddock & Stone, PLC

Get the latest and most up-to-date tax information. The information in this session affects pretty much every consultant and every practice out there. Our own L.A. Law review, come and hear John A. Campbell, Esq., bring us up to date on some of the most important – and controversial – information you will hear this year.

Session Descriptions

10:05 am – 11:05 am

Ryman Ballroom BCEF

The Year in Review – Employee Benefits: Legislation, Rulings and Cases

John A. Campbell, Esq., CPA

Miller, Canfield, Paddock & Stone, PLC

Not more of the same! Knowing where you have been helps to better understand where you are going, and John A. Campbell does a smash-up job of improving your perspective of both the past and the future in crucial areas of business management.

Medical Economics Roundtable

Friday, June 22nd

4:25 pm – 5:20 pm

Ryman Studio QR

Topic: What we've been doing isn't working. What do we do now?

Leslie Kane, MACC, Editor-in-chief

Medical Economics Magazine

Keith Borglum

Professional Management & Marketing

Michael P. Brady, CHBC

Healthcare Business Consultants, Inc.

Frank Cohen, MPA

CPA Health Partners

Maxine Lewis, CMM, CPC, CCS-P

Medical Coding & Reimbursement Management

Virginia Martin, CMA, CPC, CHCO, CHBC

Reed Medical Systems, LLC

J. Gray Tuttle, CHBC

The Rehmann Group

Session Descriptions

Breakout Sessions

Track 1

Tax and Accounting

Thursday, June 21st

9:30 am – 12:05 pm

Ryman Ballroom BC

Provider Productivity and Compensation

Charlotte Kohler, CPA, RN, CPC, CPAM, CVA

Navigant Consulting Inc.

Unlike other industries, in healthcare, the majority of the company's owners produce the majority of the revenue. This requires a special process for developing compensation models that can be more dependent on productivity. In this session, Charlotte Kohler will guide you through the maze of programs, policies and processes of developing and maintaining the best physician program for your clients.

1:05 pm – 2:55 pm

Ryman Ballroom BC

How to Conduct a Financial Evaluation

Claudia Reingruber, CPA

Reingruber & Company, P.A.

As the screws tighten, more and more practices are beginning to realize the importance of sound fiscal management and planning. In this session Claudia Reingruber, as specialist in healthcare finance, will present the most important aspects of conducting a financial evaluation of the medical practice. The results can be used to help position the practice for success and for sale, both critical and timely issues for our clients.

3:00 pm – 3:55 pm

Ryman Ballroom EF

Performing a Practice Valuation

Reed Tinsley, CPA, CVA, CFP

Reed Tinsley, CPA

Your client is ready to do something a lot more fun (and profitable) than being a physician. So how much is the practice worth? As we slide over the baby-boomer hump, more and more physicians are getting out of practice and all want as much as they can for their business. Let Reed Tinsley, a certified valuation specialist, give you the information you need to push your client over the hump.

Session Descriptions

Friday, June 22nd

10:30 am – 12:20 pm Ryman Ballroom BC

Mergers, Acquisitions and Dissolutions

Reed Tinsley, CPA, CVA, CFP

Reed Tinsley, CPA

Right now, 80% of practices are 1 to 3 providers. Who wants to bet that will change dramatically over the next five years? We are in a dynamic market and the only thing consistent is change. Mergers, acquisitions and dissolutions are becoming the rule and knowing how to deal with them opens the door to new and profitable engagements. This workshop is packed with nearly two hours of skill-building and mind-bending tools and information.

1:20 pm – 3:10 pm Ryman Ballroom BC

Joint Ventures

Douglas G. Smith

Barrington Lakes Group, Inc.

Session will provide a brief overview of Current Imaging Center Joint Venture Trends and Organizational Models in an era of 2005 Deficit Reduction Act and regulatory influences on Joint Venture Imaging Centers. Detailed Imaging Center Joint Venture Feasibility Study Essentials and Development Models, Financial Risk Assessments and Proforma Models, and typical Joint Venture Participant Considerations will be provided. Case Studies will be presented. Data Sources, for certain elements of Feasibility Studies and Proformas, will be provided.

