

2012



# Roundtable

Bringing together GI practice leadership  
for a two-day discussion of health care reform  
and the future of gastroenterology

**March 30-31, 2012**

Knoxville Convention Center, Knoxville, TN

[www.giroundtable.com](http://www.giroundtable.com)

## Keynote Speakers

- **Senator William H. Frist Sr., MD**  
Bipartisan Policy Center  
Former U.S. Senate Majority Leader
- **Mark McClellan, MD, PhD**  
Director, Engelberg Center for Health Care  
Reform, Brookings Institution –  
Former CMS Administrator
- **Uwe E. Reinhardt, PhD**  
James Madison Professor of Political Economy  
Woodrow Wilson School  
Princeton University

## Course Directors

- **Klaus Mergener, MD, PhD, MBA**  
Digestive Health Specialists  
Tacoma, WA
- **Bergein F. Overholt, MD**  
Gastrointestinal Associates  
Knoxville, TN

## Special Lecture

- **Samuel Shem (penname of Stephen Bergman, MD)**  
Author, *House of God* and *The Spirit of the Place*,  
Co-author and Producer, Bill W. and Dr. Bob.

***Dear Colleagues,***

We hope you will join us for the 2012 GI Roundtable!

The meeting has been moved to the Knoxville Convention Center as it will provide a unique platform for practicing gastroenterologists and practice managers to connect, network, and organize.

With implementation of health reform efforts in full swing, we want to explore strategies for our practices to remain successful in this environment of rapid change and uncertainty. To this end, we have assembled an outstanding faculty and charged them with identifying specific strategies and providing practical tips for us to consider as we all strive to position our practices for a successful future. Topics such as payment reform models, quality and transparency, interactions with local hospitals and health systems, and profitability and cost containment strategies will all feature very prominently in this program. Audience members will be actively involved in over four hours of moderated panel discussions on these and other topics.

We are fortunate to be joined by a large number of outstanding keynote speakers, including former Senate Majority Leader Bill Frist, former CMS Administrator Mark McClellan, Princeton economist Uwe Reinhardt and Samuel Shem, author of *The House of God*.

Taken together, we expect this to be a unique program that will allow us to jointly develop successful solutions to continuously improve the quality of care we provide for our patients.

We look forward to your participation as we work to achieve this all-important goal.

Welcome!

Klaus and Gene

## Faculty

- **John I. Allen, MD, MBA**  
Minnesota Gastroenterology  
Minneapolis, MN
- **Thomas M. Deas, Jr., MD, MMM**  
Gastroenterology Associates of  
North Texas  
Fort Worth, TX
- **Peter S. Donaldson, MBA**  
CEO, Digestive Health Specialists  
Winston Salem, NC
- **Robert A. Enns, MD**  
Pacific Gastroenterology Associates  
Vancouver, Canada
- **Randolph B. Fenninger, JD**  
Sr. Policy Advisor, Holland & Knight  
Washington, D.C.
- **Senator William H. Frist Sr., MD**  
Former U.S. Senate Majority Leader  
Senior Fellow, Bipartisan Policy  
Center  
Washington, D.C.
- **Jack Groover, MD**  
Borland-Groover Clinic  
Jacksonville, FL
- **Rodney F. Hochman, MD**  
Chief Executive Officer  
Swedish Health Services  
Seattle, WA
- **Lawrence R. Kosinski, MD, MBA**  
Elgin Gastroenterology  
Elgin, IL
- **James S. Leavitt, MD**  
Gastroenterology Care Center, Inc.  
Miami, FL
- **Elias Matsakis, JD**  
Holland & Knight  
Chicago, IL
- **Mark B. McClellan, MD, PhD**  
Former CMS Administrator  
Director, Engelberg Center for  
Health Care Reform  
Brookings Institution  
Washington, D.C.
- **Klaus Mergener, MD, PhD, MBA**  
Digestive Health Specialists  
MultiCare Health System  
Tacoma, WA
- **Bergein F. Overholt, MD**  
Gastrointestinal Associates  
Knoxville, TN
- **Uwe E. Reinhardt, PhD**  
James Madison Professor of  
Political Economy  
Woodrow Wilson School  
Princeton University
- **Samuel Shem**  
Penname of Stephen J. Bergman, MD  
Newton, MA

## SCHEDULE OF EVENTS

### FRIDAY, MARCH 30, 2012

6:30-7:45 a.m.

