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

JUNE 16 – 19, 2010  
2010 ANNUAL MEETING  
REGISTRATION BROCHURE

PGA NATIONAL RESORT & SPA  
Palm Beach Gardens, Florida

# NSCHBC 2010 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 announce its 2010 Annual Meeting. The conference will be held June 16 - 19, 2010, in Palm Beach Gardens, Florida. 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 session with Catherine Hanson of the American Medical Association.

General and concurrent session topics include Lean Six Sigma for the Medical Practice, Dental Marketing, a special update on the NSCHBC Statistics Program, and many more. An educational working group session on Hospital Transitions will allow attendees a special networking and learning opportunity.

Conference participants will be offered the opportunity to visit our Expo area 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 Palm Beach has to offer.

Please join us and register today!

*Judith N. Aburmishan, MBA, CPA, CHBC*  
Program Chair, NSCHBC Education Committee

## **Contact Information:**

NSCHBC  
12100 Sunset Hills Road  
Suite 130  
Reston, VA 20190  
Tel: 703-234-4099  
Fax: 703-435-4390  
Email: [info@nschbc.org](mailto:info@nschbc.org)  
[www.nschbc.org](http://www.nschbc.org)



# Preliminary Program

(Eastern Time)

## DAY 1

Wednesday, June 16

8:00 AM – 5:00 PM	CHBC Certification Review Course*
8:00 AM – 1:00 PM	NSCHBC Board Meeting
12:00 PM – 5:00 PM	Registration
1:15 PM – 2:30 PM	Lean Six Sigma for the Medical Practice <i>Frank Cohen, MPA</i> CPA Health Partners <i>Owen J. Dahl, MBA, FACHE, CHBC</i> Owen Dahl Consulting
2:30 PM – 2:45 PM	Break
2:45 PM – 4:00 PM	Lean Six Sigma for the Medical Practice <i>(continued)</i> <i>Frank Cohen, MPA</i> CPA Health Partners <i>Owen J. Dahl, MBA, FACHE, CHBC</i> Owen Dahl Consulting
4:00 PM – 4:10 PM	Break
4:10 PM – 5:00 PM	Dental Marketing & Trends <i>Robert Gray, EA, CHBC</i> Gray-Pilgrim and Associates LLC <i>Christopher Mahan, CHBC, MBA ACC</i> Mahan & Associates, LLC
5:30 PM – 7:30 PM	Opening Reception & Vendor Hop – Expo Area



## DAY 2

Thursday, June 17

7:00 AM – 8:00 AM	Continental Breakfast – Expo Area
8:00 AM – 5:00 PM	CHBC Certification Review Course*
8:00 AM – 8:10 AM	Welcome and Announcements <i>J. Gray Tuttle, CHBC</i> NSCHBC President
8:10 AM – 9:00 AM	Keynote Session: Impact of the NY Ingenix Case on Setting Fees <i>Frank Cohen, MPA</i> CPA Health Partners <i>Catherine I. Hanson, JD</i> American Medical Association
9:00 AM – 9:30 AM	Break – Expo Area
9:30 AM – 11:10 AM	Hospital Transition Working Groups <i>Michael J. Wiley, CHBC, AVA</i> Healthcare Management and Consulting Services, Inc.
11:10 AM – 11:25 AM	Break
11:25 AM – 12:15 PM	Vendor Presentations
12:15 PM – 1:15 PM	Lunch – Expo Area
1:15 PM – 2:30 PM	Concurrent Sessions  Dental Valuation and Transitions <i>K.M. "Mac" Winston, CFP</i> PPC LOAN  EMR Implementation <i>David J. Zetter, PHR, CHCC, CHCO, CPC, CPC-H, PCS, FCS, CHBC</i> Zetter Healthcare Management Consultants
2:30 PM – 2:45 PM	Break – Expo Area
2:45 PM – 4:00 PM	Concurrent Sessions  Dental Statistical Benchmarks <i>Vijay Sikka</i> Sikka Software Corporation  EMR Implementation (continued) <i>David J. Zetter, PHR, CHCC, CHCO, CPC, CPC-H, PCS, FCS, CHBC</i> Zetter Healthcare Management Consultants
4:00 PM – 4:15 PM	Break
4:15 PM – 5:05 PM	LinkedIn Seminar <i>Judith N. Aburmishan, MBA, CPA, CHBC</i> FGMK, LLC <i>Michael Burzynski, CPA</i> Komisar Brady & Co., LLP
6:30 PM – 6:45 PM	Bus Shuttle / Boarding
7:00 PM – 10:00 PM	Private Dinner Cruise on the Intercostal Waterway
10:00 PM – 10:15 PM	Bus Shuttle / PGA National Resort & Spa