3:25 pm – 4:20 pm Ryman Ballroom EF

Protecting the Practice from Embezzlement

Lori Foley, CMA, CMM, PHR

Gates, Moore & Company

Controls, controls, controls. If this word doesn't make you feel warm and fuzzy, then you may be missing a big part of the financial management of the practice. Some studies state that nearly 80% of all medical practices experience some sort of embezzlement and that, in no uncertain terms, is 80% too many. Come and hear Lori Foley as she clearly explains the steps necessary to keep your clients in the 0% class of practices that actually get to keep the money they earn.

Session Descriptions

Track 2 Practice Management

Thursday, June 21st

9:30 am – 12:05 pm Ryman Ballroom EF

Conduct a Comprehensive Review

Frank Cohen, MPA

CPA Health Partners

Virginia Martin, CMA, CPC, CHCO, CHBC

Reed Medical Systems, LLC

The words “analytics” and “metrics” strike up fear in the hearts of many math-phobics, but the writing is on the wall; the medical practice is a business and we need to lead the charge for our medical clients. In this session, Frank Cohen and Virginia Martin will introduce you to the process of conducting a comprehensive assessment of the medical practice, from financial to operational to clinical, assisting you with developing richer and higher quality engagements with your clients.

1:05 pm – 2:55 pm Ryman Ballroom EF

Negotiating Quality Managed Care Contracts

Reed Tinsley, CPA, CVA, CFP

Reed Tinsley, CPA

A practice CAN have influence with their payers. It requires a sound mind, thick skin and a pile of defensible data. There’s nothing anyone can do to help you with the first two, but Reed Tinsley, recognized as one of the most savvy negotiators around, can certainly help you with the third. This session will open your eyes as to how empowered a practice can be with the right information.

3:00 pm – 3:55 pm Ryman Ballroom BC

Optimizing Physician Extenders

Ron Nelson, PA-C

Health Services Associates, Inc.

Some physicians don’t like to admit it, but non-physician practitioners, such as PAs and NPs, can handle much of the work that used to belong to primary care docs. Ron Nelson, a PA and past president of the AAPA, provides valuable insight and education as to the best and most profitable ways to use NPPs to the practice’s advantage.

Session Descriptions

Friday, June 22nd

10:30 am – 12:20 pm

Ryman Ballroom EF

RBRVS 101

Frank Cohen, MPA

CPA Health Partners

RBRV what? Better get used to it. After 15 years of whining and complaining about it, the RBRVS has dug in as the foundation of business analysis for medical practices. The fact is, it is a valuable tool for nearly every aspect of analytics and the more we know about it, the more it opens doors for valuable and profitable engagements. In this session, Frank Cohen, data analyst and statistician, guides you step by step through understanding RBRVS and the “oh so” many ways it can be helpful to the practice.

1:20 pm – 3:10 pm

Ryman Ballroom EF

Personnel Management

Lori Foley, CMA, CMM, PHR

Gates, Moore & Company

You're fired! It may have made a great TV show, but in real life, it can be painful for everyone involved. It is the staff that makes up the personality of the practice and who you hire and how you fire can support or destroy a practice. So, if you are going to have a business, better know how to manage the people. In this session, Lori Foley, a personnel management specialist, spends the time necessary to help us help our clients to hire and retain the best and when that fails, take care of business the right way the first time.

3:25 pm – 4:20 pm

Ryman Studio QR

Trends in Non-Traditional Medical Practice

Jay Sanders, CPA, CHBC

Professional Business Consultants, Inc.

As competition increases and the practice of medicine standardizes, physicians that are good businessmen and women look for alternative sources of revenue. Defining who you are and what you do is the first step and in this session, Jay Sanders opens the doors to alternative and non-traditional (but appropriate) ways your clients can generate additional revenues.

