



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

# FIRST ANNUAL MEETING

## JUNE 20 - 23, 2007

### REGISTRATION BROCHURE



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**GAYLORD OPRYLAND RESORT & CONVENTION CENTER**  
**NASHVILLE, TENNESSEE**

# NSCHBC First Annual Meeting

The National Society of Certified Healthcare Business Consultants\*, the premier Society representing the best in the field of business healthcare consulting, is pleased to host its first annual meeting. The conference will be held June 20-23, 2007, in Nashville, Tennessee. If you are a healthcare business professional, you won't want to miss this important educational and networking opportunity.

Join us for a special keynote address by Jim Sheehan, Esq., Chief of the Civil Division and Assistant U.S. Attorney for the Department of Justice, on the latest information on healthcare law and compliance.

The Society will also host general sessions on the value of practice statistics, strategic planning for medical clients, a review of income tax and employee benefit legislation and rulings, as well as a special session on the Society itself and its plans for the coming year. Concurrent breakout sessions will allow attendees to focus on specialized topics that meet their needs, such as tax and accounting, practice management, compliance and dental issues.

Conference participants will be offered the opportunity to visit our EXPO Hall to get a first-hand look at leading technologies and services available in today's market place.

Join us and learn about the latest trends in the industry with ample opportunity to network with colleagues and friends in a number of meetings and social events that includes the best that Nashville has to offer.

Please join us and register today!

**Frank Cohen**, CMPA, Meeting Chair

*\*The National Society of Certified Healthcare Business Consultants was founded by the membership of the Institute of Certified Healthcare Business Consultants, the National Association of Healthcare Consultants and the Society of Medical Dental Management Consultants on July 1, 2006.*

## Contact Information

### Meeting Chair

Frank Cohen, CMPA  
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Email: [frank@cpahealth.com](mailto:frank@cpahealth.com)

### For More Information

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Fax: 703-435-4390  
Email: [info@nschbc.org](mailto:info@nschbc.org)  
[www.nschbc.org](http://www.nschbc.org)

# DAY 1

## Wednesday, June 20<sup>th</sup>

8:00 am – 5:00 pm

CHBC Certification Course\*

8:00 am – 1:00 pm

NSCHBC Board Meeting

12:00 pm – 5:00 pm

Registration

1:00 pm – 5:00 pm

Pre-conference Intensive Workshop

**Marketing Your Healthcare Consulting Practice**

*Keith Borglum*

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

*Judith Aburmishan, CPA, CHBC*

**Structured Roundtable**

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

*J. Gray Tuttle, CHBC*

5:30 pm – 6:00 pm

New / Prospective Member Reception – EXPO Hall

6:00 pm – 7:00 pm

Opening Reception & Vendor Hop – EXPO Hall



# DAY 2

## Thursday, June 21<sup>st</sup>

7:15 am – 8:00 am	Breakfast – EXPO Hall
8:00 am – 5:00 pm	CHBC Certification Course*
8:00 am – 8:10 am	Welcome and Announcements
8:10 am – 9:05 am	<b>Keynote Address</b> <b>Updates in Healthcare Law and Compliance</b> <i>Jim Sheehan, Esq.</i> Chief of the Civil Division and Assistant U.S. Attorney for the Department of Justice
9:05 am – 9:30 pm	Break – EXPO Hall
9:30 am – 12:05 pm	<b>Breakout Sessions</b> <ol style="list-style-type: none"> <li><b>1. Provider Productivity and Compensation</b> <i>Charlotte Kohler, CPA, RN, CPC, CPAM, CVA</i></li> <li><b>2. Conduct a Comprehensive Review</b> <i>Frank Cohen, CMPA</i> <i>Virginia Martin, CMA, CPC, CHCO, CHBC</i></li> <li><b>3. How to Develop a Compliance Plan</b> <i>David Zetter, PHR, CHCC, CHCO, CPC, CPC-H</i></li> </ol>
12:05 pm – 1:05 pm	Lunch – EXPO Hall
1:05 pm – 2:55 pm	<b>Breakout Sessions</b> <ol style="list-style-type: none"> <li><b>1. How to Conduct a Financial Evaluation</b> <i>Claudia Riengruber, CPA</i></li> </ol>