## DAY 3

Friday, June 18

7:00 AM – 8:00 AM	Continental Breakfast – Expo Area
8:00 AM – 5:00 PM	CHBC Certification Review Course*
8:00 AM – 8:10 AM	Welcome and Announcements <i>J. Gray Tuttle, CHBC</i> NSCHBC President
8:10 AM – 9:00 AM	NSCHBC Statistics Update <i>C. David Carpenter, CHBC, EA</i> Healthcare Management Consultants, Inc.
9:00 AM – 9:30 AM	Break – Expo Area
9:30 AM – 11:10 AM	Medical Economics Roundtable <i>Lois A. Bowers, Managing Editor</i> Medical Economics
11:10 AM – 11:25 AM	Break
11:25 AM – 12:15 PM	NSCHBC Membership Business Meeting
12:15 PM – 1:15 PM	Lunch – Expo Area
1:15 PM – 2:05 PM	The Troubled Practice Turnaround <i>Jerry Silberman</i> Corporate Turnaround
2:05 PM – 2:35 PM	Break – Expo Area Prize Drawing!
2:35 PM – 3:25 PM	Concurrent Sessions Registry Services for PQRI Reporting <i>Theresa Hush</i> ICLOPS Member Benefits, Participation, and Services / HBMA Session <i>Kathryn I. Moghadas, RN, CLHRM, CHBC, CHCC, CPC</i> Associated Healthcare Advisors, Inc. <i>Brad Lund, Executive Director</i> Healthcare Billing and Management Association
3:25 PM – 3:40 PM	Break
3:40 PM – 4:30 PM	Medical Practice Legal Risks You Might Not Think About <i>Jeffrey Segal, MD, JD, FACS</i> Medical Justice
5:30 PM – 7:30 PM	President's Awards Reception

## DAY 4

Saturday, June 19

8:00 AM – 9:00 AM	Continental Breakfast
8:00 AM – 12:00 PM	CHBC Proctored Examination*
8:15 AM – 8:45 AM	NSCHBC Board Meeting
9:00 AM – 9:05 AM	Welcome and Announcements <i>J. Gray Tuttle, CHBC</i> NSCHBC President
9:05 AM – 9:55 AM	How to Turn Satisfied Patients into Loyal Patients <i>Jamie Verkamp</i> (e)Merge
9:55 AM – 10:05 AM	Break
10:05 AM – 11:45 AM	How to Turn Satisfied Patients into Loyal Patients (continued) <i>Jamie Verkamp</i> (e)Merge
11:45 AM	Adjournment

\*Certified Healthcare Business Consultant (CHBC) Certification Course

Questions?  
Concerns?  
Call: 703-234-4099  
Email: info@nschbc.org

## Interested in becoming a Certified Healthcare Business Consultant?

The NSCHBC plans to hold a **Certification Review Course and Proctored Examination** in conjunction with the Annual Educational Meeting. **This course is subject to cancellation one month out for low enrollment.**

You must be a member of the NSCHBC in order to be eligible to enroll in this course and/or examination. If you are not currently a member of the NSCHBC, please be sure to submit an application for membership early, as applications generally take 30 – 60 days to be reviewed and processed.

## Educational Meeting CPE Credits

National Society of Certified Healthcare Business Consultants is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasbatools.com](http://www.nasbatools.com).



Program Level: Intermediate

Delivery Method: Group-Live

No prerequisite or advanced preparation is required, however prior experience in practice management or financial management is suggested. The objective of the meeting is to further develop skills in healthcare business consulting.

Earn up to 20 CPE Credits!

*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

### PGA National Resort & Spa

400 Avenue of the Champions  
Palm Beach Gardens, Florida 33418  
Phone: 561-227-2595  
www.pgaresort.com

**Group Name:** National Society of Certified  
Healthcare Business Consultants

**Group Rate:** \$159 Standard

**Room Reservations:** 1-800-863-2819

**Reservation Center Hours:**

Monday – Friday, 8:30 AM – 6:30 PM

Saturday – Sunday, 9:00 AM – 4:30 PM

*Please make your hotel reservation early,  
as space is limited!*

Check in: 4:00 PM Eastern Time

Check out: 12:00 PM Eastern Time

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

## EXPO OPPORTUNITIES

Learn about the latest and greatest innovations  
at the NSCHBC 2010 Expo Area. Meet with  
vendors and learn about new products and  
services while enjoying breakfasts, lunches  
and designated breaks on Thursday and Friday.  
Also, don't miss the Vendor Hop reception on  
Wednesday evening!

For information on exhibiting and/or sponsorship  
opportunities, please contact Rachael Shaw at  
703-234-4084 or email [rachael.shaw@nschbc.org](mailto:rachael.shaw@nschbc.org).



## SOCIAL EVENTS

Opening Reception & Vendor Hop – Wednesday Evening

Dinner Cruise – Thursday Evening  
On the Intercoastal Waterway

Includes bus transportation and dinner on a private yacht.

*Please pre-order tickets!*

President's Awards Reception – Friday Evening

## CONFERENCE ATTIRE

All attendees are encouraged to wear business casual attire to all functions. The average temperature for June is a high of 89 (degrees) and a low of 74 (degrees), so please dress accordingly as temperatures in meeting rooms may vary.