**Breakfast, Registration and Exhibits**

7:45-8:00 a.m.

**Welcome**

*Gene Overholt, Klaus Mergener*

**SESSION I:**

**THE VIEW FROM THE TOP**

8-8:45 a.m.

**GI Practice Environment in 2012 – Trends and Challenges**

*Klaus Mergener*

8:45-9:45 a.m.

**KEYNOTE ADDRESS:**

**Health Reform – The Next Five Years: Inside Politics and Crystal Ball**

*Senator William H. Frist*

9:45-10:15 a.m.

**Refreshment Break and Exhibits**

10:15-11:15 a.m.

**KEYNOTE ADDRESS:**

**Reforming Payments to Health Care Providers: The Key to Slowing Health Care Cost Growth While Improving Quality?**

*Mark B. McClellan*

11:15 a.m.-12:15 p.m.

**Roundtable Panel Discussion – Strategy: Preparing the Practice for an Uncertain Future**

*Senator Frist, Mark McClellan, GIR participants*

*Moderator: Gene Overholt*

- What should a GI practice do today to position itself for continued success?

- Who will be the winners and losers in the evolving models of health care delivery: Hospitals? Physician groups? Payers?

- What factors will determine the success or failure of various payment models?

12:15-1:45 p.m.

**Lunch, Exhibits**

12:30-1:15 p.m.

**Lunch Presentation: Potpourri of Practice Transactions – Buy-Ins, Buy-Outs, Joint Ventures, Mergers, and More**

*Elias Matsakis*

1:15-1:30 p.m.

**Questions & Answers**

# SCHEDULE OF EVENTS

## SESSION II: POSITIONING THE PRACTICE – IS AMBULATORY MIGRATION REVERSING?

1:45-2:30 p.m.

### Models For Aligning With The Local Health System – Does Two Plus Two Equal Five, Or Three?

*Rodney Hochman*

2:30-3:10 p.m.

### Innovating For Survival – Remaining An Independent Practice

*Jim Leavitt*

3:10-3:45 p.m.

### ASCs – What's Their Future?

*Randy Fenninger*

3:45-4:15 p.m.

### Refreshment Break and Exhibits

4:15-4:45 p.m.

### Working Together

*Moderator: Peter Donaldson*

4:45-5:30 p.m.

### Roundtable Panel Discussion – Hospitals, ASCs, and the GI Practice

*Rodney Hochman, James Leavitt,  
Randolph Fenninger, Elias Matsakis,  
GIR participants*

*Moderator: Jack Groover*

- Strategies to deal with the 500 lb. hospital that wants it their way
- Specific examples of hospital/practice partnerships and related contractual arrangements
- Practical things to consider to 'reinvent' your GI practice and escape the commodity trap

5:30 p.m.

### Adjourn Day #1

5:30-6:30 p.m.

### Networking Reception

*Join your fellow attendees and the  
conference faculty for drinks, food,  
and an exchange of ideas*

## SATURDAY, MARCH 31, 2012

7 a.m.

**Exhibits Open (coffee and tea  
served)**

7:20-7:30 a.m.

### Announcements Day #2

*Gene Overholt, Klaus Mergener*

## SESSION III: DEFINING QUALITY AND SERVICE – ARE WE THERE YET?

7:30-8:30 a.m.

### KEYNOTE ADDRESS:

#### The Economist's Take On U.S. Health Care in 2012: Est Ergo Optimum Est?

*Uwe E. Reinhardt*

8:30-9 a.m.

### Questions & Answers

9-9:45 a.m.

#### Taking Quality and Transparency to the Next Level – How To Do It, And Is There Anyone Out There Who Really Cares?

*John Allen*

9:45-10:15 a.m.

### Refreshment Break and Exhibits

10:15-10:45 a.m.

### Working Together

*Moderator: Jim Leavitt*

10:45-11:15 a.m.