**Breakout Tracks**

Track 1  
Tax and Accounting

Track 2  
Practice Management

Track 3  
Compliance



	<ol style="list-style-type: none"> <li><b>2. Negotiating Quality Managed Care Contracts</b> <i>Reed Tinsley, CPA, CVA, CFP</i></li> <li><b>3. FMV and Compensation Under Stark</b> <i>Robert Wade, Esq.</i></li> </ol>
2:55 pm – 3:00 pm	Break
3:00 pm – 3:55 pm	<b>Breakout Sessions</b> <ol style="list-style-type: none"> <li><b>1. Performing a Practice Valuation</b> <i>Reed Tinsley, CPA, CVA, CFP</i></li> <li><b>2. Optimizing Physician Extenders</b> <i>Ron Nelson, PA-C</i></li> <li><b>3. Helping the Practice through an Audit</b> <i>Andy Quinn, Esq.</i></li> </ol>
3:55 pm – 4:15 pm	Break – EXPO Hall
4:15 pm – 5:05 pm	<b>General Session</b> <b>Introducing NSCHBC</b> <i>Michael P. Brady, CHBC</i> <i>Joseph M. Cobo, CHBC, CMC</i> <i>Rex A. Stanley, RN, CMM, CPC, CHBC, CHCC</i>
5:05 pm – 6:05 pm	NSCHBC Annual Business Meeting
6:15 pm – 7:00 pm	Bus Shuttle / Boarding General Jackson Showboat
7:00 pm – 10:00 pm	General Jackson Showboat Dinner & Entertainment Cruise Enjoy a taste of Broadway Nashville-style with <i>Sing!</i>

# DAY 3

## Friday, June 22<sup>nd</sup>

7:00 am – 8:00 am	Breakfast – EXPO Hall
8:00 am – 5:00 pm	CHBC Certification Course*
8:00 am – 8:10 am	Welcome
8:10 am – 9:05 am	General Session The Value of Practice Statistics <i>Rick Willeford, MBA, CPA / CFP</i>
9:05 am – 9:10 am	Break
9:10 am – 10:05 am	General Session Strategic Planning for Medical Clients <i>Ray Monteleone, CPA</i>
10:05 am – 10:30 am	Break – EXPO Hall
10:30 am – 12:20 pm	Breakout Sessions <ol style="list-style-type: none"> <li>1. Mergers, Acquisitions and Dissolutions <i>Reed Tinsley, CPA, CVA, CFP</i></li> <li>2. RBRVS 101 <i>Frank Cohen, CMPA</i></li> <li>3. Dental Practice Transitions <i>Earl Douglas, DDS, MBA</i></li> </ol>
12:20 pm – 1:20 pm	Networking Lunch – EXPO Hall
1:20 pm – 3:10 pm	Breakout Sessions <ol style="list-style-type: none"> <li>1. Joint Ventures <i>Doug Smith, CPA</i></li> <li>2. Personnel Management <i>Lori Foley, CMA, CMM, PHR</i></li> <li>3. Setting Up New Profit Centers <i>William Price, DDS</i></li> </ol>
3:10 pm – 3:25 pm	Break – EXPO Hall

3:25 pm – 4:20 pm	Breakout Sessions <ol style="list-style-type: none"> <li>1. Protecting the Practice from Embezzlement <i>Lori Foley, CMA, CMM, PHR</i></li> <li>2. Trends in Non-Traditional Medical Practice <i>Jay Sanders, CPA, CHBC</i></li> <li>3. Dentist Psychology 101 <i>Merikay Tillman, M.S.</i></li> </ol>
4:20 pm – 4:25 pm	Break
4:25 pm – 5:20 pm	Medical Economics Roundtable
6:30 pm – 7:00 pm	Banquet Reception
7:00 pm – 10:00 pm	Banquet <i>Paul Nardizzi, Comedian</i>



