

## PRESIDENT'S WELCOME

On behalf of the Board of Directors, I am delighted and privileged to extend a gracious and inclusive welcome to our 11th Annual National NORM Conference in Mobile, Alabama. Many of you have made huge contributions of your time, knowledge and expertise to grow NORM into what it is today. On behalf of us all, we are deeply appreciative and offer you our most grateful welcome.

In 2015, NORM celebrated our 10th Anniversary. In 2016, our conference will focus on "Unmasking Your Future in Rheumatology". Our future includes many challenges as we move toward value driven healthcare. We must continue to strive to do our best. We do this each day by our commitment to the highest standard of work, our willingness to network, our strong leadership, and our continuous support of patients, staff and physicians. Together, we are able to achieve so much!

NORM's mission is to promote and support education, expertise and advocacy for rheumatology practices and their patients. During our conference the expert speakers and breakout facilitators will help demystify the future of rheumatology. Our future includes the new MACRA payment system. Is your practice ready to choose the MIPS or APM's payment system? Is your practice ready to compete in a value-based-world?

By attending the conference you will be better prepared to begin "Unmasking Your Future in Rheumatology". Your days will be filled with opportunities to attend many informative general sessions, product theaters, and breakout sessions focused on what we need to know today to prepare for the future. We encourage you to attend all networking opportunities. Bring your passion, knowledge and leadership to help bridge gaps in rheumatology offices. As with any labor of love, we have a lot of work in our future as we continue to focus on access to care for our patients.

Thank you all, sincerely, for being true professionals and for being our inspiration! Lastly, thank you for the pleasure and privilege of working with you and for you! There are no strangers at our Conference, only friends we have yet to meet.

Congratulations to us all!

*Ethel Owen*  
President of NORM

## NATIONAL ORGANIZATION OF RHEUMATOLOGY MANAGERS

12:00pm – 6:00pm	<b>Wednesday, September 14</b> <i>AAPC – CRHC Test – Review Course</i>	4:00pm – 5:00pm	<i>Federal Efforts to Improve Value in Health Care and the Impact on Rheumatology Practices</i> Emily Graham, Hart Health Strategies
10:00am – 5:00pm	<b>Thursday, September 15</b> Registration	5:30pm – 6:30pm	Friday Reception
9:30am – 3:00pm	<i>AAPC – CRHC Test</i>	6:30pm – 9:00pm	Friday Dinner
2:00pm – 5:00pm	Exhibit Hall Set-Up		
4:00pm – 5:00pm	New Member/New Attendee Orientation	6:30am – 8:00am	
5:00pm – 6:00pm	Welcome Reception	8:00am – 9:00am	
		9:00am – 10:00am	<b>Saturday, September 17</b> Breakfast in Exhibit Hall
6:30am – 8:00am	<b>Friday, September 16</b> Breakfast in Exhibit Hall	10:00am – 10:45am	Membership Annual Meeting
8:00am – 8:30am	Welcome & Review of Conference	10:45am – 11:00am	<i>Mastering Patient Flow: Moving From Volume to Value</i>
8:30am – 9:30am	Keynote: <i>Achieving Your Desired Results and Keeping Them</i> Bob Murphy, Studer Group	11:00am – 12:00pm	Elizabeth Woodcock, Woodcock and Associates
9:30am – 10:30am	<i>Competing in a Value-Based World</i> Deborah Keegan, Medical Practice Dimensions, Inc		Break in Exhibit Hall
10:30am – 11:15am	Break in Exhibit Hall		Transition
11:15am – 11:30am	Transition		Breakouts
11:30am – 12:30pm	Breakouts <i>Eight Ways to Speed Up Patient Revenue</i> Deborah Keegan, Medical Practice Dimensions, Inc		<i>Maximizing Patient Collections</i> Elizabeth Woodcock, Woodcock and Associates
	<i>High/Middle/Low Conversations</i> Bob Murphy, Studer Group	12:00pm – 1:00pm	<i>Teaching Your Patients How to Advocate</i> TBD
12:30pm – 2:00pm	<i>Balancing the Checkbook with Compassion – The True Business of Healthcare</i> Susan Childs, Evolution Healthcare Consulting	1:00pm – 1:10pm	<i>2016 OSHA/HIPAA Review</i> Joseph Suchocki, Eagle Associates, Inc.
2:00pm – 3:00pm	<i>Customer Service in a Medical Practice</i> Tracy Spears, Transworld Systems Inc	1:10pm – 2:10pm	<i>Effectively Communicating with Payers</i> Bryan Johnson, NICA
	<i>Product Theatres: Abbvie &amp; McKesson</i> Lunch in Exhibit Hall	2:10pm – 2:15pm	<i>Product Theatres: Amgen &amp; Janssen</i> Lunch in Exhibit Hall
	Breakouts <i>Teaching Your Patients How to Advocate</i> TBD	2:15pm – 3:00pm	Transition
	<i>High/Middle/Low Conversations</i> Bob Murphy, Studer Group	3:00pm – 3:10pm	Vendors Break Down
	<i>Balancing the Checkbook with Compassion – The True Business of Healthcare</i> Susan Childs, Evolution Healthcare Consulting	3:10pm – 4:00pm	<i>NORM Circles of Knowledge</i> <i>Product Theatres: BMS</i> Transition
	<i>Customer Service in a Medical Practice</i> Tracy Spears, Transworld Systems Inc	4:00pm – 5:00pm	<i>Biosimilars Are Coming: Key Considerations for Rheumatology Practice Managers</i> Thomas Felix, MD
	<i>Product Theatres – 2 potential</i> Break in Exhibit Hall		Transition
3:00pm – 3:45pm	Transition		<i>Ancillary Services: To Do or Not To Do: How Do We Answer This Question?</i> NEC Committee
3:45pm – 4:00pm			Networking Session

