

Physician Seminars

10:00 AM – 11:00 AM

EMR Adoption and Stimulus Package Incentives

Speaker: **Shannon Moore**
Texas Medical Association
Director, Health Information Technology

Free Ethics CME*

Learning Objectives:

1. Discuss the quality of care, patient safety, and efficiency benefits of an electronic medical record;
2. Assess clinical environment needs to determine readiness for electronic medical record implementation;
3. Describe necessary steps for successful electronic medical record selection and implementation; and
4. Summarize eligibility for EMR use incentives through the federal government stimulus package.

*Accreditation Statement:

The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Designation Statement:

The Texas Medical Association designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity has been designated for 1 hour of ethics and/or professional responsibility education.

11:45 AM – 12:45 PM

RAC, CMS, OIG, MAC, CPT, E&M: What Does This All Mean to Me?

Speaker: **Mary Angela Meyer, J.D.**

Free Ethics CME***

Learning Objectives:

1. Identify areas of practice at risk for an audit.
2. Describe the audit process and resources available.
3. Appropriately respond to an audit or inquiry from CMS and/or its contractors.

***Accreditation Statement:

TMLT is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Designation Statement:

TMLT designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This course has been designated by TMLT for 1 hour of education in medical ethics and/or professional responsibility.

1:30 PM – 2:30 PM

Managing Your Patients: Insights from Patient Complaining & Satisfaction Research

Speaker: **Vikas Mittal, Ph.D.**
Professor of Marketing at the Jones Graduate School of Management, Rice University

Free CME**

Learning Objectives:

1. Review drivers of patient satisfaction, their effect on patient complaints and satisfaction, and impact on medical practices
2. Identify gaps in patient satisfaction via surveys
3. Apply knowledge on drivers and impact of patient satisfaction to medical practice.

**Accreditation Statement:

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 Texas Medical Association and Harris County Medical Society. The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Designation Statement:

The Texas Medical Association designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The first 50 to arrive at registration the day of the expo will receive a welcome gift.