Session Descriptions

Track 3 Compliance

Thursday, June 21st

9:30 am – 12:05 pm

Ryman Studio QR

How to Develop a Compliance Plan

David Zetter, PHR, CHCC, CHCO, CPC, CPC-H

Health Care Professional Management Services

Raise your hand if you are tired of talking about compliance! Too bad, because not only is it here to stay, but compliance issues continue to grow in importance and complexity. In this session, David Zetter will help you gain the skills you need to assist your client with developing their own compliance plan, the healthcare equivalent of the 'Stay Out of Jail' card.

1:05 pm – 2:55 pm

Ryman Studio QR

Helping the Practice through an Audit

David Zetter, PHR, CHCC, CHCO, CPC, CPC-H

Health Care Professional Management Services

Freeze! Maybe your clients won't hear that yelled from a guy with a badge and a gun, but since OIG realized how profitable it is to audit a practice, the number of audits (and subsequent recoveries) have skyrocketed. David Zetter gives us valuable insight into the heart of the investigative process and even more valuable advice as to how we can help our clients through this emotional and frightening experience.

3:00 pm – 3:55 pm

Ryman Studio QR

FMV and Compensation Under Stark

Robert Wade, Esq.

Baker & Daniels LLP

Getting paid for what you do is easy; getting paid the right way is a whole other story. And in an industry where everything a physician does is under scrutiny, even something as simple as getting paid can become a regulatory nightmare. In this session, Robert Wade unfolds the mysterious relationship between compensation and Fair Market Value (FMV), broadening your understanding of Stark and what you can do to help your clients.

Session Descriptions

Track 3 Dental

Friday, June 22nd

10:30 am – 12:20 pm

Ryman Studio QR

Dental Practice Transitions

Earl Douglas, DDS, MBA

Professional Practice Consultants, Ltd.

This course discusses the ultimate dental practice transition – the sale. Topics discussed are the facts of life about the sale, how to increase value and marketability, structures of sales, timing, taxes, and the market of buyers. This forum provides an opportunity for interactive discussion and investigation of the most important transition that a professional who is coming to the end of his or her career will have ever faced. This is indispensable information for consultants, whether you are quarterbacking the sale or providing a consulting role in the process.

1:20 pm – 3:10 pm

Ryman Studio QR

Setting Up New Profit Centers

William Price, DDS

Altadonics Corporation

Attendees will benefit from this intensive learning experience that offers a combination of instruction and case studies from Dr. William Price who holds multiple patents and is a 36 year veteran of the dental industry. Participants will learn how a unique dental technique, developed by Dr. Price, can be used to help achieve the full potential and enhance the residual value of an established dental practice.

