Association of Maternal Fetal Medicine Management

7th Annual Business Conference

October 8-9, 2015
The Hyatt Regency Baltimore
Baltimore, Maryland

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

Continuing Medical Education credit is provided through joint providership with The American College of Obstetricians and Gynecologists.

“Wonderful and great experience for young faculty embarking upon leadership!”
7th Annual Business Course  
October 8 & 9, 2015  
The Hyatt Regency, Baltimore MD

**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 September 4, 2015 will incur $100 late fee  

Cancellation  
_____Cancellation prior to September 4, 2015 will be refunded in full  
_____Cancellation September 4, 2015 and later will be refunded minus $100  

Administrative Fee  

Reception  
_____Guest Ticket $50  

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: LeAnn_Julius@amfmnm.com
Schedule of Events

Wednesday, October 7, 2015
Vendor Set Up

Thursday, October 8, 2015
7 AM to 5 PM

7:00AM - 8:00AM   Continental Breakfast and Vendor Expo

8:00AM - 10:00AM Opening and Introductions - Brian Iriye, MD
Managing an Extraordinary Office: Leading, Influencing and Communicating with Excellence
   - Idahlynn Karre, Ph.D.

10:00AM – 10:30AM   Break and Vendor Expo

10:30AM – 11:30AM Managing an Extraordinary Office, continued
   - Idahlynn Karre, Ph.D.

11:00AM – 12:30PM Health Law & Regulatory Updates: 2015
   - Omen Safavi, Esq.

12:30PM - 1:30PM Lunch with Vendors, included with registration

1:30PM – 3:00PM ICD-10-CM Coding and Billing for MFM – It’s a New World
   - Brad Hart

3:00PM – 3:30PM Break and Vendor Expo

3:30PM – 5:00PM It’s a New World, continued – Brad Hart

5:00PM - 5:30PM Overall Questions and Answer Session - Board Members

Networking Dinner for Attendees (included with registration) and Vendors 6:00PM

Not to be missed - Results of the AMFMM RVU Study to be presented at the Networking Dinner!

Schedule of Events

Friday, October 9, 2015
7 AM to 1:30 PM

7:00AM - 8:00AM  Continental Breakfast and Vendor Expo

8:00AM – 9:30AM Opening and Introductions - Brian Iriye, MD
No Risk, No Reward: Bundled and Pay-4-Performance Contracting for Obstetric and MFM Services
   – Sean Blackwell, MD

9:30AM -10:30AM Harnessing the Power of Patient Satisfaction Measures - Leslie Protomastro, RN, MBA

10:30AM – 11:00AM Break and Vendor Expo

11:00AM -12:00PM It Takes a Village to Improve or Change a Process
   - Annette Perez-Delboy, MD, MBA

12:00PM – 1:00PM Takeaways from the Advanced Practitioner Workshop in MFM - Brian Iriye, MD

1:00PM - 1:30PM Overall Questions and Answer Session - Board Members

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

Key Note Speaker – Idahlynne Karre, Ph.D.
Currently the CEO of the Council on Healthcare Leadership, Dr. Karre is delighted to facilitate The Academy for Leadership and Development for the Society for Maternal Fetal Medicine. A knowledgeable and dynamic facilitator with hundreds of published titles and thousands of professional presentations, Dr. Karre enjoys facilitating conversations on excellence and is pleased to be a contributor to this conference. She has had an award winning professional career as a professor, leader, administrator, speaker, consultant and coach. Dr. Karre now devotes her time and energy to professional speaking, writing and consulting for healthcare, colleges, universities, businesses, corporations, social sector and professional associations through the US and world. Her current research agenda incorporates her work with VitalSmarts (Crucial Conversations, Crucial Accountabilities, Influencer and Change Anything) and the development of knowledge and skills for achieving excellence through conversations that matter. She also serves the Gallup organization and StrengthsQuest as a consultant, speaker and writer. Dr. Karre earned her Ph.D. from the University of Colorado.

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 ten 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.

Brad Hart, MBA, MS, CMPE, CPC, CPMA, COBGC – Mr. Hart is a leading industry expert in medical billing and coding. With over 25 years as a coder, billing department director, practice administrator, coding educator and author, he provides unparalleled coding expertise with the practical experience necessary to make a tangible difference in the bottom line of every practice he serves. He is currently the President of Reproductive Medicine Administrative Consulting, Inc., and a faculty member for the American Congress of Obstetricians and Gynecologists’ Coding Workshops and webcasts. He has served as an adjunct instructor in the Masters of Healthcare Administration program at Des Moines University-Osteopathic Medical Center, serving as a resource for future doctors and health care administrators, teaching courses in the area of Coding and Reimbursement. Mr. Hart earned a Master’s Degree in Health Care Admn from Des Moines University and an MBA from the University of Iowa.