**Breakout Tracks**

Track 1  
Tax and Accounting

Track 2  
Practice Management

Track 3  
Dental

## **DAY 4**

### **Saturday, June 23<sup>rd</sup>**

- 8:00 am – 9:00 am**      **Breakfast**
- 8:00 am – 5:00 pm**      **CHBC Proctored Examination\***
- 9:00 am – 9:05 am**      **Welcome**
- 9:05 am – 10:05 am**      **General Session**  
**The Year in Review – Income Taxes: Legislation, Rulings and Cases**  
*John A. Campbell, Esq.*
- 10:05 am – 11:05 am**      **General Session**  
**The Year in Review – Employee Benefits: Legislation, Rulings and Cases**  
*John A. Campbell, Esq.*
- 11:05 am**      **Adjournment**



#### **\*Certified Healthcare Business Consultant (CHBC) Certification Course**

##### **Interested in becoming a Certified Healthcare Business Consultant?**

The NSCHBC will be holding a certification course and proctored examination in conjunction with the Annual Educational Meeting.

If you are not currently a member of the NSCHBC, you must submit an application for membership in order to be eligible to enroll for this course.

**Information listed in this Preliminary Program is subject to change.**  
**Please visit our website at [www.nschbc.org](http://www.nschbc.org) for the latest information.**

# General Information

## Hotel Information

### Gaylord Opryland Resort & Convention Center

2800 Opryland Drive  
Nashville, TN 37214  
Phone: 615-889-1000  
[www.gaylordhotels.com](http://www.gaylordhotels.com)

**Reservations:** 1-866-972-6779

**Group Name:** X-NSCH

**Group Rate:** \$199 Standard  
\$234 Atrium View

### Reservation

**Deadline:** May 21, 2007

**Resort Fee:** \$10 per room per night  
*This fee includes high speed internet access, housekeeping, phone access charge, access to fitness center, and scheduled complex transportation.*

**Check in:** 3:00 p.m. Central Time

**Check out:** 11:00 a.m. Central Time

**Self-parking** is \$10 a day

**Valet parking** is \$18 plus tax per day  
(prices are subject to change)

*No shows will be charged the full room revenue for dates of reservation.*



## Airport Shuttle

**Cost:** \$30 per person, round trip  
\$20 per person, one-way

Visit the Gaylord Opryland Welcome Desk to purchase shuttle tickets, which is located on the lower level of the airport, between the two escalators. If you arrive after Welcome Desk business hours, proceed directly to the shuttle, which is located to the left as you exit the front door of the lower level of the airport.

## EXPO Opportunities

Learn about the latest and greatest innovations at the NSCHBC 2007 EXPO Hall. Meet with up to 25 vendors and learn about new products while enjoying sponsored breakfasts, lunches, and designated breaks on Thursday and Friday. Also, don't miss the opening reception and Vendor Hop reception on Wednesday evening!

For information on exhibiting and / or sponsorship opportunities, please contact Rachael Shaw at 703-234-4101 or email [rachael.shaw@nschbc.org](mailto:rachael.shaw@nschbc.org).

## Social Events

### **New / Prospective Member Reception** – Wednesday Evening

Interested in being a new member buddy?

Please be sure to indicate this on your conference registration form.

### **Opening Reception & Vendor Hop** – Wednesday Evening

### **General Jackson Showboat** – Thursday Evening

Dinner & Entertainment Cruise

Enjoy a taste of Broadway Nashville-style with *Sing!*

Please register early as availability is limited!

### **Reception and Banquet** – Friday Evening

Laugh with comedian Paul Nardizzi

## Pre-Conference Intensive Workshop

A pre-conference intensive workshop and structured roundtable will be held on Wednesday, June 20th, from 1:00 p.m. to 5 p.m. Attendance at this session is a great way to gain additional credit hours at no additional registration cost.

