

Critical Issues On The Agenda

8:30 a.m. - 9:20 a.m.

I. A Practical Approach To Effective Legal And Operational Risk Management For Health Care Providers

— *Cynthia Marcotte Stamer*

- A. Update On Federal Enforcement Priorities Impacting Health Care Provider Compliance Plans
- B. Employment, Credentialing And Licensure, And Other Selected Compliance Priorities For Health Care Providers
- C. Pragmatic Process For Risk Managing Compliance Exposures

9:20 a.m. - 10:10 a.m.

II. Compliant Business Office Strategies To Optimize Your Billing And Collections/Boost Profitability

— *Nancy V. Bahr, CPA*

- A. How Do You Know Whether You Are Billing And Collecting Effectively?
- B. The Billing Cycle: Where You Can Go Wrong
- C. Options For Successful Billing And Collections

10:10 a.m. - 10:20 a.m.

Break

10:20 a.m. - 11:50 a.m.

III. Wealth, Retirement And Exit Strategy Planning And Implementation: From Start-Up To Wind-Up

— *James V. Roberts, Esq., and AJ Sheek*

- A. Executive Benefit Program In Lieu Of Deferred Compensation/Long-Term Care Insurance
 1. Recruitment And Retention
 2. Impact On Employees And Employers
 3. Solutions

11:50 a.m. - 12:50 p.m.

Lunch (On Your Own)

12:50 p.m. - 2:20 p.m.

IV. Acquiring Your Space: Practical And Legal Considerations And Comparisons Of Buying, Building And/Or Leasing Medical Offices

— *R. Christopher Clark, Esq.*

2:20 p.m. - 2:30 p.m.

Break

2:30 p.m. - 3:30 p.m.

V. Finding The Money: Borrowing, Leasing And Capturing Your Cash Flow

— *Don M. Rosics*

- A. Simplifying The Financing Process
- B. Your Annual Lease Checkup
- C. Get An MRI (Medical Receivable Imaging)

3:30 p.m. - 4:30 p.m.

VI. Protecting Your Medical Practice: Understanding And Optimizing Your Insurance Coverage

— *David Peters*

Lorman Education Services reserves the right to modify the agenda and the faculty when circumstances are beyond our control.

The Benefits For You

In a health care environment that leaves little room for legal or financial error, physicians and other health care providers carefully negotiate a maze of regulatory, financial and operational challenges. Faced with increasing numbers of uninsured and underinsured patients, reductions in coverage and increased claims substantiation requirements from private insurers, self-insured employer plans, Medicare and other government payers, and heightened fraudulent claims enforcement, increasingly require that physician and other health care practices appropriately use sophisticated legal, financial and operational strategies to maintain legal compliance, legally maximize reimbursements and profitability, optimize practice efficiency and quality, and minimize legal liabilities without subjecting themselves to civil or criminal prosecution, Medicare disqualification, or other sanctions and liabilities. In this program, you will learn practical strategies to help you operate your health care practice profitably, to minimize legal and operational risks, and to plan for, maximize and protect the financial value of your practice through its sale or your retirement.

Seminar highlights:

- Information and processes to help you collect reimbursements you are legally entitled to from self-insured ERISA plans, insurance companies, Medicare and other government payers, patients and others while avoiding Medicare or Medicaid false claims and other liabilities
- Strategies for hiring the best people and getting the best performance from them with minimum employment liability
- Due diligence, contracting, regulatory compliance, and other strategies to help you get the best deal and avoid getting burned when buying, building or leasing your medical office space and seeking loans or other practice financing arrangements
- Cash management, money management and operational strategies for enriching the value of your practice
- Insurance and other asset protection strategies to protect your practice from malpractice, employment liability, workers' compensation and natural disasters, and other losses
- Wealth management, retirement, estate planning and other strategies for helping physicians realize the maximum reward when exiting their practices at retirement or sale

Learning objectives:

- The attendee will be able to discuss how to optimize insurance coverage.
- The attendee will be able to identify strategies to optimize billing and collections.
- The attendee will be able to review effective legal and operational risk management.

Written Materials/CD Audio Recordings

You will receive a professionally prepared manual at this seminar. This manual has been compiled by the faculty specifically for this seminar. The seminar will be recorded. Your registration constitutes your consent to such recording. If you cannot attend, you may order a set of the digitally recorded CDs and the accompanying manual from this program by using the registration form on the back panel.

Continuing Education Credit

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CPE Credit: Maximum Credit Hours: 8.0 each session (based on a 50 minute credit hour). Field of Study: Personnel/HR. Prerequisite: None. Level of Knowledge: Intermediate. Teaching Method: Seminar/Lecture. Advance Preparation: None. Please refer to the information in this brochure for outline, course content and objectives. Upon completion of this course, you will receive a certificate of attendance. Final approval of a course for CPE credit belongs with each state's regulatory board.

Our Distinguished Faculty

Nancy V. Bahr, CPA, is the founder of Nancy V. Bahr, PC, a medical practice advisory, accounting and financial services CPA firm that has for over 15 years concentrated in meeting the business and personal financial and practice management needs of medical practices in Texas. Ms. Bahr received her B.A. degree from Western Connecticut State College and completed her accounting and finance focus at The University of Texas at Dallas. She established her CPA firm in 1989. Ms. Bahr is a member of the American Institute of Certified Public Accountants and the Texas Society of Certified Public Accountants. She is a frequent speaker on subjects related to improving the management of medical practices. She is an active member of the National CPA Health Care Advisors Association (HCAA), a select group of CPA practices nationwide that focus on assisting medical practices in areas such as cost containment and maximizing revenue; billing and collection procedures; and strategic, financial and operational issues.

