

## Time for a Check-up:

Improving the  
Business Health  
of Your Practice

Thursday,  
November 15, 2018

CCPA Purchasing Partners, LLC  
225 E. Chicago Avenue, Box 113  
Chicago, IL 60611

**CCPA**  
Purchasing  
Partners, LLC

# Time for a Check-up Improving the Business Health of Your Practice

Thursday, November 15, 2018

Café la Cave  
2777 Mannheim Road  
Des Plaines, IL 60018

*This activity has been planned and implemented with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Chicago Medical Society and CCPA Purchasing Partners. The Chicago Medical Society is accredited by the ACCME to provide continuing medical education for physicians.*

The Chicago Medical Society designates this live activity for a maximum of **5 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**CCPA**  
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Partners, LLC

In conjunction with the  
Chicago Medical Society

**CMS** CHICAGO  
MEDICAL  
SOCIETY  
THE MEDICAL SOCIETY OF COOK COUNTY  
FOUNDED IN 1850

## Desired Learning Outcomes

At the end of this CME event, participants should be able to:

- Maximize your scheduling potential, increase productivity, and improve access by leveraging existing resources and determining strategies for avoiding missed appointments and managing cancellations
- Implement methods to improve customer service including over-the-phone and face-to-face interactions with patients
- Acquire the knowledge, tools, and resources necessary to implement a SWOT analysis to aid in strategic planning and goal-setting for your practice
- Retire passive billing procedures and adapt proactive, patient-centric policies and options to increase collections without sacrificing patient care

## Who Should Attend

Physicians with administrative responsibilities for their medical practice should attend this conference to learn strategies for better managing the practice. Practice managers/administrators are also encouraged to attend so that they can work with their physician(s) to implement these changes.

PROGRAM	TOPIC/TITLE	SPEAKER
8-8:30 a.m.	Registration and Breakfast	
8:30-8:45 a.m.	Welcome and Introductions	Valerie Kimball, MD
8:45-10 a.m.	Best Practices in Scheduling and No-Show Management	Elizabeth Woodcock, MBA, FACMPE, CPC
10-10:30 a.m.	Break/Visit Exhibit Hall (non-CME)	
10:30-11:45 a.m.	Customer Service that Rocks!	Elizabeth Woodcock, MBA, FACMPE, CPC
11:45 a.m.-12:45 p.m.	Lunch/Visit Exhibit Hall (non-CME)	
12:45-2 p.m.	Practical Problem Solving & Strategic Planning Using a SWOT Analysis	Karen A. Zupko
2-2:15 p.m.	Break/Visit Exhibit Hall (non-CME)	
2:15-3:30 p.m.	Collecting More in a High Deductible World: Implementing Changes that Increase Cash Flow and Help Patients	Karen A. Zupko
3:30 p.m.	Complete Evaluations and Adjourn	



**The Wyndham Chicago O'Hare • 1450 East Touhy Avenue  
Des Plaines, IL 60018 • 847-296-8866**

Discounted rate for Wednesday, November 14 and Thursday, November 15 is \$129. Call 847.296.8866 to make reservations and mention CCPA Purchasing Partners as the group. **Reservations must be made by 10/30/18 to receive this rate.**

## Time for a Check-up: Improving the Business Health of Your Practice

**Thursday, November 15, 2018**

**Café la Cave • 2777 Mannheim Road • Des Plaines, IL • ☎ 847.827.7818**

**Registration closes Friday, November 9, 2018. Space is limited.**

**Register online at [ccpapp.org/2018-time-for-a-check-up](http://ccpapp.org/2018-time-for-a-check-up)**

First and last name: \_\_\_\_\_

Title: \_\_\_\_\_

CCPA PP member or staff:  Yes  No

Practice name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_

**May CCPA PP share your e-mail address with the event's exhibiting partners?**

Yes, you may share my e-mail address  No, you may not share my e-mail address

**Please specify any allergies/dietary restrictions:**

\_\_\_\_\_

### Pricing information

The cost for *Time for a Check-up: Improving the Business Health of Your Practice* is:

CCPA PP	CCPA PP	Non-Member
*Member Group Rate	Member and Staff	and Staff
<b>\$50/per person</b>	<b>\$75/per person</b>	<b>\$125/per person</b>

\* Groups of three or more attendees from the same practice must call 312-227-7437 to receive the discounted rate. All meals, snacks, course materials and parking are included. Registration forms will not be processed without full payment.

### Method of payment

Participants may pay by check or by credit card. (*Visa, MasterCard, American Express, Discover*)

**To pay by credit card** Please register and submit payment online at [ccpapp.org/2018-time-for-a-check-up](http://ccpapp.org/2018-time-for-a-check-up) or you may call 312.227.7437 to register and submit your credit card payment.

**To pay by check** Please make checks payable to CCPA Purchasing Partners and mail along with this completed form to:  
**CCPA Purchasing Partners**  
225 E. Chicago Avenue, Box 113  
Chicago, IL 60611

**Cancellation policy:** The paid registration, minus a \$20 administrative fee, will be available if your cancellation is made more than 48 hours in advance of the event.

**Contact information:** Visit [ccpapp.org/2018-time-for-a-check-up](http://ccpapp.org/2018-time-for-a-check-up) for more information or call 312.227.7437 with questions or to register.