

# Physician Schedule

Harris County Medical Society

**Business Expo**

For Physicians & Practice Managers

Saturday, April 4, 2020

NRG Center

- 8:00am** Physician Registration Check In
- 8:45am** First Seminar Check-in
- 9:00am** **1 hour Ethics CME: *Marketing 101: HCMS Resources to Develop Your Patient Base* by Ahuva Terk, MBA, Vice President of Member Services, HCMS**  
Objectives: Learn how to develop an effective marketing plan for the medical practice; Understand the resources offered by the Harris County Medical Society and the Texas Medical Association to develop your patient base; and Understand how social media tools can be used to promote your practice to colleagues and potential patients.
- 10:15am** Door Prizes Announced
- 10:30am** Second Seminar Check-in
- 10:45am** **1 hour Ethics CME: *To Be or Not To Be Employed* by Michael L. Kreager, JD**  
Objectives: Discuss the pros and cons of physician employment; Outline steps to evaluate, sell, or merge a medical practice; Recognize the impact of employment contracts on physician income, work schedule, medical decision making, and liability risks; and, Develop a plan when and if employment is no longer a viable option.
- 12:15pm** Lunch & Learn Check-In
- 12:30pm** **Lunch & Learn Seminar: 1 hour CME (not ethics) *Business of Medicine – Efficiencies to Enhance Workplace Productivity* by April Bellard, HCMS Director of Payment Advocacy & Practice Management**  
Objectives: Identify important tips to increase efficiencies in practice operations; Display a better understanding of state and federal laws to decrease payer administrative burdens and stay off the TMB and fraud radar; and Identify best practices in Revenue Cycle Management that will assist in financial stability, including medical record documentation.
- 1:45pm** Door Prizes Announced
- 2:00pm** Third Seminar Check-in
- 2:15pm** **2 hour CME: *Legislative & Regulatory Roadmap 2020: What You Need to Know* by Katherine Campbell, JD** Objectives: Discuss controlled substance Prescription Monitoring Program (PMP) and changes to opioid and benzodiazepine prescribing rules; Outline new requirements for specific CME courses which must be taken; Describe legislative updates affecting Texas physicians such as the new laws pertaining to cannabinoid derived products, liability protection for volunteer healthcare professionals in the wake of disasters, and telemedicine; Identify additional regulatory updates including new requirements for consent forms; and Discuss Texas Medical Board (TMB) hot topics and the ramifications of peer review actions.
- The Texas Medical Liability Trust designates this live activity for a maximum of 2 AMA PRA Category 1 Credit(s). Physicians should claim only the credit commensurate with the extent of their participation in the activity. This course has been designated by TMLT for 1 credit in medical ethics and/or professional responsibility. TMLT policyholders who complete this program may earn a 3 percent discount that will be applied to their next eligible policy period.*
- (TMLT policy holders who complete the 2:15 PM Ethics CME may earn a 3% discount on their next eligible policy period.)*
- 4:30pm** Event Ends