

## Wednesday, October 6

10:00am – 4:00pm **AAPC – CRHC Test – Review Course**

## Thursday, October 7

7:00am – 3:00pm New Leaders in Rheumatology Bootcamp  
8:00am – 3:00pm AAPC – CRHC Test  
10:00am – 5:00pm Conference Attendee Registration  
1:00pm – 5:00pm Vendor Registration & Exhibit Hall Set-Up  
3:30pm – 5:00pm New Member/New Attendee Orientation  
5:00pm – 6:30pm Welcome Reception

## Friday, October 8

6:30am – 8:00am Breakfast in Exhibit Hall  
8:00am – 8:45am Welcome & Review of Conference  
8:45am – 9:45am **Keynote: Lighting a Fire Under Your Leadership**  
Candy Whirley  
9:45am – 10:45am **Rheumatology Pathways: Transforming Rheumatology Care to Value Based Payment Models**  
Karen Ferguson  
10:45am – 11:30am Break in Exhibit Hall  
11:30am – 11:45am Transition  
11:45am – 12:45pm Breakouts  
**Let's Turn Up the HEAT and Take a Deep Dive into the Tango Oasis....and 1 2 3!**  
Candy Whirley  
  
**Understanding Advance Practice Providers (APP) and How They Can Help Your Practice Thrive and Grow.**  
Greg Thompson, Sarah Wilmsmeyer, Denise Qualls, Amanda Mixon  
  
**Resisting Specialty Pharmacy Mandates: Driving Positive Change Through Advocacy**  
Brian Nyquist  
  
**The Incident To Challenge: Optimizing Reimbursement While Staying in Compliance**  
Jean Acevedo  
  
12:45pm – 2:15pm Lunch in Exhibit Hall  
2:15pm – 3:15pm **Adventures in Babysitting the Hypersensitive Employee**  
Scott Warwick  
3:15pm – 4:00pm Break in Exhibit Hall  
4:00pm – 4:15pm Transitions  
4:15pm – 5:15pm Breakouts  
**Effectively Documenting and Warning Employees**  
Scott Warwick

**Involving Patients as Advocates**  
Global Healthy Living Foundation

**Ancillary Services: What to Know Before You Jump**  
Jean Acevedo

**Resisting Specialty Pharmacy Mandates: Driving Positive Change Through Advocacy**  
Brian Nyquist

6:00pm – 7:00pm Friday Reception  
7:00pm – 9:00pm Friday Dinner

## Saturday, October 9

7:00am – 8:00am Breakfast in Exhibit Hall  
8:00am – 9:00am **De-escalation of Angry People: Turning Down the Heat During Difficult Conversations**  
Rick Olsen, PhD  
9:00am – 10:00am **Membership Annual Meeting**  
10:00am – 10:45am Break in Exhibit Hall  
10:45am – 11:00am Transition  
11:00am – 12:00pm Breakouts  
  
**Effectively Documenting and Warning Employees**  
Scott Warwick  
  
**Involving Patients as Advocates**  
Global Healthy Living Foundation  
  
**The Incident To Challenge: Optimizing Reimbursement While Staying in Compliance**  
Jean Acevedo  
  
**Access to Care Coming Up Dry – Biologic Access in A High Deductible World**  
Andrea Zlatkus  
12:00pm – 1:15pm Lunch in Exhibit Hall  
1:15pm – 1:30pm Transition  
Vendors break down @ 1:30pm  
1:30pm – 2:30pm **Wrapping up our Year of Compliance... Where do we go from here?**  
NEC Committee  
2:30pm – 2:45pm Transition  
2:45pm – 3:45pm NORM Circles of Knowledge  
3:45pm – 5:15pm **Social Media and the Health Professional**  
Austin Chiang, MD  
6:15pm Reception/Dinner (optional)

# NEW LEADERS IN RHEUMATOLOGY BOOTCAMP

Are you looking for “Basic Training” on how to help your doctors run a top-notch medical practice? Are you a new leader with 0-3 years of experience in practice management? If so, join our New Leaders in Rheumatology Bootcamp designed just for you. During this one-day, intensive course we will expose you to the basic topics and key benchmarks that you need to know! You will network with a group of people like you and meet a cohort of instructors who have been in your shoes and can help. The Bootcamp is a pre-conference activity scheduled for Thursday, October 7, 2021 and is open only to those attending the 2021 NORM Annual Conference. Each participant will receive a Certificate of Completion at the end of the course. Space is limited to 25 participants. You can register when you register for the conference.

## CORPORATE MEMBERS

**DIAMOND LEVEL CORPORATE MEMBERS**  
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Aurinia Pharma, GSK, Horizon, Vectra

**SILVER LEVEL CORPORATE MEMBERS**  
CuraScript SD, McKesson

### 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 conference fee is \$100. The early bird registration (before March 31) is \$75. If you register after August 15, 2021 the conference fee is \$150. If you are a current member of NORM log-in to your account and register for the 2021 conference. There is a link on the event calendar. If you are not a NORM member, please visit our website [www.normgroup.org](http://www.normgroup.org) to join NORM and then access the event calendar on the membership portal. To ensure your participation in the meeting, please register no later than September 1, 2021.

