

BUSINESS OF MEDICINE

SHAPING THE FUTURE
OF HEALTH CARE

OCT. 5-7
HYATT REGENCY
LOST PINES



THANK YOU TO OUR SPONSORS



Conference Essentials

Registration Hours

Friday, Oct. 6	7:30 am-7:30 pm
Saturday, Oct. 7	6:30 am-3:30 pm

Exhibit Hours

Friday, Oct. 6	11 am-6 pm
Saturday, Oct. 7	7:30 am-12:30 pm

Lactation Room

REPUBLIC BOARDROOM

Thursday, Oct. 5	1-8 pm
Friday, Oct. 6	11:30 am-9 pm
Saturday, Oct. 7	7 am-4:30 pm

Courtesy of the Women Physicians Section and Young Physician Section

Parking Information

Valet parking for hotel guests is \$42 overnight and \$18 for day/event parking. Self-parking for hotel guests is \$18 per day. Current rates are subject to change, and all parking is on a space-available basis.



Wi-Fi Information

Network: Business of Medicine
Passcode: #BOM2023

Let's get social. #BOM2023



@texmed



@wearetma

Documenting Your CME Credits

All participants can self-report earned CME credits, including *AMA PRA Category 1 Credits™*, and credits for ethics/professional responsibility. Keep track of your participation to know how many hours/credits you intend to report.

See page 12


TMA SUPPORTER

SHOP VENDORS THAT SUPPORT TMA

TMA is strengthening the practice of medicine in Texas
with the help of our long-term supporters – TMA 360 Vendors.
We encourage you to frequent these vendors with your business.

texmed.org/VendorGuide



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KreagerMitchell
ATTORNEYS AT LAW



- ★ Lobby
- ★ Alt. Entrance/
Exhibit Hall
- Meeting Spaces
- All-Conference
Mixer

Amenities

1. Bearstrap Game Room
2. Bike Corral
3. Business Center (Floor M)
4. Butterfly Meadow
5. Camp Hyatt
6. Cardinal Point
7. Colorado River Dock
8. Archery & Axe Throwing
9. Driving Range & Practice Facility
10. Fitness Center
11. Hiking Trails Entrance
12. Horseshoe & Washer Pits
13. Hummingbird Garden
14. Lost Pines Corral
15. Playground
16. Putting Greens
17. Riversong Firepit
18. Renegade Trailhead
19. Shellers Firepit
20. Walkway to Trap Shooting
21. Trap Shooting
22. Lost Pines Spa
23. **Tennis, Pickleball, Basketball Courts**
24. Towel Corral Recreational Services
25. Lost Pines Golf Club

Crooked River Water Park

26. Water Park Entrance
27. Adult Pool
28. Lazy River
29. Firewheel Cafe
30. McDade's Emporium & Ice Cream
31. Saloon
32. Old Buck's Place
33. Maverick's
34. Stories (second floor)
35. Scribes Club
36. Tiny's Range House

Outdoor Event Space

37. Amphitheater
38. Wildflower Pavilion
39. Riverbend Basketball Court
40. Feather Court
41. LBJ Pavilion
42. Pecan Canopy
43. Pecan Court
44. Pecan Terrace
45. **The Backyard**
46. Riversong Lawn
47. Shady Grove

Indoor Event Space (Meeting Spaces)

