Join healthcare industry leaders for expert discussions on:

• Creating the efficient ED
• Federal & state issues impacting emergency medicine (EM)
• Use of telehealth and partnering with hospitals
• and much more

Target Audience:

State and national EM leadership, including:

EM Group Business Leaders | Practice Management Companies | Revenue Cycle Management Companies | ED Medical Directors | EMS Leaders | Academic Institution Leaders | Hospital Executives | Nursing Leadership

LEARN MORE INSIDE:

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Emergency Medicine Reimbursement & Innovation Summit:  
*Transforming healthcare delivery through innovative practice models*

This two-day conference will bring together healthcare leaders from across the U.S. who are in the business of emergency medicine, healthcare delivery and payment reform. The summit will focus on emergency care practice models addressing payment risk, government regulations, coordination of patient care, outcomes, quality measures, cost control and more.

**Learning Objectives:**

☑ Describe and differentiate imminent changes in reimbursement and healthcare practice models driven by:
- Federal law and regulations focused on decreasing costs of care
- Competing agendas among payers (employers, CMS and commercial carriers), hospital systems, physicians, other providers, and consumers/patients

☑ Review innovative coordinated care practice models addressing quality measures, cost-saving solutions and related opportunities

☑ Identify payor behavior issues and avenues to correct at the local and state level

☑ Illustrate the financial ramifications of governmental revenue reform, political and regulatory issues, clinical practice innovations, data collection and government reporting, and demand for changes in care delivery models in emergency medicine

☑ Define HHS/CMS reimbursement regulations

**THE VENUE**

Emergency Medicine Learning & Resource Center (EMLRC)  
3717 S. Conway Road, Orlando, FL 32812  
Free parking!
THE AGENDA:
THURSDAY, FEBRUARY 27

8:00-8:15 AM
Welcome & Opening Remarks
By Dr. Jordan Celeste

8:15-9:00 AM
Disruptions in the ED: Innovations to Improve Healthcare
By Dr. Jennifer Wiler
How are private companies partnering with institutions to improve and enhance healthcare delivery? This opening presentation will review efforts made by private and academic companies.

9:05-9:50 AM
Business Interests in Healthcare: Opportunities & Risks
By Caral Edelberg
Explore how business executives evaluate opportunities and risks in healthcare to fuel innovation.

9:55-10:55 AM
Panel Discussion: Challenges Ahead
Panelists: Dr. Adler, Dr. Wiler, Caral Edelberg
Moderated by: Dr. Steven Kailes
How has EM adapted over the past few years in response to changing market forces? Panelists will discuss efforts made so far and what to expect in the future.

10:55-11:00 AM
Break

11:00-11:45 AM
Billing, Coding, and Surviving Payor Audits
By Dr. Michael Granovsky
This lecture will review emergency medicine billing and coding, with a focus on surviving payor audits and understanding the Medicare Physician Fee Schedule and how it affects reimbursement. The RUC process and its importance to the specialty will also be emphasized.

11:50-12:35 PM
CMS Proposed Changes and Potential Impacts
By Dr. Jason Adler
The CMS rulemaking process will lay the foundation for this talk. We’ll review past and current steps taken by CMS to alter the regulatory environment for physicians, with particular emphasis on how this affects emergency medicine.

12:35-1:30 PM
Reversal of Specific Direct Oral Anticoagulants in Patients Experiencing Life-Threatening Bleeds, sponsored by Portola Pharmaceuticals
By Dr. Frank Rasler
A review of clinical evidence and practical recommendations for patient management.

1:30-2:15 PM
Surprise Billing’s Latest Federal Impact
By Dr. Vidor Friedman
This lecture will review any proposed, pending or approved legislation that may affect EM reimbursement. Particular attention will be given to balance billing.

2:30-3:05 PM
Survey of the States: Challenges and Successes
By Dr. L. Anthony Cirillo
Health insurance companies are determining payment rates arbitrarily and retroactively. In many instances, insurers are not complying with federal and state regulations. The EMTALA law is being brazenly ignored by payers. Dr. Cirillo will update us on the current state of affairs and suggest action plans.

3:10-3:55 PM
Consumer Protection and the IDR Process
By Ed Gaines, JD, CCP
Physician and hospital stakeholders have been actively advocating for independent dispute resolution (IDR) as the preferred method for resolving reimbursement out of network (OON) disputes between clinicians and health plans. We will review the key features in IDR processes in several states and what these models mean for federal legislation currently being debated in Congress.

4:00-5:00 PM
Panel Discussion: Legs & Regs
Panelists: Dr. Cirillo, Dr. Friedman, Ed Gaines & Shanna Howe
Moderated by: Dr. Steven Kailes
How can we move the needle on EM advocacy efforts? Panelists will discuss strategies and opportunities.

5:00-5:30 PM
Reception with Sponsors
THE AGENDA:
FRIDAY, FEBRUARY 28

8:00-8:10 AM
Welcome & Remarks
By Dr. Kristin McCabe-Kline

8:10-8:55 AM
EM Leadership in Telehealth
By Dr. Ethan Booker
Emergency medicine is poised to take the lead in implementing telehealth strategies. This lecture will explore how telehealth can help manage care and reduce costs.