### SHUTTLE

NORM will provide a shuttle to and from the Phoenix Sky Harbor International Airport and the conference hotel. There will be a link to register for the shuttle on your conference registration confirmation email.

### HOTEL ACCOMMODATIONS

Accommodations for the NORM conference may be made online after you register for the conference. There will be a link to arrange your hotel accommodations on your conference registration confirmation email. To take advantage of our special rate of \$160 per night and \$10 resort fee, reservations must be made prior to September 10, 2021. Please note that once our guest room block fills, we cannot guarantee that our special rate will be available. We suggest making plans early.



### ADA Statement

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

## THE HEAT IS ON RHEUMATOLOGY! COME TO THE NORM OASIS

In this COVID world, all bets are off! We've been operating at a fever pitch to adapt and keep our practices viable and our people safe. But, even beyond COVID, our "business as usual" strategy is under attack. Increasingly every year, we put out more fires caused by new mandates and restrictions from Medicare, commercial payors, and government agencies. The business models on which we relied in the 2000s and 2010s may not be optimal for this decade and beyond.

The Heat is on Rheumatology!

As we consider what the future may hold for our medical practices, the National Organization of Rheumatology Management (NORM) invites you to join us at our oasis where we'll examine hot trends in business strategy and compliance.

We will jump right into the fire with a session on value-based payment models which are geared to allow for rheumatologists and payors to blaze partnerships. We will address the burning need for additional providers in Rheumatology, and the role Physician Assistants and Nurse Practitioners can play in our practices.

With drastic increases to cost sharing and decreases in access, patients are demanding more and expecting results immediately. Join us for ways to channel their fiery energy into advocacy with sessions on resisting specialty pharmacy mandates and involving the patients as advocates. Additionally, we will kindle ways to improve your leadership, give you tips for stoking your skills in documenting and warning employees, address how to de-escalate hotheads in the practice, as well as how to tamp down on the intensity of managing a hyper-sensitive employee.

We will wrap up our year-long steady burn of compliance webinars and will address those eternal flame topics like billing for ancillaries and Incident-To compliance. Also, we will hear from our new NORM Executive Director, Andrea Zlatkus, on the latest in biologic access in a high deductible world. Our final topic will look at the red-hot world of social media and its use in the health profession.

As always, while spending ample time thinking and learning, we leave many opportunities to "gather round the campfire" with our friends, colleagues, and industry partners. You can look forward to good food, good fellowship, and great giveaways!

Lastly, while we are focusing on a vibrant and enjoyable in-person conference, we will also offer a basic virtual option for those NORM members who are unable to travel.

Please join us in October as we escape the metaphorical heat and plan our pathways to positive patient outcomes and practice prosperity. Come to the NORM Oasis!

**-Jay Salliotte, NORM President**

## SPEAKERS

Jean Acevedo, LHRM, CPC, CHC, CENTC, AAPC Fellow  
President & CEO  
Acevedo Consulting, Inc

Austin Chiang, MD  
Chief Medical Social Media Officer  
Jefferson Health

Karen Ferguson  
Practice Administrator  
Arthritis Northwest, PLLC

Amanda Mixon PA-C  
Colorado Center for Arthritis and Osteoporosis

Brian Nyquist  
President & CEO  
NICA

Richard Olsen, PhD  
Professor of Communication Studies,  
& Department Chair  
University of North Carolina Wilmington

Denise Qualls  
Practice Administrator  
Colorado Center for Arthritis and Osteoporosis

Greg Thompson, MBA, CRMS  
Practice Administrator  
Saint Louis Rheumatology

Scott Warrick, JD, MLHR, CEQC, SHRM-SCP  
President  
Scott Warrick Human Resource Consulting,  
Training & Coaching Services  
Scott Warrick Employment Law Services

Candy Whirley  
Motivational Speaker & Author

Sarah Wilmsmeyer – PA-C  
Saint Louis Rheumatology

Andrea Zlatkus, CPM, CRMS, CRHC  
NORM Executive Director

Global Healthy Living Foundation

## CONFERENCE MATERIALS

For conference attendees the 2021 Conference materials will be available via the Conference Attendee Hub 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 hub will provide you with all conference materials and much more. Additional information and instructions will be sent in late - September. NORM will provide a magazine-style notebook at the conference. Only (live) conference attendees will be eligible to receive conference promotional materials.

## BOARD OF DIRECTORS

Jay Salliotte, President	Kelli Kelleher
Nancy Ellis, Vice President	Karen Mullen
Alicia Sullivan, Secretary	Andre Smith
Michelle Owen, Treasurer	William Tan
Jaime Fiore	Greg Thompson

## THE HEAT IS ON RHEUMATOLOGY *come to the NORM Oasis*



**NORM**  
National Organization of  
Rheumatology Management

Grand Arizona Resort & Spa | Phoenix, AZ

**October 7-9, 2021**