3:25 pm – 4:20 pm

Ryman Ballroom BC

Dentist Psychology 101

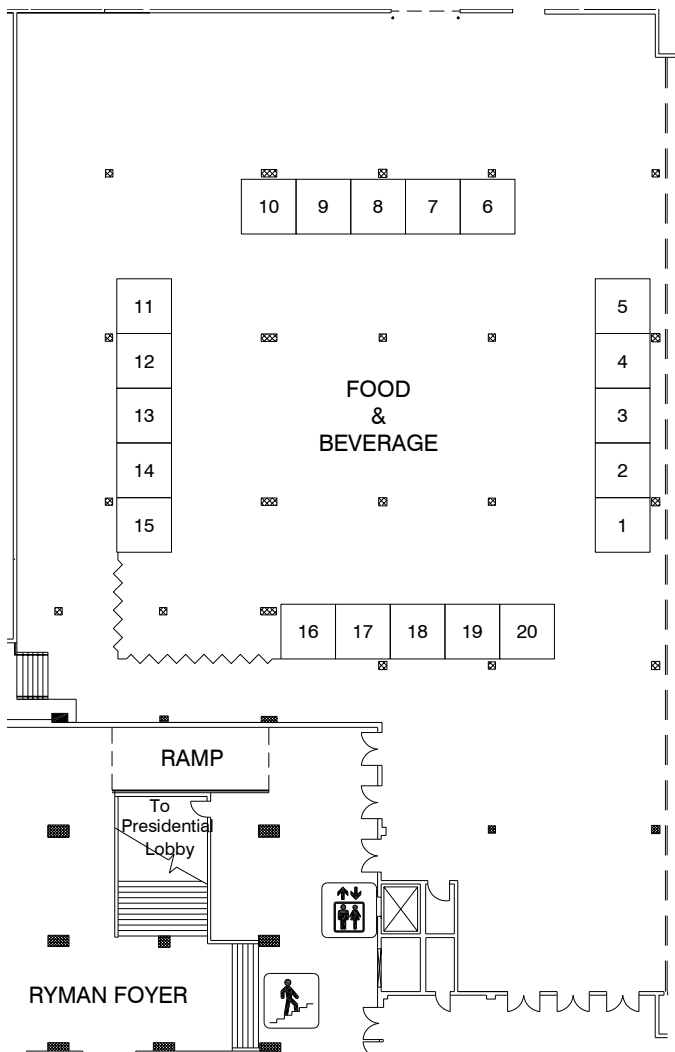
Merikay Tillman, M.S.

HCI-EBS, Inc.

In this power packed session you will discover personality traits of dentists, understand their value system and the process they use when making business decisions. Discuss perfection vs. excellence, trends in dentistry and how competition impacts their personal & professional lives. If you want to grow your client base in the dental market or elevate your ability to communicate with this market – this program will give you strategies to have dental clients for life.

NSCHBC 2007 EXPO Hall

Ryman B1 Exhibit Hall



NSCHBC 2007 EXPO Hall

Ryman B1 Exhibit Hall

Exhibitor Locator	Booth #
Healthpac Computer Systems * Conference Sponsor *	1
Solus Business Intelligence	2
EHS	3
Professional Management Consultants Association	4
Misys Healthcare Systems * Conference Sponsor *	5
Appointment Desk Co.	6
Wise Incorporated	7
Mag Mutual Healthcare Solutions, Inc.	8
Agastha, Inc.	9
Allscripts	10
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Greenbranch Publishing	16
ETACTICS, Inc.	17
McHenry Advisers, Inc.	18
athenahealth, Inc.	19
CCA Medical	20

About the Exhibitors

NSCHBC assumes no responsibility for the content of the exhibitors' own descriptions of services.

Exhibitor	Booth #
<p>Agastha, Inc. 4201 Congress Street, Suite 410 Charlotte, NC 28209 704-887-6707 www.agastha.com PM/EMR</p>	9
<p>Allscripts 5501 Dillard Drive Cary, NC 27518 919-851-6177 www.allscripts.com Electronic Medical Record/Practice Management Software</p>	10
<p>Appointment Desk Co. 9741 Preston Road, Suite 105 Frisco, TX 75034 214-619-0777 www.appointmentdesk.us The Appointment Desk Co. remotely schedules appointments for doctors' offices across the U.S. Their friendly, professional, US-based receptionists can utilize the doctors' existing practice management system or a provided, web-based, calendaring system. Charges are usually less than the cost of the staff displaced.</p>	6
<p>athenahealth, Inc. 311 Arsenal Street Watertown, MA 02472 617-402-1205 www.athenahealth.com athenahealth provides the only physician revenue and clinical cycle management offering that integrates web-based practice management and EMR software, continually updated payer knowledge, and back office processing in a single service.</p>	19

- CCA Medical** 20
6 Southridge Court
Greenville, SC 29607
864-527-5534
www.ccamedical.com
Practice Management and Electronic Medical records for
the medical community.
- DRS - Keiser Computers** 12
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