9:00-9:45 AM
Case Study on a Practical Model for Telehealth in EM
By Dr. Jennifer Raley
We’ll take a deep dive into a telehealth model directed at consumers that focuses on convenience and cost-effectiveness for patients.

9:50-10:50 AM
Panel Discussion: Consumer-Directed Models: Regulatory & Business Practices
Panelists: Dr. Ethan Booker, Dr. Jennifer Raley
Moderated by: Dr. Damian Caraballo

10:50-11:00 AM
Break

11:00-11:45 AM
Defining Value in EM: Cost Containment and QA
By Dr. David Seaberg

11:50-12:35 PM
Care Coordination: How to Secure Funding for Patient-Centered Initiatives
By Dr. David Seaberg
Care coordination in the ED is extremely important, but securing funds for new initiatives can be a major obstacle. Learn how to coordinate with health systems, foundations and community resources in order to successfully reach your institution’s goals.

12:35-1:35 PM
Lunch Presentation: Anti-Trust Concerns: The Noerr-Pennington Doctrine & Physician Advocacy
By Ed Gaines, JD, CCP
The Noerr-Pennington Doctrine allows competing parties to petition the government on regulatory and legislative issues, but their conduct when doing so raises potential anti-trust violations. Learn more during lunch.

1:35-2:20 PM
Evidence-Based Negotiations: Leveraging Data to Support an Acute Unscheduled Care Model
By Dr. Sue Nedza
This lecture will review ACEP's advanced payment model that allows for EM participation and leadership in a post-MACRA world.

2:25-3:10 PM
Addressing Medicaid Budgets: Improving Access While Reducing Costs
By Dr. Lisa Maurer
What are the states doing to reduce Medicaid budgets? We’ll discuss strategies and misinformed initiatives targeting EM services employed by states.

3:15-4:00 PM
The Maine Event: Protecting “Prudent Layperson” at the State Level
By Dr. Jay Mullen
The Prudent Lay Person (PLP) Standard has protected emergent patients for the last 33 years, but insurers across the country have been chipping away this patient protection. In 2018, Anthem began denying coverage to ED patients based on their final diagnosis. Dr. Mullen will discuss how Maine—like a few other states—fought back by passing state legislation that strengthened the PLP standard, and provide guidance for advocates interested in doing the same in their states.

4:00 PM
Adjourn

All lectures take place in the same room
THE FACULTY

Jason Adler, MD, FACEP, FAAEM
Vice President of Practice Improvement, Brault
San Dimas, CA

Ethan Booker, MD, FACEP
Emergency physician, MedStar Emergency Physicians;
Medical Director, MTIC and MedStar eVisit;
Faculty Member, Georgetown University/ Washington Hospital Center Emergency Medicine Residency
Washington, D.C.

L. Anthony Cirillo, MD, FACEP
Director of Government Affairs, US Acute Care Solutions;
Member, ACEP National Board of Directors;
Chair, Emergency Medicine Action Fund (EMAF)
Saunderstown, RI

Michael Granovsky, MD, FACEP
President, Coding, LogixHealth
Bedford, MA

Caral Edelberg, CPC, CPMA, CAC, CCS-P, CHC
Founder & Chairman, Edelberg & Associates
Atlantic Beach, FL

Shanna Howe
Vice President of Client Services, Gottlieb
Jacksonville, FL

Vidor Friedman, MD, FACEP
Immediate Past-President, American College of Emergency Physicians;
Attending Physician, TeamHealth;
Vice President for Governmental Affairs, TeamHealth;
Past-President, Florida College of Emergency Physicians
Jacksonville, FL

Steven Kailes, MD, MPH, FACEP, FAAEM
Quality & Staff Director, Emergency Resources Group;
Past-President, Florida College of Emergency Physicians
Jacksonville, FL

Lisa Maurer, MD, FACEP
Partner and Legislative Liaison, Emergency Medicine Specialists;
Immediate Past-President, Wisconsin Chapter of ACEP
Milwaukee, WI

Jordan Celeste, MD, FACEP
Program Chair; Emergency Medicine Reimbursement & Innovations Summit;
Emergency Physician; Emergency Physicians of Central Florida, LLP;
Board of Directors, Florida College of Emergency Physicians
Orlando, FL

Ed Gaines, III, JD, CCP
Vice President Regulatory Affairs & Industry Liaison, Zotec Partners, LLC
Greensboro, NC
ACCREDITATION STATEMENTS

ACCME:
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Emergency Medicine Learning and Resource Center and the Florida College of Emergency Physicians. The Emergency Medicine Learning and Resource Center is accredited by the ACCME to provide continuing medical education for physicians.

AMA:
The Emergency Medicine Learning and Resource Center designates this live activity for a maximum of 13.50 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

FBON:
The Emergency Medicine Learning and Resource Center is approved as a provider of nursing education by the Florida Board of Nursing, Provider #2731. Up to 13.0 nursing contact hours will be provided by the EMLRC.

Total Credits Available

Day 1:
- 7.25 AMA PRA Category 1 Credits™
- 7.00 nursing contact hours

Day 2:
- 6.25 AMA PRA Category 1 Credits™
- 6.00 nursing contact hours