



THE FUTURE WILL SEE YOU NOW

WHAT'S NEXT FOR THE PHYSICIAN PRACTICE

Thursday, **March 28, 2019**

Registration Opens at 8:00 am
Event Concludes with Networking Reception
from 4:30-5:30 pm



The Global Center for Healthcare Innovation
1 St. Clair Avenue NE
Cleveland, Ohio 44114

#FuturePhysicianPractice2019
Wi-Fi: FutureHere
Password: Medical1



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A Message from Tom Ferkovic



The most progressive physician practices today, both health system owned and private, are operating as if it were 2008. And yet, the majority of physician practices are operating as if it were 1980. Paper is still the norm and the front desk check-in remains the entry touch point to the patient experience. We must remember that patients are consumers and the rate of technology adoption, especially mobile adoption, will continue at an incredible speed. Healthcare practitioners must join patients at every point of tech adoption and truly seek to understand how they want to engage to remain relevant to these consumers today and tomorrow.

As a professional in healthcare for more than 30 years, I've witnessed first hand the pace of healthcare innovation and the astounding funding behind it. EMR was the first mainstream technology implementation across today's practices, with funding provided by the ACA bonus. Now, physicians are facing consumerism, adoption of technology, strategic mergers like CVS-Aetna, and population health providers like OptumCare, all of which are poised to capture share-of-health and heart of patients for generations to come.

"The Future Will See You Now: What's Next For The Physician Practice," is an informative, action-driven executive conference for physicians, medical professionals and practice influencers, to help our community understand and embrace that change is not coming, it is here now. Change will multiply at a rate we cannot imagine. If you believe the "Uber" of health care is a long way off, think again. Your driver has arrived.

It's time to take charge of your future. We've brought together nationally-recognized healthcare leaders in finance, technology, architecture, medication management and practice operations, who will help you realize solutions and learn what actions you should take now to meet your patients' future demands.

I look forward to welcoming you.

Tom Ferkovic
CEO
Medic Management Group



The Global Center for Health Innovation
1 St. Clair Avenue NE Cleveland, OH 44114
(216) 928-1600

Parking for The Global Center:

Parking is plentiful surrounding the Global Center for Health Innovation and the Huntington Convention Center. We recommend indoor, covered parking at the **Huntington Park Garage**, with the entrance located at **310 West 3rd Street, Cleveland, Ohio 44114**. Parking will be approximately \$10.00 for the day. The Huntington Garage has a tunnel connecting to the Global Center and Convention Center, which makes parking convenient with a covered and secure walkway to the facility and easy highway access upon exiting.

Valet parking is available at the Global Center as is available on a **first come, first serve basis**, with a limit of 25 spots. Valet parking will average \$18.00 per car for the day. Valet will close at 5:00 pm, so please plan accordingly. To access valet parking, provided by Towne Park Valet, pull up to the corner of St. Clair Avenue and Franz Pastorius Blvd. (West Mall Drive), in front of the Global Center.

Additional parking is available at:

Willard Garage 601 Lakeside Avenue, Cleveland, Ohio 44114, with an average daily parking rate of \$10.00/day.

Memorial Garage 300 St. Clair Avenue NE, Cleveland, Ohio 44114, with an average daily parking rate of \$25.00/day.

Driving Directions and Transit Options to The Global Center:

From Cleveland Hopkins International Airport (5300 Riverside Drive, Cleveland, OH 44135), head north toward Cleveland I-71 / I-480 / Ohio 237N and merge on to OH-237N. Continue onto Berea Fwy. Merge onto I-71N. Continue onto I-90E. Take exit 172A to E. 9th Street in Cleveland. Turn left onto St. Clair Avenue NE. The Global Center for Health Innovation is located on the right.

Taxis & Uber - Taxi fare generally runs about \$30 - \$35 + gratuity from **Cleveland Hopkins International Airport** into the downtown Cleveland area. **Uber** rates vary by carrier.