Annette Perez-Delboy, MD, MBA – Dr. Annette Perez-Delboy has been an integral part of the MFM team of Columbia University Medical Center for several years and her ability to speak Spanish fluently has enabled her to provide care to a diverse population. She has been involved in a wide range of research projects on various subjects including her passions; recurrent pregnancy loss, preterm deliveries, cervical insufficiencies and cerclage. Her professional accomplishment has been becoming one of the few physicians with the ability to perform abdominal cerclage, and use the DaVinci Robot for certain types of treatment. Dr. Perez-Delboy is also involved in most of the hospital committees including Ultrasound Management, Labor and Delivery, and Executive Committees in addition to serving as a support member to the administration of the Maternal Fetal Medicine division. Dr. Perez-Delboy also serves on the board of AMFMM.
Speaker Bios

**Sean Blackwell, MD** - Sean C. Blackwell MD is a Professor and Chair (appointed 2011) of the Department of Obstetrics, Gynecology and Reproductive Sciences at UT Health - University of Texas Medical School at Houston. Dr. Blackwell completed his undergraduate degree as a double major in the classics and biology at Wabash College in Crawfordsville, IN. He matriculated medical school at the University of Illinois College of Medicine in 1993, and completed both his obstetrics and gynecology residency and maternal fetal medicine fellowship at Wayne State University in Detroit, Michigan. He joined UT Health in 2007, and also serves as the Director of the Larry C. Gilstrap M.D. Center for Perinatal and Women's Health Research and as an Assistant Dean for Healthcare Quality in Perinatal Medicine and Women's Health. Dr. Blackwell is the Chief of Service for Obstetrics and Gynecology for Children's Memorial Hospital, Texas Medical Center. In 2014, Dr. Blackwell earned his Six Sigma-Lean Black Belt at the University of Houston.

**Leslie Protomastro, RN, MBA** - Leslie has worked in various aspects of the healthcare industry for over twenty years with particular focus in OB/GYN and MFM settings. She currently serves as Chief Operating Officer at MFM Associates in Manhattan where she began working in 2004 when she was recruited by the founding partners to transition them from an academic, hospital based practice to a fully private setting. Since then, what began as a modest start-up operation has grown into one of the largest and most respected MFM practices in the NY Metropolitan area with alliances at 3 regional hospital centers. Currently, the practice consists of 13 providers in multiple locations providing full range MFM care including deliveries, consultations, fetal therapies, OB-GYN ultrasound, prenatal diagnostic testing services, research and teaching. Leslie’s particular area of interest and expertise is in practice start-ups and operations management with an emphasis on branding and marketing.

**Brian Iriye, MD** – Dr. Iriye is the founder and current managing partner for the High Risk Pregnancy Center in Las Vegas, Nevada, a twelve provider practice comprised of MFM specialists and APRN’s. They have been Nevada’s largest volume practice for perinatology for almost a decade with emphasis on patient care, education, and clinical research. He previously was employed at the University of Nevada, School of Medicine for 2 years. Through his various roles, Dr. Iriye has experience in academic medicine, practice start-up, work as an independent contractor, and manager of small and moderate sized practice groups. Dr. Iriye graduated from the Maternal Fetal Medicine Fellowship at the University of California, Irvine and from the gynecology and obstetrics residency at the Johns Hopkins Hospital in Baltimore, Maryland. 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).
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 2016 Business Conference. Please see the AMFMM website for participation in Forum discussions prior to the business conference.

HOTEL SERVICES
Hyatt Regency Baltimore
Discover an exceptional hotel experience along the waterway at Hyatt Regency Baltimore. A blend of urban luxury and local charm, the Baltimore hotel is the perfect business and vacation destination on the picturesque Inner Harbor. Relax in stylish rooms and suites with stellar views of the harbor and lifestyle comforts that give you a sense of home.

300 Light Street, Baltimore, Maryland, USA, 21202

ROOM RESERVATIONS
For reservations, call 1(888)421-1442 and identify yourself as an AMFMM member to receive the meeting rate of $229 per night (plus applicable taxes and fees). To receive the AMFMM room rate, all reservations must be made on or before September 15, 2015.

General Information

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 (ACCME) through the joint providership 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)™ - The American College of Obstetricians and Gynecologists designates this live activity for a maximum of 12 AMA PRA Category 1 Credits. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

College Cognate Credit(s) - The American College of Obstetricians and Gynecologists designates this live activity for a maximum of 12 Category 1 College Cognate Credits. The College has a reciprocity agreement with the AMA that allows AMA PRA Category 1 Credits ™ to be equivalent to College Cognate Credits.