



2023 AAHKS Business Course

Friday, November 3, 2023

6:30 a.m. - 2:45 p.m.

Gaylord Texan Resort & Convention Center

Vineyard Tower

Mesilla 1-2

Agenda & Meeting Materials

Richard Iorio, MD, Co-Chair

David J. Jacofsky, MD, Co-Chair

David C. Markel, MD, Co-Chair

Wendy W. Wong, MD, Co-Chair

Faculty:

Emily Ast, JD

Jenna A. Bernstein, MD

Stefano A. Bini, MD

Joseph A. Bosco, MD

Kevin J. Bozic, MD, MBA

Cory L. Calendine, MD

Antonia F. Chen, MD, MBA

Charles A. DeCook, MD

Diane L. Doucette, RN

Gavan P. Duffy, MD

Stephen M. Engstrom, MD

Nicholas B. Frisch, MD, MBA

Steven B. Haas, MD

Brian R. Hallstrom, MD

Joseph P. Iannotti, MD, PhD

David S. Jevsevar, MD, MBA

Braden K. Jones, MD

Danelle Kelling

Chad A. Krueger, MD

Ormonde M. Mahoney, MD

R. Michael Meneghini, MD

Owen R. O'Neill, MD

Adam J. Rana, MD

Benjamin J. Schwartz, MD

Eric M. Scott, CFP, CDFA

Kim K. Tucker, MD

Agenda

Breakfast (6:30 – 7:00 a.m.)

6:30 a.m.	Breakfast	Mesilla 1-2
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Session I: Defining the Role of the TJA Surgeon in the Economics of TJA (7:00 – 8:15 a.m.)

Moderator: Richard Iorio, MD

7:00 a.m.	The Challenges for and Changing Roles of Today's TJA Surgeon	Richard Iorio, MD
7:12 a.m.	What's Happening to Us in Washington, D.C.?	Adam J. Rana, MD
7:24 a.m.	Coding and Reimbursement in the Modern Arthroplasty Practice: Every Little Bit Counts	Stephen M. Engstrom, MD
7:36 a.m.	New-Age Technology and the TJA Orthopaedic Surgeon: Social Media, AI, ChatGPT and More	Antonia F. Chen, MD, MBA
7:48 a.m.	Burnout, Dissatisfaction and Frustration: How to Deal with the Change	Kim K. Tucker, MD
8:00 a.m.	The Shift to Outpatient TJA Care Delivery: The New Normal	Diane L. Doucette, RN

Session II: Practice Models for the TJA Surgeon (8:15 – 9:50 a.m.)

Moderator: David C. Markel, MD

8:15 a.m.	Maximizing Revenue and Efficiency in an ASC	Charles A. DeCook, MD
8:25 a.m.	Maximizing Revenue and Efficiency in an HOPD and In-Patient Practice	Joseph A. Bosco, MD
8:35 a.m.	Supergroups (Academic, Private, Privademic, Multispecialty Groups): What's the Benefit?	David S. Jevsevar, MD, MBA
8:50 a.m.	Bundles, ACOs, Group Practice: How Do We Fit In?	Chad A. Krueger, MD
9:05 a.m.	Hospital Employment: It's Not All Bad	Nicholas B. Frisch, MD, MBA
9:20 a.m.	Direct to Employer Contracting	Owen R. O'Neill, MD
9:35 a.m.	Ancillary Revenue in Private Practice: Maximizing What You Take Home	Benjamin J. Schwartz, MD

Break (9:50 – 10:05 a.m.)

Session III: Private Practice: How to Succeed and Avoid Problems (10:05 – 11:35 a.m.)

Moderator: Wendy W. Wong, MD

10:05 a.m.	Using PROMs for AJRR Reporting, CMS Requirements, and Commercial Utilization Review	Brian R. Hallstrom, MD
10:20 a.m.	Private Equity: An Alternative to Hospital Employment	R. Michael Meneghini, MD
10:35 a.m.	Medicare Fraud and the Danger of Audit: A Cautionary Tale	Ormonde M. Mahoney, MD
10:50 a.m.	Protecting Your Assets	Emily Ast, JD
11:05 a.m.	The Surgeon as Investor: Grow Your Assets	Eric M. Scott, CFP, CDFIA
11:20 a.m.	Side Hustles and the Surgeon Entrepreneur: How to Use Your Talents to Increase Non-Surgical Revenue	Steven B. Haas, MD

Working Lunch & Keynote Address (11:35 a.m. – 12:45 p.m.)

Keynote Speaker: Kevin J. Bozic, MD, MBA

11:35 a.m.	Lunch may be picked up outside of the Course Room. Please return to your seat by 12:00 p.m.	Lobby outside Mesilla 1-2
12:00 p.m.	Keynote Address: The Future of Orthopaedic Specialty Care Delivery and the Role of the Adult Reconstruction Surgeon	Kevin J. Bozic, MD, MBA

Session IV: Doing it for the Likes: How to Use Social Media in an Arthroplasty Practice (12:45 – 1:15 p.m.)

Moderator: Jenna A. Bernstein, MD

12:45 p.m.	How I Use Social Media for Mentoring and Promoting Representation	Jenna A. Bernstein, MD
12:52 p.m.	How I Use Social Media to Interact with Patients (and Promote My Practice)	Cory L. Calendine, MD
12:59 p.m.	How I Use Social Media to Interact with Other Surgeons (and Learn New Techniques!)	Braden K. Jones, MD
1:06 p.m.	How I Use Social Media to Promote Innovation and Research	Stefano A. Bini, MD

Session V: Modern Pressures and Practical Solutions (1:15 – 2:45 p.m.)

Moderator: David J. Jacofsky, MD

1:15 p.m.	Understanding and Managing Inflationary Pressures and Staffing Challenges	Joseph P. Iannotti, MD, PhD
1:35 p.m.	Preauthorization Purgatory and Denial Hell: Slaying the Devil	David J. Jacofsky, MD
1:55 p.m.	How Recent Stark and Regulatory Changes Could Help or Harm Your Practice	Danelle Kelling
2:15 p.m.	Why Trust in Physicians has Tumbled for Patients: Earning it Back Through Technology and Process Improvement	Gavan P. Duffy, MD

Adjourn (2:45 p.m.)