Public Transit - Public transit is available through the **Greater Cleveland Regional Transit Authority**.

Social Media Hashtag and Wi-Fi Information:

#FuturePhysicianPractice2019

Wi-Fi: FutureHere

Password: Medical1



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WHAT'S NEXT FOR THE PHYSICIAN PRACTICE

Event Web Site: <https://futurewillseeyounow.meetinghand.com>

Event Contact:

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Event Date and Location:

Thursday, March 28, 2019

8:00 am - 5:30 pm



AGENDA

The Future Will See You Now: What's Next For The Physician Practice

Morning Sessions – Ballroom A	
8:00 am	Registration , coffee and continental breakfast
8:20 am	Welcome – Thomas Ferkovic, CEO Medic Management Group LLC
8:30 am	Do not get ‘Ubered’ – Thomas Ferkovic
8:45 am	Future Will See You Now: Products Changing the Practice – Panel Discussion
Panel:	<p>Scott Given, President, Motivve Health Michael Teutsch, President and CEO, Etactics Matt Diamond, President, Signal Home Health John Gannon, President, Blue Spark Technologies, Co-Founder TempTraQ® Nathan Spoden, Founder and COO, MedPilot</p> <p>Moderated by: Ronnen Isakov, Director and CFO, Medic Management Group</p>
9:45 am	Coffee Break – Innovation Center Atrium
10:00 am	Billing IT: Evolution or Revolution Karen Zupko, President, Karen Zupko and Associates, with a surprise guest speaker
11:00 am	Game Changer: Changing How You Think About Physical Therapy Dr. Reuben Gobezie and Dr. Laurence Higgins, President and Co-Founders, PT Genie
11:35 am	Getting Your Physicians And Staff Ready For The Future Cynthia Blain, COO, Medic Management Group
12:00 pm	Lunch and Sponsor Visitation – Ballroom B and Atrium



AGENDA

The Future Will See You Now: What's Next For The Physician Practice

Afternoon Session Ballroom A	
12:55 pm	Welcome Back - Tom Ferkovic
1:00 pm	Healing the Divide in Healthcare Architecture Kelly Alter, Architect, Eckenhoff Saunders Architects
1:45 pm	Marrying High Touch and High Tech To Medication Management - Panel Discussion
Panel:	Brad Hess, R.Ph., Chief Operating Officer, ExactCare Pharmacy Marty Hauser, Vice President, ExactCare Pharmacy Tony Casanova, CIO, ExactCare Pharmacy Moderated by: Robert Hague, Associate Director, Medic Management Group
2:15 pm	Afternoon Break
2:30 pm	Keeping the Care in Healthcare: Small Actions Can Make A Big Difference Dana Jacoby, President, DJI Consulting, Inc.
3:45 pm	Realizing Dreams - "Bringing Thoughts And Concepts To Life" Jerry Kelsheimer, President, Medic Management Group
4:15 pm	Looking for Solutions, Putting It Together, What Is At Stake? Thomas Ferkovic, CEO, Medic Management Group
4:30 pm	Innovation Networking Reception and Cocktail Hour



SPEAKERS



Karen Zupko | President, Karen Zupko & Associates
<https://www.linkedin.com/in/karenzupko/>

Billing IT: Evolution or Revolution

The business of medicine and collecting revenue has slowly evolved over the years. What we think as billing today has evolved slowly, step by step, driven by the provider. The revolution is beginning, and change is happening. Many do not even know they have been passed in the high-speed lane by a rocket. Karen Zupko in her unique, world renowned entertaining style will give us peek at where we think we are and where we are headed.

An internationally recognized thought leader and speaker; Karen Zupko advises physicians and healthcare managers about the challenges and trends impacting the practice of medicine. Karen has decades of experience consulting, coaching, and training tens of thousands of physicians, managers, and staff from coast to coast. Her expertise encompasses all areas of practice management, from marketing, financial management, and operational efficiency to leadership and governance, online reputation management, and social media strategy. Karen has a Bachelor of Science in Journalism from the University of Kansas.