## CONFERENCE REGISTRATION

Available on-line at [www.normgroup.org](http://www.normgroup.org)

All rheumatology managers/professionals are encouraged to join NORM and register for the annual conference. NORM dues are \$150 (January 1 – December 31). The early bird conference fee is \$100. If you register after August 1, 2016 the conference fee is \$150.

If you are a current member of NORM log-in to your account and register for the 2016 conference. If you are not a current member of NORM please visit our website to join NORM and pay your conference fee.

In order to ensure your participation in the meeting, please register no later than September 1, 2016.

## HOTEL ACCOMMODATIONS

Accommodations for the NORM conference can be made through the Renaissance Mobile Riverview Plaza Hotel. To make reservations on-line the website link is <http://bit.ly/GuestRes>. You may call 1.251.438.4000.

To take advantage of our special rate of \$139 per night, reservations must be made prior to August 31, 2016. Please note that once our guestroom block fills, we cannot guarantee that our special rate will be available. We suggest making plans early.

## BOARD OF DIRECTORS

Ethel Owen, <i>President</i>	Donnie Craig
Andrea Zlatkus, <i>Vice President</i>	Nancy Ellis
Cathy Evans, <i>Secretary</i>	Karen Grace
Rai McElroy, <i>Treasurer</i>	Iris Nichols
Lynette Byrnes	Jay Salliotte

## CONFERENCE MATERIALS

For conference attendees the 2016 Conference materials will be available via the Conference APP that may be downloaded through the Apple Store or Google Play. There will be a desktop version for those who wish to download to their desktops. This app will provide you with all conference handouts and much more. Additional information and instructions will be sent in late July. NORM will provide a magazine style notebook at the conference.



## ADA STATEMENT

For special services, assistance, or information call Tammala Bulger at 910-520-0515 or email her at [tab@reubenallen.com](mailto:tab@reubenallen.com).

## SPEAKERS

*Susan Childs*  
Founder  
Evolution Healthcare Consulting

*Emily Graham, RHLA, CCS-P*  
Vice President, Regulatory Affairs  
Hart Health Strategies, Inc.

*Deborah Walker Keegan, PhD*  
Consultant  
Medical Practice Dimensions, Inc.

*Bryan Johnson*  
President  
National Infusion Center  
Association (NICA)

*Bob Murphy*  
Senior Leader, National Speaker  
Studer Group

*Tracy L. Spears*  
Vice President / Healthcare Division  
Transworld Systems, Inc.

*Joseph Suchocki*  
President  
Eagle Associates, Inc.

*Elizabeth Woodcock, MBA, FACMPE, CPC*  
Founder & Principal  
Woodcock and Associates

# NORM

## National Organization of Rheumatology Managers

### Unmasking Your Future in Rheumatology



## ACCREDITATION STATEMENT



This activity has been planned and implemented in accordance with the accreditation requirements and policies of the North Carolina Medical Society (NCMS) through the joint providership of South East Area Health Education Center and the National Organization of Rheumatology Managers.

## CREDIT STATEMENT

The South East Area Health Education Center designates this live activity for a maximum of 9.5 Contact Hours. Attendees should claim only the credit commensurate with the extent of their participation in the activity.

## DISCLOSURE STATEMENT

SEAHEC adheres to NCMS Essential Areas and Policies regarding industry support of continuing medical education. Commercial support for the program, and faculty relationships within the industry, will be disclosed at the activity. Speakers will also state when off-label or experimental use of drugs or devices is incorporated into their presentations. SEAHEC and NORM do not imply endorsement of any commercial products displayed at educational events.

Diamond Level Corporate Members  
*Janssen | Amgen*

Sapphire Level Corporate Members *Genentech*  
Platinum Level Corporate Members *AbbVie | BMS | Celgene | Lilly*

Thursday, September 15, 2016  
Friday, September 16, 2016  
Saturday, September 17, 2016

Renaissance Mobile Riverview Plaza Hotel and  
Arthur R. Outlaw Convention Center  
Mobile, AL