Association of Maternal Fetal Medicine Management
6th Annual Business Conference

October 8-10, 2014
The Ritz-Carlton
Phoenix, Arizona

“Great conference – already looking forward to next year!”

Continuing Medical Education credit is Applied for through joint sponsorship with The American College of Obstetricians and Gynecologists.

“Wonderful and great experience for young faculty embarking upon leadership!”
**PLEASE PROVIDE INFORMATION FOR ALL FIELDS**

NAME _______________________________________
ORGANIZATION ______________________________
ADDRESS ____________________________________
CITY ___________________ STATE _____ ZIP ______
PHONE ______________________________________
E-MAIL ______________________________________
JOB DESCRIPTION: MD _____    DO _____
PRACTICE MANAGER _____  OTHER ___________

SECOND REGISTRANT

NAME _______________________________________
ORGANIZATION ______________________________
ADDRESS ____________________________________
CITY ___________________ STATE _____ ZIP ______
PHONE ______________________________________
E-MAIL ______________________________________
JOB DESCRIPTION: MD _____    DO _____
PRACTICE MANAGER _____  OTHER ___________

Type of Registration:

Non-Member
   _____Physician $800
   _____Practice Manager $650
   _____Physician and Practice Mgr $1,125

Member
   _____Physician $650
   _____Practice Manager $500
   _____Physician and Practice Mgr $900

Fellows
   _____Physicians currently in Fellowship Training $250

Late Registration
   _____Registration after August 25, 2014 will incur $100 late fee

Cancellation
   _____Cancellation prior to August 25, 2014 will be refunded in full
   _____Cancellation August 25, 2014 and later will be refunded minus $100
   Administrative Fee

Reception
   _____Guest Ticket

Payment Method: _______Check           _______Credit Card
Credit Card Number ______________________________________
Expiration Date __________________  Card Code (CVV) ________
Name on Credit Card _____________________________________
Billing Address ___________________________________________
City _______________________ State _____ Zip ______

Please Mail Check and Registration to:
Association for Maternal Fetal Medicine Management
PO Box 271479
Las Vegas, NV 89127
Fax: 702-549-2798
Contact: Kim_Mandujano@amfmm.com
Schedule of Events

Wednesday, October 8, 2014
Vendor Set Up

Thursday, October 9, 2014
7 AM to 5 PM
7:00AM  Continental Breakfast and Vendor Expo
8:00AM  Opening and Introductions - Brian Iriye, MD
         Influencer – David Nelson

Break and Vendor Expo
         Influencer, continued – David Nelson
         Health Law & Regulatory Updates: 2014
         – Omen Safavi, Esq.

12:15PM  Lunch with Vendors
1:15PM   Quality Management Program Linked to Compensation
         for Sonographers - Liz Williams
         Crucial Accountability - David Nelson

Break and Vendor Expo
         Crucial Accountability, continued - David Nelson

Overall Questions - Board Members

Networking  Dinner for Attendees (included with registration)
and Vendors  5:30PM

“Hands down, the best management conference I have been to. I can’t wait to implement the things I learned when I get back.”

“This conference always has top notch speakers who present useful information in the maternal fetal medicine management field.”

Friday, October 10, 2014
7 AM to 3 PM
7:00AM  Continental Breakfast and Vendor Expo
8:00AM  Opening and Introductions - Brian Iriye, MD
         How to Recruit & Retain Good People - Dan O’Keeffe, MD
         Modern Marketing for the MFM Practice – Brian Iriye, MD

Break and Vendor Expo
         ACA, ACO, FFS, P4P, V2V, PCMH. Being the Best
         Maternal Fetal medicine Partner Possible in a New
         Alphabet Soup World – Jim Keller, MD

Lunch on your own – presentations resume at 1:15 PM
         Scheduling Model - Thomas Lee, MD
         Effects & Solutions for the ACA in your MFM Practice
         - Brian Iriye, MD

Overall Questions and Answer Session - Board Members
Speaker Bios

Key Note Speaker – David Nelson

A charismatic trainer and speaker, Mr. Nelson brings a passion for innovation to the VitalSmarts Facilitator Faculty. His approach helps teams and organizations realize new potential by increasing their collaborative effectiveness. He is a Master Trainer in Crucial Conversations®, Influencer Training®, Change Anything Training™ as well as a Certified Trainer in Crucial Accountability™. Mr. Nelson brings an eclectic history of business experience to VitalSmarts. As an entrepreneur, he served as COO of a technology company. As COO, he developed sales processes, created sales teams, created customer service processes, and managed internal communications.