R. Christopher Clark, Esq., is in the San Antonio office of Glast, Phillips & Murray's Business Law and Real Estate Groups. He is also an adjunct professor in the Department of Business Administration at Trinity University.

David Peters is vice president of Client Development for BellGroup Insurance in Dallas. Mr. Peters has 25 years of experience in the insurance industry as an agent, agency owner and as president of an agency. He concentrates in commercial property/casualty insurance, and he has presented more than 40 times to industry groups on topics related to this specialty. A focuses on health care and physician groups. Mr. Peters serves on the foundation board of Richardson Regional Medical Center and has developed an extensive network of professionals in the Dallas who work with medical practices. Mr. Peters has a master's degree in counseling education. This background has helped in assessing the needs of his customers and designing an insurance program which works and is cost effective. In addition to numerous civic activities, Mr. Peters also has served as chairman of the board of the Richardson Chamber of Commerce and was selected as Citizen of the Year for Richardson in 2004.

James V. Roberts, Esq., is in Glast, Phillips & Murray's Estate Planning and Tax Groups. His practice focuses on estate planning (gift and estate tax issues, trusts, wills, family limited partnerships and business succession strategies), income tax issues ancillary to those fields (including compensation and retirement planning; Section 1031 exchanges; and trust, partnership and corporate tax matters) and state law issues related to those areas of planning. Mr. Roberts handles estates of all sizes, from simple estates to very sophisticated and complicated matters involving family business of all sizes and substantial wealth. In doing so, he has become very familiar with business entity creation, including corporations, limited liability companies and partnerships, and the impact those types of entities have on both estate and gift tax strategies as well as on income tax planning. Mr. Roberts is a graduate of The University of Texas School of Law, and is licensed in both Texas and Colorado. In addition to practice in those states, he frequently assists attorneys in other states in federal estate and gift tax planning. Mr. Roberts is a frequent speaker on a number of subjects related to estate planning and tax issues.

Don M. Rosics has been in Dallas area banking for over 23 years, building loan and deposit relationships with a high emphasis on service, efficiency, profitability and value to his customers and future customers. Mr. Rosics' experience extends across small, medium to large medical group practices and other businesses. Texas Capital Bank is a Texas-based commercial bank headquartered in Dallas that delivers highly personalized financial services to businesses and private clients. Over \$3 billion in assets, Texas Capital Bank is the principal subsidiary of Texas Capital Bancshares (Nasdaq: TCBI). Mr. Rosics received his B.B.A. degree in banking and finance from the University of North Texas and graduated from the Southwest Graduate School of Banking at Southern Methodist University.

AJ Sheek, of Metropolitan Life Insurance Company, graduated from North Carolina State University as a distinguished military graduate and then spent 26 years of active duty in the U.S. Army. During that time, Mr. Sheek received a master's degree in hospital administration from Baylor University, and a Master of Military Science from the U.S. Army Command and General Staff College. He has done business in Singapore, Thailand, Indonesia and Australia. Mr. Sheek strives to be a motivator, servant and guide for his clients and aims to walk his clients through a planning process that addresses all facets of their financial and life objectives.

Cynthia Marcotte Stamer is a member of Dallas Office of the law firm of Cynthia Marcotte Stamer, P.C. She is nationally and internationally recognized for her knowledge on health and other employee benefit, human resources and related insurance, health care and tax matters. As chairman of the Welfare Plan Committee of the ABA Real, Property Probate and Trust Section and vice chair of the Managed Care and Insurance Interest Group of the ABA Health Law Section, Ms. Stamer applies her extensive expertise to assist clients in a wide range of business and litigation contexts. An attorney board certified in labor and employment law with extensive experience in fiduciary and other employee benefit risk management matters, Ms. Stamer is frequently sought out for her ability to assist fiduciaries, businesses, managed fiduciary and other employee benefit related risks and liabilities, and to defend fiduciary liability litigation and Department of Labor investigations. She is also a highly regarded author and speaker who serves in leadership positions in numerous employee benefit, health care related, human resources and civic organizations. Ms Stamer is the author of more than 100 publications on a host of employee benefit, human resources and related issues. She received her B.A. degree from Arizona State University and her J.D. degree from Loyola Law School in Los Angeles. She is a member of the State Bars of Texas and Arizona, and of the American Bar Association. She is board certified in labor and employment law by the Texas Board of Legal Specialization.

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General Information

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Registration: 8:00 a.m. - 8:30 a.m. • Session: 8:30 a.m. - 4:30 p.m.

Lunch Break: 11:50 a.m. - 12:50 p.m. (On Your Own)

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FACULTY: Hugh M. Barton, Attorney at Law. ©2005. 382 pages.

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357232MAN MANUAL ONLY \$69

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FACULTY: Hugh M. Barton, Private Practice; Kenda B. Dalrymple, Brown & Carls, L.L.P. ©2005. 412 pages.

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FACULTY: Hugh M. Barton, Hugh M. Barton, P.C. ©2005. 428 pages.

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