2018

Motown Mid-Year Business of Medicine Symposium
September 8-9, 2018 - Westin Detroit Airport Hotel, Detroit, MI
Schedule of Events

Friday, September 7, 2018

8:00 am-12:00 pm  C.O.M.E  Hudson Room
1:00 pm-3:00 pm  Executive Board of Governors Meeting  Armstrong Room
3:00 pm-4:00 pm  Executive Finance Committee Meeting  Armstrong Room
4:00 pm-5:00 pm  Board of Governors for Foundation Meeting  Armstrong Room
5:00 pm-7:00 pm  Full Board of Governors Meeting (dinner included)  Armstrong Room

Saturday, September 8, 2018

7:00 am-8:00 am  Breakfast Roundtable Discussion  Lindberg A
8:00 am-8:30 am  How to Incorporate Social Media into your Practice  Lindberg B/C
8:30 am-9:00 am  Post Visit Survey  Lindberg B/C
9:00 am-9:30 am  How to Deal with a Negative Review  Lindberg B/C
9:30 am-10:15 am  Customer Service and Phone Etiquette  Lindberg B/C
10:15 am-10:30 am  Break  Lindberg B/C
10:30 am-11:00 am  How to Deal with Difficult Employees  Lindberg B/C
11:00 am-11:45 am  Maintaining Enthusiasm in Your Workplace and Career  Lindberg B/C
11:45 am-12:15 pm  How to Create and Maintain a Good Referral Base  Lindberg B/C
12:15 pm-1:15 pm  Lunch and Roundtable Discussion  Lindberg A
1:15 pm-1:45 pm  Asset Protection  Lindberg B/C

Donna Schwendinger, MGMA, CMPE
Bob Teale, BBA, MMC
Donna Schwendinger, MGMA, CMPE
Robert Peets, DO & Anthony D’Angelo Jr., DO
Bob Kellogg, CIC
Schedule of Events

Saturday, September 8, 2018

1:45 pm- 2:15 pm  How to deal with a RAC Audit  Lindberg B/C  Donna Schwendinger, MGMA, CMPE
2:15 pm- 2:45 pm  What to do if You Get Served  Lindberg B/C  Bob Kellogg, CIC
2:45 pm- 3:00 pm  Beak
3:00 pm- 3:30 pm  How to Deal with Claims Denials  Lindberg B/C  Donna Schwendinger, MGMA, CMPE
3:30 pm- 4:30 pm  Professional Medical Liability: AKA Med Mal  Lindberg B/C  Bob Kellogg, CIC
4:30 pm- 5:00 pm  How to Outsource Billing  Lindberg B/C  Donna Schwendinger, MGMA, CMPE
5:00 pm- 5:30 pm  Moc Deposition  Lindberg B/C  Bob Kellogg, CIC
1:00 pm- 5:00 pm  Paper Writing Course  Wright Room  Donald Morris, DO & Sirtaz Sibia, DO
8:00 am- 5:00 pm  Scientific Seminar  Earhart Room  William Sullivan, DO, JD
3:00 pm- 3:30 pm  Break
3:30 pm- 4:30 pm  How the New Tax Code Affects Medical Practice  Lindberg B/C  William Sullivan, DO, JD
4:30 pm- 5:00 pm  Physician Extenders  Lindberg B/C  William Sullivan, DO, JD
5:00 pm- 5:30 pm  Break
5:30 pm- 6:00 pm  Cocktail Reception  Lindberg Room  Jim Bowen, JD
6:00 pm- 10:00 pm  Al Dubin Motown Mid-Year Dinner starring Detroit Soul Revue  Lindberg A/B/C  William Sullivan, DO, JD

Sunday, September 9, 2018

7:00 am- 8:00 am  Breakfast and Roundtable Discussion  Lindberg A  Donald Morris, DO & Sirtaz Sibia, DO
8:00 am- 9:00 am  Medical Ethics  Lindberg B/C  William Sullivan, DO, JD
9:00 am- 9:30 am  HIPAA  Lindberg B/C  William Sullivan, DO, JD
9:30 am- 10:00 am  Contracts  Lindberg B/C  William Sullivan, DO, JD
10:00 am- 10:15 am  Break  Lindberg B/C  William Sullivan, DO, JD
11:30 am- 12:15 pm  Physician Extenders  Lindberg B/C  William Sullivan, DO, JD
8:00 am- 12:00 pm  Paper Writing Course  Wright Room  William Sullivan, DO, JD
8:00 am- 12:00 pm  scientific seminar  Earhart  William Sullivan, DO, JD
Paper Writing Course Agenda

Saturday, September 8, 2018 -- 1:00 PM- 5:00 PM

1. **Introduction**
   - A. Introduce speakers
   - B. Goals of the workshop
   - C. Agenda and format
   - D. Introduce the map