## Conference Attire

All attendees are encouraged to wear business casual attire to all functions. The average temperature in Nashville for June is a high of 85 degrees and a low of 65 degrees. Please dress accordingly as temperatures in meeting rooms may vary.

## Spouse / Guest Sightseeing Tours

### Discover Nashville

Thursday, June 21, departure at 9:00 am\*

\*8:30 am hotel lobby pick-up; tour duration approximately 3.5 hours.

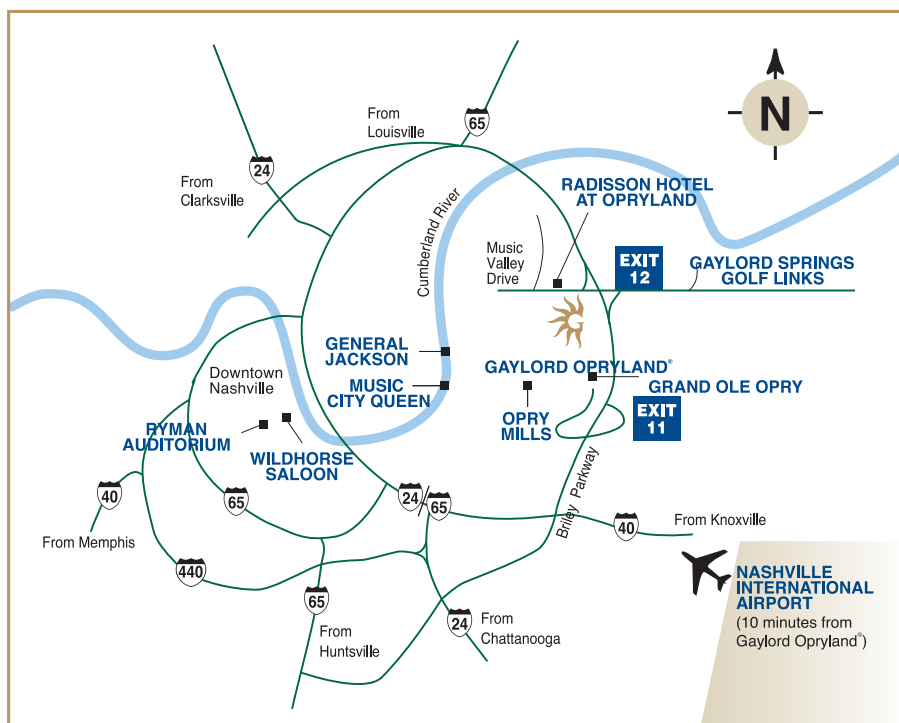
Driving tour of Historic Downtown, Fort Nashborough, the State Capitol, Vanderbilt University, the Parthenon, and Music Row. Includes admission tickets to the Ryman Auditorium and the Country Music Hall of Fame and Museum.

### Historic Tennessee

Friday, June 22, departure at 11:00 am\*

\*10:30 am hotel lobby pick-up; tour duration approximately 4.5 hours.

Admission and tour included to the Belle Meade Plantation and the Hermitage, home of Andrew Jackson, seventh President of the United States of America.



## Cancellations

Registration fees, less a \$50 administrative fee, will be refunded if written notice is received by May 14, 2007. Requests for refunds will not be honored after May 14, 2007.

Attendees must purchase a full registration; no refunds will be given for functions not attended.

## Nashville Attractions

### **Country Music Hall of Fame and Museum**

Tel: 615-416-2001

[www.countrymusichalloffame.com](http://www.countrymusichalloffame.com)

### **Gaylord Springs Golf Links**

Tel: 615-458-1730

[www.gaylordsprings.com](http://www.gaylordsprings.com)

### **Grand Ole Opry**

Tel: 800-SEE-OPRY

[www.opry.com](http://www.opry.com)

### **Opry Mills Shopping**

Tel: 877-SHOP-FUN

[www.oprymills.com](http://www.oprymills.com)

### **Relache Spa**

Tel: 615-458-1SPA

[www.gaylordopryland.com](http://www.gaylordopryland.com)

### **Wildhorse Saloon**

Tel: 615-902-8200

[www.wildhorsesaloon.com](http://www.wildhorsesaloon.com)

Go to [www.visitmusiccity.com](http://www.visitmusiccity.com) for additional details.

