



Tips to Improve Your Practice Environment

WV Association of Orthopaedic Executives

April 24-25, 2020

Stonewall Resort, Roanoke, WV



Friday, April 24, 2020

Friday Fun

- 1:00 p.m. *Golf Tee Times Available*
2:00 p.m. *Lake Cruise on Little Sorrel Excursion Boat*

Saturday, April 25, 2020

Tips to Improve Your Practice Environment

- 7:00 a.m. *Registration/Continental Breakfast* Lower Foyer
- 8:00 a.m. *Secrets from Top Performing Practices* Greenbrier Room
Bradley Coffey, MA, O-CHCP, American Alliance of Orthopaedic Executives
Orthopedic practices continually seek to increase revenue, reduce overhead and maximize physician compensation. Learn the secrets to achieving these goals from administrators of practices recognized as top performers based on the AAOE Benchmarking Results.
Objectives:
- Understand how to overcome challenges to achieve productivity, compensation, net collection and overhead levels.
 - Uncover secrets related to using benchmarking data as part of the strategy to overcome practice obstacles.
- 8:30 a.m. *Implementing Patient Reported Surveys* Greenbrier Room
Bradley Coffey, MA, O-CHCP, American Alliance of Orthopaedic Executives
Medicare and other payers are moving towards requiring the collection of patient reported data and these often come in the form of patient surveys. If you're not collecting surveys now, chances are you will be required to in the near future.
Objectives:
- Understand how other practices have established a patient survey program in their practice.
 - Learn to effectively use health IT to ease the burden of collecting data.
- 9:00 a.m. *How to Keep the Doors Open When There Are No Doors*
David Proctor, MBA, ACT, Charleston Allergy & Asthma, Mount Pleasant, SC
Are you ready to keep your practice open in an emergency? In case of flood, fire or other unforeseen circumstance, what plans do you have in place to contact all practice staff, patients, hospitals, insurance companies or building management? What list of vendors do you have on hand to help you re-open your bricks and mortars facility in the soonest possible time? Our speaker has been through the unimaginable when two Category Five hurricanes struck the Virgin Islands within two weeks.
Objectives:
- How to prepare for an emergency
 - What to keep and where to keep it
 - How to do this without violating HIPAA requirements

Saturday, April 25, 2020

Tips to Improve Your Practice Environment (cont.)

- 10:30 a.m. *Break and Visit with Exhibitors* Lower Foyer
- 11:00 a.m. *Using Data in an Orthopaedic Practice* Greenbrier Room
Bradley Coffey, MA, O-CHCP, American Alliance of Orthopaedic Executives
Data is everywhere nowadays; Facebook sells it, the government collects it, and orthopaedic practices generate it. In this session we'll look at the kinds of data generated by an orthopaedic practice and what to do with it once you have it.
Objectives:
- Collecting patient-generated data.
 - Using data to drive improvements in quality, productivity and cost.
- 12:00 p.m. *Lunch* Stillwaters
- 1:00 p.m. *MIPS Value Pathways and the Future of MIPS* Greenbrier Room
Bradley Coffey, MA, O-CHCP, American Alliance of Orthopaedic Executives
Medicare announced in November 2019 that it would be fundamentally changing the MIPS program in 2021 with the introduction of MIPS Value Pathways. Learn what MIPS Value Pathways are, how they will change the MIPS program, and what they will look like.
Objectives:
- Discuss CMS' description of the MIPS Value Pathways.
 - Learn how these Value Pathways may look in practice with subsequent rulemaking.
- 1:30 p.m. *Break and Visit with Exhibitors*
- 2:00 p.m. *Annual Business Meeting and 2020 Scholarship Recipient Selection*
- 3:00 p.m. *Course Adjourns*

Tips to Improve Your Practice Environment

Our Speakers

Bradley Coffey, MA, O-CHCP

Manager, Data Services and Government Affairs
American Alliance of Orthopaedic Executives



Bradley Coffey, MA is the Manager of Data Services & Government Affairs at the American Alliance of Orthopaedic Executives in Indianapolis, Indiana. For the past three years, Bradley has worked with AAOE volunteers to build the AAOE's department of government affairs. He received his Master of Arts in political science with a focus on the institutions of American government (Congress, Presidency, Courts) in May 2013. While a graduate student, Bradley served as a graduate teaching assistant, Vice-President of the Graduate Student Union, and as the Social Science Representative to the Academic Grievance and Student Discipline Committee. Bradley has previously worked with the National Multiple Sclerosis Society's Public Policy Office and the Kentucky General Assembly.

In 2014, Bradley guided AAOE to be named "Outstanding Government Affairs Program" for associations with a budget over \$750,000 at the Indiana Society for Association Executives' Star Awards. In 2016, Bradley received his Credential of Readiness (COPe) from the Harvard Business School and ISAE's "Rising Star of the Year" award. In 2017, he completed a non-profit leadership program at the Harvard University John F. Kennedy School of Government.

David Proctor, MBA, ACT

Administrator
Charleston Allergy & Asthma



David Proctor is a founder and past president of the West Virginia Association of Orthopaedic Executives. Over the past four decades, he served as an athletic trainer, adjunct professor, and community outreach coordinator before moving into practice administration. Proctor served as an orthopaedic practice manager in West Virginia, Ohio, Virginia, North and South Carolina and the Virgin Islands. He is now practice administrator for Charleston Allergy & Asthma in Mount Pleasant, South Carolina.

He earned his M.B.A. from Averett University in Danville, Virginia, his MA from Morehead State University, Morehead, Kentucky, completed his graduate assistantship at Eastern Illinois University, Charleston, Illinois and his BA from Anderson University, Anderson, Indiana.

Tips to Improve Your Practice Environment

Saturday, April 25, 2020

Attendee: _____

Practice Name: _____

Address: _____

City: _____

State, ZIP: _____

Email: _____

Phone: (_____) _____

Spouse/Guest: _____

Registration (including all meals, with paid room reservation, and conference materials). Add \$25 to each registration submitted after March 24, 2020.



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|----|--|-------|----------|
| 1. | 2020 paid WVAOE member or working for paid member | \$ 75 | \$ _____ |
| 2. | WVAOE non-member | \$125 | \$ _____ |
| 3. | Donation to benefit Tuck Scholarship | \$ 25 | \$ _____ |
| 4. | Guest (spouse/other) | \$ 75 | \$ _____ |
| | | TOTAL | \$ _____ |

Please make your check payable to WV Association of Orthopaedic Executives
and submit with registration by **March 24, 2020**, to:

Diane Slaughter, CAE, APR, Fellow PRSA
WV Association of Orthopaedic Executives
PO Box 13604
Charleston, WV 25360-0604

To register and pay online visit www.wvos.org. No refunds after March 24, 2020.



PO Box 13604
Charleston, WV 25360



2020 Spring Break Meeting
April 24-25, 2020
Stonewall Jackson Resort
Roanoke, WV