2. **Success Story : Austin Baker**
   - A. “my experience”

3. **Topic statement**
   - A. Where to get research ideas
   - B. How to develop a researchable topic
   - C. Format of a topic statement

4. **The Researchable Question**
   TABLE WORK IN SMALL GROUPS

5. **Paper Format**
   - A. Review format of various types of papers from case report to randomized controlled study
   TABLE WORK IN SMALL GROUPS

6. **Literature Search**
   TABLE WORK IN SMALL GROUPS

7. **Recap**
   - A. Review of work maps

8. **The Literature Review**

9. **Statistics and Analysis**
   - A. Quantitative vs qualitative tests
   - B. Selecting the right statistical test
   - C. The plan of analysis
   TABLE WORK IN SMALL GROUPS

10. **Publication**
    - A. How to choose a journal for submission
    - B. The review process
    - C. What editors look for in accepting a paper
    - D. Red flags to avoid in submission
    - E. How to maximize success for new authors

11. **IRB Process**
    TABLE WORK IN SMALL GROUPS

Sunday, September 9, 2018 -- 8:00 AM- 12:00 PM
Save the date

2019 ANNUAL CLINICAL ASSEMBLY

Plans are already underway for the 2019 Annual Clinical Assembly.

Hyatt Grand Cypress, Orlando, Florida
April 27th - May 6th 2019

For more information visit aocoohns.org
DISCLOSURE OF FINANCIAL RELATIONSHIPS
The American Osteopathic Colleges of Ophthalmology & Otolaryngology – Head & Neck Surgery Foundation (AOCOO-HNS) controls the planning, development, delivery, and evaluation of this CME activity and will strictly adhere to the Standards for Commercial Support established by the American Osteopathic Association (AOA). In accordance with these Standards, the following decisions will be made free of the control of a commercial interest; identification of CME needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content, selection of educational methods, and evaluation of the CME activity.

FACULTY LECTURES & SESSIONS
At the beginning of each session, the speaker will communicate their disclosure information verbally to all learners and this information will also appear on Slide 2 of their presentation as required by the AOCOO-HNS. These disclosures allow for the best possible objectivity in the content and preparation of each lecture, and allow you to better evaluate each faculty member.
If you perceive any undisclosed conflict of interest during a lecture or faculty session, please contact AOCOO-HNS staff directly or make note in the speaker evaluation. AOCOO-HNS is committed to providing learners with commercially unbiased CME activities.

INTENDED OUTCOMES OF THE CME PROGRAM
The 2018 Mid-Year Seminar is designed to provide learners with the skills needed to address clinical and non-clinical practice gaps in the fields of Ophthalmology and Otolaryngology medicine. AOCOO-HNS strives to offer balanced and well-rounded education to learners.

At the conclusion of the 2018 Mid-Year Seminar, participants will be able to:
• Practice evidence-based informed Ophthalmology & Otolaryngology osteopathic medicine.
• Utilize best practices to address practice gaps for clinical and non-clinical issues.
• Demonstrate change in knowledge, competence and/or performance based on the educational content presented.

All individuals in a position to influence and/or control the content of AOCOO-HNS CME activities are required to disclose to the AOCOO-HNS and subsequently to learners that the individual either has no relevant financial relationships or any financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in CME activities. Disclosure information for all individuals in a position to influence and/or control CME activity content will be communicated to learners prior to the start of event per AOCOO-HNS CME guidelines.

ACCREDITATION
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 Accreditation Council for Graduate Medical Education (ACGME) and the American Osteopathic Colleges of Ophthalmology & Otolaryngology. The Accreditation Council for Graduate Medical Education (ACGME) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The ACGME designates this live educational activity for a maximum of 12 AMA PRA Category 1 Credits TM. Physicians should claim only the credits commensurate with the extent of their participation in the activity.

Course Chair
Don Morris, DO, Wayne Robbins, DO, Sirtaz Sibia, DO
Online CME attestation is quick and easy!

1. Go to aocoohns.org
2. Fill out your attestation form
3. Followed by a course evaluation
4. Press submit
5. Your certificate will download immediately for you to print or save as a PDF

Complementary Wi-Fi is available.
Network: WestinConference
Password: 18AOCOOHNS

Visit www.aocoohns.org to find downloadable lecture materials, up-to-date agendas, course evaluations, and online attestation for CME.

Does using social media make you feel uneasy because you simply do not know how to use it? Find one of our staff members and they can connect you to all of AOCOO-HNS social media and give you a quick tutorial on social media.
Head to our registration desk or our staff office which is located in the Hudson room and our staff can assist you with:

- Registration
- Questions
- Directions
- How to use our app

Or if you would prefer give us a call:

Call us at (855) 262-6646