#### Quality Metrics in Gastroenterology – An International Perspective

*Robert Enns*

11:15 a.m.-12 p.m.

#### Roundtable Panel Discussion – Value, Quality, Transparency

*John Allen, Robert Enns,  
Gene Overholt, GIR participants*  
*Moderator: Tom Deas*

- What specific quality and service metrics should GI practices be implementing?
- How to best create the infrastructure necessary for ongoing quality measurement and reporting?
- How do we continue to be successful in a fee-for-service world while simultaneously getting ready for a value-based purchasing world?

12-12:15 p.m.

### Pick up Box Lunch

12:15-1:15 p.m.

### SPECIAL LECTURE:

#### Staying Human in Health Care

*Samuel Shem (penname of Stephen  
Bergman, MD, author, House of God  
and The Spirit of the Place)*

*A book signing will follow this lecture.*

1:30-2 p.m.

### SPECIAL LECTURE:

#### Back to the Basics – How To Become a Five-Star Practice

*Gene Overholt*

## SESSION IV: A VIEW FROM THE TRENCHES

2-2:30 p.m.

### Working Together

*Moderator: Robert Enns*

2:30-3 p.m.

#### Optimizing Practice Efficiencies and Service Lines

*Jack Groover*

3-3:30 p.m.

#### Getting to Lean – Cost Containment in the GI Practice

*Peter Donaldson*

3:30-3:45 p.m.

### Refreshment Break and Exhibits

3:45-4:30 p.m.

#### Roundtable Panel Discussion – Efficiency, Profitability, Cost Containment

*Jack Groover, Peter Donaldson,  
GIR participants*

*Moderator: Larry Kosinski*

- Should practices still consider ancillary service lines?
- What new programs and services are being offered in GI practices around the country?
- Specific steps, and pitfalls, related to cost reduction efforts in the GI practice

4:30-4:45 p.m.

#### Last Call For Questions – Anything Goes

*Course Faculty*

4:45 p.m.

### Adjourn

# CONFERENCE REGISTRATION



To register for GI Roundtable 2012 please fill out this form or go to [giroundtable.com/register](http://giroundtable.com/register).

Name (Last, First, Title) \_\_\_\_\_

Name of Practice/Institution \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_  Work  Home

Telephone \_\_\_\_\_  Mobile  Work  Home

Email \_\_\_\_\_

## PAYMENT INFORMATION

### REGISTRATION FEE

\$500 per person until March 5, 2012

\$600 per person starting March 6, 2012

Payment total \$ \_\_\_\_\_

#### CREDIT CARD

Visa  Mastercard  American Express

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

#### CHECK

I have enclosed a check made payable to "GI Roundtable."

#### Payment submission options:

**PHONE:** 865-686-4637

**FAX:** 865-851-9099

**EMAIL:** [mbartling@giroundtable.com](mailto:mbartling@giroundtable.com)

**MAIL:** GI Roundtable 2012  
Attn: Marilyn Bartling  
5500 Aromatic Aster Rd.  
Knoxville, TN 37918

**Cancellation Policy:** Refund requests must be submitted to [mbartling@giroundtable.com](mailto:mbartling@giroundtable.com) no later than February 29, 2012, and will be subject to an administrative fee of \$100.

### ACCOMMODATIONS

Holiday Inn World's Fair Park  
525 Henley Street; Knoxville, TN 37902

To receive the reduced conference rate of \$101 plus tax, go to <http://bitly.com/tPWrDz> or call **865-522-2800** and reference the group code "GIR." The reduced-rate rooms are available on a first-come, first-served basis.

### CONFIRMATION

## IMPORTANT!

Please do not reserve your overnight accommodations or make airline reservations until you have received a formal confirmation of your registration from the GI Roundtable office.

**We anticipate this conference selling out, so please register ASAP.**

# March 30-31, 2012

Knoxville Convention Center, Knoxville, TN

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## Sponsors



## Exhibitors



For further information and to register for this conference,  
 please contact Marilyn Bartling at [mbartling@giroundtable.com](mailto:mbartling@giroundtable.com) or go to [www.giroundtable.com](http://www.giroundtable.com).