Cynthia Blain CPA, FACMPE, MBA | COO, Medic Management Group
<https://www.linkedin.com/in/cynthia-blain-722734115/>

Getting Your Physicians And Staff Ready For The Future

Let's talk about the "office of the future in real time". As busy administrators and physicians we get mired down in the daily challenges. However, now is the time to sit back and think about what we can do to address our changing environment. We need to think about alternatives to access, communication, automation, education and resources and lifestyle demands of our patients and our providers. We want to talk about the small steps we can take today to start getting us ready for the future.

Cindy brings over 20 years of health care industry experience to the event. She is a leader in all aspects of physician practice operations, including, but not limited to, practice management consulting, practice growth strategies, physician EMR implementations, and collection management. Cindy is a member of the Medical Group Management Association, American College of Medical Practice Executives, and the Association of Clinical Research Professionals. She received her MBA in accounting and finance from Case Western Reserve University and has a Bachelor of Arts in political science from the University of Michigan.



SPEAKERS



Kelly Alter | Licensed Architect, LEED AP, Eckenhoff Saunders Architects
<https://www.linkedin.com/in/kelly-alter-94ba7323/>

Healing The Divide In Healthcare Architecture

By utilizing the latest technology and trends, many healthcare startups are disrupting the standard model of medical care by offering a streamlined yet expanded experience to patients. This is as high tech as utilizing data from wearables to predict potential health issues, and as low tech as wellness programs that teach nutrition, mindfulness, and fitness. This talk looks at how healthcare architecture can be reimagined to heal the divide between past and future, patient and provider, wellness and medicine. Space is a powerful yet underutilized tool that can direct our experience. Let's put it to work for your practice.

Since joining Eckenhoff Saunders Architects 10 years ago, Kelly has planned, coordinated, and executed numerous healthcare projects including, but not limited to, Labor and Delivery Units, Cafeterias and Cafes, Health Campus master plans, Main Lobbies, Center for Urologic Health, Physician offices, Surgical Specialty Suites and more. Kelly graduated from Miami University with both a Bachelor of Arts in Architecture as well as a Master of Architecture.



Dana Jacoby | President/CEO, DJI Consulting
<https://www.linkedin.com/in/dljacoby/>

Keeping the Care in Healthcare: Small Actions Can Make a Big Difference

You are no longer competing with the practice or health system down the street. It is now the national system, Amazon, CVS, Best Buy, and Apple. Small actions still make a big difference in winning for your patients. The technology, playing field, reimbursement and information are all changing rapidly. It must feel like an impossible task to keep being successful. Dana Jacoby will share with you her unique insights on making sure we take the right "small" actions to ensure we have a big win for our patients.

Dana utilizes her educational and professional expertise to aid physicians around the world in the areas of strategic planning, alternative payment models, financial management, operational efficiencies, service line development, and process improvement at her company DJI Consulting. She is a graduate of Louisiana State University and holds a Master of Management from Tulane University, and a Master of Health Systems from the University of Medicine and Dentistry. In addition, Dana is a Wharton Fellow Inductee from The Wharton School of the University of Pennsylvania.



SPEAKERS



Jerry Kelsheimer | President, Medic Management Group
<https://www.linkedin.com/in/jerry-kelsheimer-7a852814/>

Realizing Dreams – Bringing Thoughts and Concepts to Life

The future will bring exciting changes to clinical practices and providers. We'll be able to execute more efficiently and effectively. Our patients, as consumers, will demand convenience, access, and experience. To effectively realize the opportunities that lie ahead in practice management will require foresight, financial capital, and disciplined execution of chosen initiatives. We look forward to talking to you about how to plan and execute for that exciting tomorrow!