## CANCELLATIONS

Registration fees, less a \$50 administrative fee, will be refunded if written notice is received by May 14, 2010. Requests for refunds will not be honored after May 14, 2010.

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



## SPOUSE/GUEST SIGHTSEEING TOUR

### *Worth Avenue Shopping Excursion*

Thursday, June 17, departure at 11:30 AM\*

\*11:15 AM hotel lobby pick-up, tour duration approximately 4 hours.

Includes transportation and a walking tour of Worth Avenue.

# Palm Beach Attractions

## **Ann Norton Sculpture Gardens**

Phone: 561-832-5328

[ansg.org](http://ansg.org)

## **Boca Raton Museum of Art**

Phone: 561-392-2500

[bocamuseum.org](http://bocamuseum.org)

## **City Place**

Phone: 561-366-1000

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

## **Flagler Museum**

Phone: 561-655-2833

[flaglERMuseum.us](http://flaglERMuseum.us)

## **Gardens Mall**

Phone: 561-775-7750

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

## **Juno Beach**

Phone: 561-966-6600

[pbcgov.com/parks/locations/junobeach.htm](http://pbcgov.com/parks/locations/junobeach.htm)

## **Kravis Center for Performing Arts**

Phone: 561-832-SHOW

[www.kravis.org](http://www.kravis.org)

## **Lion Country Safari**

Phone: 561-793-1084

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

## **Loggerhead Marinelife Center**

Phone: 561-627-8280

[www.marinelife.org](http://www.marinelife.org)

## **Morikami Museum and Japanese Gardens**

Phone: 561-495-0233

[morikami.org](http://morikami.org)

## **Museum at Ragtops Motorcar Sales**

Phone: 877-RAGTOPS

[ragtopsmotorcars.com](http://ragtopsmotorcars.com)

## **Norton Museum of Art**

Phone: 561-832-5196

[www.norton.org](http://www.norton.org)

## **PGA Commons**

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

## **PGA National Golf Courses**

Tee Times: 561-627-2000 x76

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

## **Spa at PGA National Resort**

Phone: 561-627-3111

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

## **Worth Avenue**

[www.worth-avenue.com](http://www.worth-avenue.com)

Visit [www.palmbeachfl.com](http://www.palmbeachfl.com) for additional details.

*We look forward to seeing you in Palm Beach.*

*Don't forget to set your watch to Eastern Time!*





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# 2010 Annual Meeting Registration Form

June 16 – 19, 2010 | PGA National Resort & Spa | Palm Beach Gardens, Florida

Please list information exactly as you want it to appear on your badge.

Name \_\_\_\_\_ Designation (i.e. CPA, CHBC, etc.) \_\_\_\_\_

Nickname for badge \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Spouse/Guest name (if attending) \_\_\_\_\_

Spouse/Guest nickname for badge \_\_\_\_\_

I want to be a buddy to a new/prospective member.

I have special dietary needs.

I am a new/prospective member of the NSCHBC.

I have special requirements under the ADA.

## Meeting Registration

### ANNUAL EDUCATIONAL MEETING

Wednesday, June 16 – Saturday, June 19

- NSCHBC Member – \$650 (\$750 after 5/14) \$ \_\_\_\_\_
- Spouse/Guest – \$100 \$ \_\_\_\_\_
- Non-Member – \$800 \$ \_\_\_\_\_

Registration includes opening reception, continental breakfasts, lunches, President's awards reception, and conference materials.

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

### CHBC Certification Course and Proctored Examination

(subject to cancellation one month out for low enrollment)

#### CHBC CERTIFICATION COURSE

Wednesday, June 16 – Friday, June 18

- NSCHBC Member – \$800 \$ \_\_\_\_\_

You must be a member of the NSCHBC in order to be eligible to enroll in this course and/or examination.

#### PROCTORED EXAMINATION

Saturday, June 19

- NSCHBC Member – \$600 \$ \_\_\_\_\_

CHBC certification course registration includes opening reception, continental breakfasts, lunches, President's awards reception, and study materials. Please register early to ensure advanced receipt of study materials.

## Social Events

### Opening Reception & Vendor Hop

Wednesday, June 16

### Private Intercoastal Dinner Cruise

Please pre-order tickets!

Thursday, June 17 – \$110 per person \$ \_\_\_\_\_

### President's Awards Reception

Friday, June 18

## Spouse/Guest Sightseeing Tours

### Worth Avenue Shopping Excursion

Thursday, June 17 – \$50 per person \$ \_\_\_\_\_

## Total Payment Enclosed

\$ \_\_\_\_\_

## Method of Payment

Check Please make checks payable to NSCHBC.

AMEX  VISA  MC

Cardholder's Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

## Please complete this form and return to NSCHBC

12100 Sunset Hills Rd., Suite 130 | Reston, VA 20190

Tel: 703-234-4099 | Fax: 703-435-4390

Email: info@nschbc.org | www.nschbc.org

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



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Suite 130  
Reston, Virginia 20190

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**PALM BEACH GARDENS, FLORIDA**  
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Photo courtesy of the Palm Beach County Convention and Visitor's Bureau

