

Practice Management Course

November 8-9, 2018

Orthopaedic Learning Center | Rosemont, IL

Brian Cole, M.D., M.B.A., and Jack Bert, M.D.



This new course is designed for the practicing orthopaedic surgeon who understands the critical nature of strategic development and alignment of their existing practice within their local environment. From developing strategies including the addition of ancillary services, initiating bundled payments, payment for non-covered clinical procedures, and understanding in and out of network opportunities, this course will discuss concepts critical to the financial success of private practice. Experts will focus on the use of telemedicine, collecting outcomes data, setting up a concierge practice, effective coding strategies, and how to successfully contract with payors. Employed physician subjects will be discussed, including employer contracting issues and negotiating appropriate reimbursement for work performed. Additionally, there will be a section dedicated to protecting the financial wellbeing of the surgeon, and developing a strategy for investing for the future.



SPONSORSHIP OPPORTUNITIES

Welcome Packet Insert

Each attendee receives a welcome pack upon checking-in at the Orthopaedic Learning Center. Enclosed in the AANA-branded folder is important information pertaining to the course and your collateral! This is a great place to communicate your brand, products and services. \$1,000 - only five available!

Tabletop Exhibit

Be present and get the facetime you need with the best in orthopaedic surgery. Display your information and shake hands with the attendees and presenters at your booth. Each table is six feet and has a prime central location for attendee traffic. \$1,000 - only seven available!

App

Have your company's information and website at the fingertips of every attendee. The AANA Mobile App is the home base for all AANA meetings as attendees use it to access information about the course. \$1,000 includes your company logo and hyperlink under the Exhibitor section of the app.

Ask about banner ad space on the AANA.org website!

Take advantage of all three opportunities at a discounted rate of \$2,500!

For more information, contact:
Ann O'Neill
ann@aana.org
(847) 507-9589

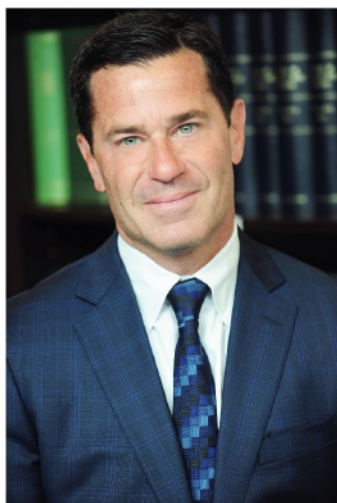
Practice Management Course



*Securing Your Future as an Orthopaedic Surgeon:
Protecting Your Practice and Financial Health*

November 8-9, 2018 | Orthopaedic Learning Center | Rosemont, IL

Chairs: Brian Cole, M.D., M.B.A., and Jack Bert, M.D.



This course is designed for the practicing orthopaedic surgeon or group administrator who understands the critical nature of strategic development and alignment of their existing practice within their local environment. From developing strategies including the addition of ancillary services, initiating bundled payments, payment for non-covered clinical procedures, and understanding in- and out-of-network opportunities, this

course will discuss concepts critical to the financial success of private practice. National experts will focus on the use of telemedicine, collecting outcomes data, setting up a concierge practice, liability protection, building and marketing your practice, effective coding strategies, and how to successfully contract with payors. Employed-physician models will be discussed as well including employer contracting issues and negotiating appropriate reimbursement for work performed. The course will have an entire section on perhaps the most important aspect of employed or private practice which is protecting the salary that the surgeon receives, and developing a strategy for investing for the future. [Drs. Cole and Bert have put together a course which should be relevant to every practicing orthopedic surgeon regardless of his/her type of practice in order to be successful both personally and professionally.](#)

Learn More aana.org/practice