Do you have a vision for your clinical practice's future? How will patients and payers of tomorrow behave and what will they expect? Where do you get your best ideas? How do you make sure your strategic choices are the right ones? What is the best way to source and fund financial investments in your office of tomorrow? What chances should you take and what is an appropriate risk tolerance?

Jerry uses his 30+-year professional services industry knowledge to oversee the Medic Management Group executive team and daily company operations, as well as help setting the overarching business strategy. Jerry earned his Bachelor of Science in Finance from Indiana University and is a graduate of the Huntington Executive Leadership Program at Fisher College of Business at The Ohio State University. He presently serves on the boards of University Hospitals Health System, University Hospitals Cleveland Medical Center, Cuyahoga Community College, and Rudolph Libbe Group.



Thomas J. Ferkovic, R.Ph., MS | CEO, Medic Management Group
<https://www.linkedin.com/in/tom-ferkovic-9b5b4a/>

Tom is a leading expert in physician practice management with experience in pharmacy, healthcare management, strategic planning, managed care contracting, and physician relations. Tom helped to grow Medic Management Group to more than 150 employees who provide a variety of services, including outsourced physician practice management, compliance plan development, strategic planning, physician compensation consulting, contract negotiations, accounts receivable management, and practice valuation in 26 states to over 1,500 physicians.



SPEAKERS

GAME CHANGER: CHANGING HOW YOU THINK ABOUT PHYSICAL THERAPY

**Reuben Gobezie, MD | Co-Founder, PT Genie**

<https://www.linkedin.com/in/reuben-gobezie-58b79726/>

Reuben is a nationally recognized leader in shoulder care and Founder/Director of the Cleveland Shoulder Institute and Regen Orthopedics. A graduate of Harvard Medical School, Dr. Gobezie was named one of the top 25 shoulder specialists in the US as ranked by leaders in the field. He co-founded PT Genie, a patented, interactive and avatar-based reality PT training platform designed to help surgeons and therapists bring value to their patients and the healthcare marketplace.

**Laurence Higgins, MD | President/Co-Founder, PT Genie |
VP - Strategic Development, Arthrex**

<https://www.linkedin.com/in/laurence-higgins-7028b212/>

As President/Co-Founder of PT Genie, Laurence helped to create a patented, interactive and avatar-based reality PT training platform. As VP of Strategic Development at Arthrex, Laurence oversees clinical and outcomes research with Arthrex's Surgical Outcome System™ and contributes to product development, medical education and health care administration relations. In addition to being a distinguished orthopedic surgeon, Dr. Higgins also holds an MBA from the Sloan School of Management at MIT.



SPEAKERS

PANEL MEMBERS – MORNING SESSION



Michael Teutsch | President/CEO, Etactics

<https://www.linkedin.com/in/michael-teutsch-3b2a6514/>

Michael is the President and CEO of Etactics, which he founded in 1999. Etactics serves over 4,000 clients to provide innovative solutions that optimize the accuracy of sensitive documents, increase overall business intelligence, and implement sound compliance policies to both healthcare and commercial clients. Etactics' purpose is to act as a single connection point to all payers. Michael brings expertise to Etactics with a Master of Engineering, Computer Science from Loyola University Maryland.



Nathan Spoden | Founder & COO, MedPilot

<https://www.linkedin.com/in/nathanwspoden/>

Nathan is a Northeast Ohio native from Mentor, who over the last decade built an impressive career in healthcare. He is currently the co-founder of a growing healthcare technology startup called MedPilot. Nathan leads MedPilot as its COO, although he is involved in all aspects of the business from product development to strategy. Nathan graduated from Baldwin-Wallace University with a degree in Finance.



Scott Given | President, Motive Health

<https://www.linkedin.com/in/scott-given-84b90670/>

Scott is the President of Motive Health, based in Cleveland, OH. Motive Health is a health technology company whose focus is to improve health outcomes and drive revenue for insurance providers and health systems. Scott holds a Bachelor of Business Administration from Lake Erie College.