**We look forward to seeing you in Nashville.  
Don't forget to set your watch to Central Time!**

# Registration Form

## NSCHBC 2007 Annual Meeting

Gaylord Opryland Resort & Convention Center

Nashville, Tennessee

June 20 – 23, 2007

Hotel Reservations must be made separately. Please see registration materials for details.

Please print or type information exactly as you want it to appear on your badge.

Name \_\_\_\_\_ Spouse / Guest name (if attending) \_\_\_\_\_  
Nickname for Badge \_\_\_\_\_ Spouse / Guest Nickname for Badge \_\_\_\_\_  
Company \_\_\_\_\_  
Designation (i.e. CPA, CHBC, etc.) \_\_\_\_\_  
Address \_\_\_\_\_  
City / State / Zip \_\_\_\_\_  
Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_  
E-mail address \_\_\_\_\_

### Please check box if applies:

- I want to be a buddy to a new / prospective member.  I am a new / prospective member of the NSCHBC.  
 I have special dietary needs.  I have special requirements under the ADA.

### Meeting Registration

#### Annual Educational Meeting

Wednesday, June 20 – Saturday, June 23

- NSCHBC Member**  
\$645 (\$745 after 5/14) \$ \_\_\_\_\_  
 **Spouse / Guest**  
\$100 \$ \_\_\_\_\_  
 **NSCHBC Non-Member**  
\$795 \$ \_\_\_\_\_

Registration includes pre-conference intensive workshop, opening reception, continental breakfasts, lunches, the banquet event, and conference materials.

Spouse / Guest registration includes opening reception, continental breakfasts, and the banquet event. This does not include educational sessions. Spouses / Guests attending education sessions must register at the full member rate.

### CHBC Certification Course and Proctored Examination

#### CHBC Certification Course

Wednesday, June 20 – Friday, June 22

- NSCHBC Charter Member**  
\$715 (10% discount 2007 – 2009 only) \$ \_\_\_\_\_  
 **NSCHBC Non-Member\***  
\$795 \$ \_\_\_\_\_

\*If you are not currently a member of the NSCHBC, you must submit an application for membership in order to be eligible to enroll for this course.

#### Proctored Examination

Saturday, June 23

- Proctored Examination**  
\$600 \$ \_\_\_\_\_

CHBC certification course registration includes opening reception, continental breakfasts, lunches, the banquet event, and study materials. Please register early to ensure advanced receipt of study materials.

### Pre-Conference Intensive Workshop

- Wednesday, June 20

### Social Events

- Opening Reception & Vendor Hop**  
Wednesday, June 20  
 **General Jackson Showboat (limited availability)**  
Thursday, June 21  
\$85 per person \$ \_\_\_\_\_  
 **Banquet with Reception**  
Friday, June 22

### Spouse / Guest Sightseeing Tours

- Discover Nashville**  
Thursday, June 21  
\$45 per person \$ \_\_\_\_\_  
 **Historic Tennessee**  
Friday, June 22  
\$55 per person \$ \_\_\_\_\_

### Subtotal

Less \$195 Membership Application Fee applied towards Non-Member registration costs (if applicable). ( \_\_\_\_\_ )

### Total Payment Enclosed

- \$ \_\_\_\_\_  
 Check  American Express  
 VISA  MasterCard

Please make checks payable to NSCHBC.

Name on Credit Card \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (required if using a credit card)

**by Mail:**  
NSCHBC  
12100 Sunset Hills Rd.  
Suite 130  
Reston, VA 20190

**by Fax:**  
Fax: 703-435-4390

**Questions?** Call: 703-234-4099  
Email: [info@nschbc.org](mailto:info@nschbc.org)

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