Thomas Lee, MD - Dr. Lee is the managing partner for Northwest Perinatal Center – the high-risk pregnancy division of Women’s Healthcare Associates, LLC (a 100+ provider, private Ob/Gyn practice in Portland, Oregon). He is currently completing an MBA in healthcare management. The current article on the MFM referral process represents a portion of the practice redesign that NWP has undertaken over several years combining both operational process improvement and clinical practice standardization.

Brian Iriye, MD – Dr. Iriye is the current managing partner for the High Risk Pregnancy Center in Las Vegas. This practice is the largest volume practice for MFM in the area for almost a decade with emphasis on patient care, education, and clinical research. Dr. Iriye currently is on the Executive Board of the SMFM as Asst. Secretary/Treasurer and is also the Chairman for the Association for Maternal Fetal Medicine Management (AMFMM).

Jim Keller - Dr. Keller is a Maternal Fetal Medicine specialist and the Director of Maternal Fetal Medicine for the Advocate Medical Group, the largest maternal fetal medicine practice in the Chicago land area. He oversees a practice of 16 maternal fetal medicine specialists, providing services at eight hospitals. Dr. Keller also serves as the Chair of the Department of Obstetrics and Gynecology at Advocate Lutheran General Hospital in Park Ridge, Illinois.

Dan O’Keeffe, MD – Dr. O’Keeffe is the Executive Vice President of The Society for Maternal-Fetal Medicine (SMFM) based in Washington, DC. Prior to this, Dr. O’Keeffe served as Medical Director of Phoenix Perinatal Associates (PPA) in Phoenix, AZ, which he established in 1980.

Omen Safavi, Esq. – Mr. Safavi is the Maternal Fetal Medicine Division Manager for HCA (Hospital Corp. of America) for the Central and West Texas markets. In addition, Mr. Safavi is also a licensed attorney. He graduated from Saint Louis University School of Law, which has been the number one healthcare law program in the country for nine consecutive years. Mr. Safavi has worked in MFM representing clients and consulting on operation issues for most of his professional career, and has been an AMFMM board member since 2009.

Elizabeth Williams, ARRT,(R), (M), ARDMS – Ms. Williams has more than 15 years of experience in women’s healthcare. She is the Practice Manager for The Delaware Center for Maternal and Fetal Medicine of Christiana Care, an academic community practice. As a subsidiary of Christiana Care Health Services, this unique corporate structure is a hybrid of both private and hospital based practice models.
Board of Directors

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Executive VP for SMFM  
Dan O’Keeffe, M.D.

MISSION  
Established in 2008, AMFMM will create a vibrant, collaborative community between MFM managers, MFM medical institutions/organizations, MFM doctors and MFM vendors with the objective of enhancing business value and patient experience through exceptional practice management. AMFMMs goal is to promote an environment that facilitates efficient, collegial, and beneficial partnerships between managers, physicians and the MFM community.

LEGAL ADVICE  
Presentations might touch on legal issues. AMFMM reminds attendees that we are not providing legal advice, and participants should obtain such advice from their own legal counsel who are more familiar with their particular situations.

OPINIONS EXPRESSED DURING PRESENTATIONS  
The opinions expressed by the speakers at this meeting may not necessarily be the position of AMFMM.
General Information

NAMETAGS
All registrants will receive a nametag at the time of registration. To help identify the board members, these individuals will have a nametag with a “Board Member” ribbon. Please see these individuals at any time if you need assistance during the conference. Also vendors will be identified with a “Vendor” ribbon.

ATTIRE
Conference attire will be business casual throughout all events.

MISCELLANEOUS ITEMS
A drawing will be held for a free registration for the 2015 Business Conference. Please see the AMFMM website for participation in Forum discussions prior to the business conference.

HOTEL SERVICES
Ritz – Carlton of Phoenix
Discover an elegant oasis in the heart of the Sonoran desert. The Ritz-Carlton, Phoenix, located in the stately Biltmore enclave, is unlike any other hotel near Scottsdale, AZ. The hotel is an elegant respite in the center of the city’s humming business and entertainment district, possessing a refined ambiance and a uniquely Southwestern flair.

24 01 East Camelback Road, Phoenix, AZ 85016

ROOM RESERVATIONS
For reservations, call 1-(800) 542-8680 and identify yourself as an AMFMM member to receive the meeting rate of $199 per night (plus applicable taxes and fees). To receive the AMFMM room rate, all reservations must be made on or before August 15, 2014.

General Information

Continuing Medical Education credit is applied for through joint sponsorship with The American College of Obstetricians and Gynecologists

ACCME Accreditation - This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of The American College of Obstetricians and Gynecologists and Association for Maternal Fetal Medicine Management. The American College of Obstetricians and Gynecologists is accredited by the ACCME to provide continuing medical education for physicians.

AMA PRA Category 1 Credit(s)™ - will be available.

College Cognate Credit(s) - will be available.