SPEAKERS

PANEL MEMBERS – MORNING SESSION



John Gannon | President/CEO, Blue Spark Technologies and Co-Inventor of TempTraq[®]
<https://www.linkedin.com/in/gannonjohn/>

John Gannon brings with him a deep understanding of the technology industry, as well as the energy and drive that is leading Blue Spark Technologies into the commercialization of its innovative, patented products. John is also the co-inventor of Blue Spark's newest product, TempTraq.[®] John is a founder and general partner of venture firm SunBridge Partners, as well as a director at Alien Technology and Embedded Planet. He obtained a Bachelor of Science in Aerospace Engineering from Pennsylvania State University and a Master of Business Administration from the University of Chicago, Booth School of Business.



Matt Diamond | President, Signal Home Health, Founder and Managing Member of Redbrick Capital LLC
<https://www.linkedin.com/in/matt-diamond-26a2008/>

A successful healthcare industry entrepreneur, investor, and attorney, Matt Diamond is the founder and Managing Member of Redbrick Capital LLC. Diamond's experience ranges from ventures innovating in orthopedic device development, medical device supply chain efficiency, and clinical laboratory testing, to post-acute care transformations.



SPEAKERS

PANEL MEMBERS – AFTERNOON SESSION

Marrying High Touch and High Tech to Medication Management – Panel Discussion

Improving patient care in today's challenging health care environment requires a balance of high-touch and high-tech. This is especially important when working to drive safer, more effective medication regimens and adherence for patients suffering from multiple chronic conditions who have complex daily medication routines. In this session, ExactCare, a health care innovator specializing in unique medication management solutions, will discuss the synergies they create and success they achieve by combining forward-thinking technology and a focus on patients. These synergies result in improved health outcomes and overall quality of life for patients, while enabling the health care organizations that care for them to achieve better clinical and economic outcomes.



Brad Hess, R.Ph., Chief Operating Officer, ExactCare Pharmacy
<https://www.linkedin.com/in/brad-hess-6b99248b>

Brad is an accomplished pharmacy and health care executive who brings extensive pharmacy operations experience to ExactCare. As COO, Brad provides strategic oversight and guidance for ExactCare's pharmacy operations, including both the Pharmacy Production and Patient Care functions. In addition, Brad is focused on strategic planning and company growth and is accountable for overall profitability and sustainability as ExactCare enters its next phase of expansion. His background also includes 14 years in the retail pharmacy industry with a Fortune 50 company and the 10th-largest pharmacy chain in the US. There he gained invaluable experience in a number of diverse roles—managing national operations for

1,000 pharmacy locations across the country; leading regulatory compliance, risk management, and compliance process design; managing health care growth strategy development and implementation; and leading pharmacy operations. Brad earned his BS in Pharmacy from The Ohio State University and is a registered pharmacist.



Marty Hauser | Vice President Business Development, ExactCare Pharmacy
<https://www.linkedin.com/in/martyhauser/>

Marty is a recognized health care leader who has served in numerous prominent leadership roles throughout his career. This includes: President and CEO of SummaCare, System VP & Chief Government Relations Officer for all entities owned by Summa Health System, leadership roles at the Leadership Institute and the Health Plan Alliance, President of the Cleveland Health Network, and a board member on numerous foundations in Summit County. Marty earned both his bachelor's and master's degrees from the University of Akron.



Tony Casanova | Chief Information Officer, ExactCare Pharmacy
<https://www.linkedin.com/in/tony-casanova-66a4361/>

Tony joined ExactCare in 2013 after accumulating over 13 years of experience in the high-tech information technology space. At ExactCare, Tony has helped navigate the challenges of intensely rapid growth, driving infrastructure enhancements in areas that include operational and business process design, technology, business analytics and patient engagement. He holds a BSBA with a focus in Management Information Systems from Ohio University.



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THANK YOU

To Our Sponsors



Sponsor Representatives will be available during the breaks, lunch and cocktail hour.
All attendees are encouraged to visit them throughout the day.