



Blueprint for Survival
Thursday, June 17, 2009

7:30am - 8:30am	Breakfast and Registration	
8:30am - 9:00am	Welcome and Introduction for the Day	Ray Saputelli, CAE Robert Eidus, MD, MBA
9:00am - 10:30am	Introduction to Accountable Care Organizations Accountable Care Organizations (ACOs) encourage physicians and hospitals to integrate care by holding them jointly responsible for Medicare quality and costs. Dr. Elliott Fisher of the Dartmouth Institute for Health Policy and Clinical Practice, an organization planning a pilot project for the private sector, says the ACOs are a way to get “physicians back in the driver’s seat.”	George M. Rapier III, MD Founder and CEO WellMed Medical Group San Antonio, TX Jay Want, MD President and Chief Executive Officer Physician Health Partners, Denver, CO
10:30am - 10:45am	Break	
10:45am - 12:15pm	Establishing a Low Overhead Practice and Offering Fee Based or Prepaid Services When you combine low overhead and high technology at the center of excellent physician-patient relationships you get the “ideal medical practice.” The result is high-quality, patient-centered, collaborative care with optimal doctor-patient relationships and increased face-to-face time between doctors and patients. That, combined with offering a modest fee based or prepaid access to patients can be a formula for success	Brian Forrest, MD Access Healthcare, Apex, NC Vic Wood, DO Doctors Urgent Care, Wheeling, WV
12:15pm - 1:00pm	Lunch/ Interaction with Speakers	
1:00 pm - 2:00pm	Group Practice Without Walls A group practice without walls (GPWW) is comprised of a group of private practice physicians who combine their practices into a single legal entity, while continuing to practice medicine in their individual locations. While the physicians appear independent to their patients, from the view of a contracting entity, i.e. managed care organization, they are a single group. Learn the nuances of the balance between independence and integration from those who have built such organizations.	Robert Eidus, MD, MBA – Moderator Epifanio Calcara, MD Director, Paramount Medical Group Garfield, NJ Jamie Reedy, MD Medical Director, Paramount Medical Group, Westfield, NJ Roger Thompson, MD Meridian Health, Middletown, NJ
2:00pm - 3:00pm	Hospital Owned Network of Primary Care Offices Many physicians have made the switch from solo practice to becoming part of a hospital owned network. Hear what family physicians who made the switch have to say about the pros and the cons of being a hospital owned practice.	Mary Campagnolo, MD, MBA Primary Care Medical Director Virtua Medical Group Robert DiRenzo, MD Chief Medical Officer Virtua Medical Group, Marlton, NJ Matthew Zuino Chief Operating Officer, Virtua Medical Group, Marlton, NJ
3:00pm - 4:00pm	Brainstorming for Success Engage in out-of-the-box thinking with your colleagues on winning strategies for developing your own blueprint for survival.	Robert Eidus, MD, MBA
4:00pm - 4:30pm	Concluding Comments	Ray Saputelli, CAE