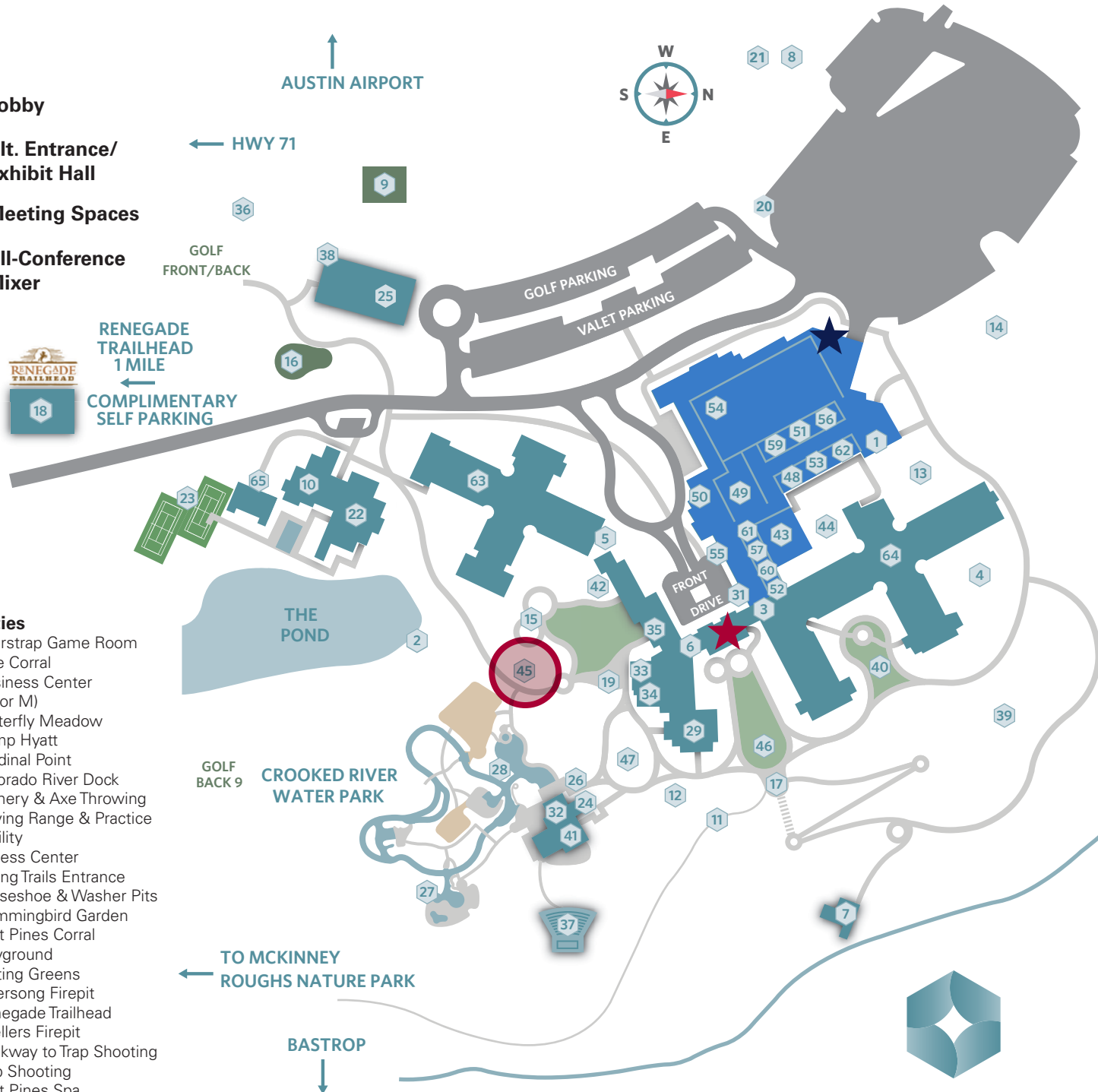
48. **Austin**
49. **The Baron's Ballroom**
50. **Capital Boardroom**
51. **Dewitt**
52. **Gone to Texas**
53. **Houston**
54. **Lost Pines Grand Ballroom**
55. **McKinney & Williams**
56. **Milam**
57. **Mina**
59. **Navarro Y Bangs**
60. **Ranger**
61. **Republic Boardroom**
62. **Robertson & Leftwich**


Guest Rooms

63. South Wing
1609 - 1922, 2601 - 2922
3601 - 3710
64. North Wing
1002 - 1424, 2002 - 2424
3002 - 3424, 4103 - 4424
65. Litton House



Resort Map






AGENDA

THURSDAY, OCT. 5

Noon-8 pm
Business Meetings
See Business Meeting Schedule



TMA Pickup Pickleball Game

Thursday at 4-6 pm

**COME MEET ON THE
PICKLEBALL COURTS!**

#BOM2023

AGENDA

FRIDAY, OCT. 6

Registration
7:30 am-7:30 pm | *Lost Pines Foyer*

Exhibit Hall Open
11 am-6 pm | *Lost Pines Foyer*

8 am-9 pm

Business Meetings

See Business Meeting Schedule

11:45 am-1:30 pm

Opening Session Lunch

(1.5 hours CME /1.5 hours ethics)

Lost Pines 5

Panel Discussion: Preparing Physicians for the Future

The Migration of Surgical/Procedural Care Delivery to Independent Ambulatory Centers: Economic Disaster for Hospitals, Unprecedented Opportunity for Physicians and Patients

David Mackey, MD, Professor, Department of Anesthesiology and Perioperative Medicine, UT MD Anderson Cancer Center

Discuss the threats, opportunities, and ethical considerations of the migration of surgical and procedural care out of hospitals to physician-owned ambulatory surgery/procedure centers.

Direct Contracting With Self-Insured Employers Outside the World of Big Insurance

Bud Brooks, Chief Development Officer, Open Network, Nomi Health

Describe direct-to-employer insurance contracting.

Direct Care Models for Texas Doctors: (Re?) Gaining Independence

Cristin Dickerson, MD, Diagnostic Radiology, Green Imaging

Assess how to gain independence by developing an ambulatory surgery/procedure center.

1:45-2:45 pm

Concurrent CME

(1 hour CME)

Staff and Recruitment & Retention: Identifying Red Flags

Lost Pines 1

Sheri Williams, Associate VP of Human Resources, TMA

Describe effective interviewing techniques for hiring the right employees.

Webisode Manner: Telemedicine Best Practices

Lost Pines 4

Thomas J. Kim, MD, Chief Medical Officer, Co-Founder, Noma Therapy

Shannon Vogel, Associate VP of Health Information Technology, TMA

Appraise effective telemedicine best practices, encompassing communication strategies and patient engagement techniques in order to provide comprehensive care to remote patients.

Hotel Check-In

4 pm

Networking Happy Hour

4 pm-5:30 pm

Lost Pines Foyer

All-Conference Mixer

8 pm-11 pm

The Backyard Lawn

#BOM2023

JOIN YOUR COLLEAGUES FOR A

Networking Happy Hour

4:00-5:30 pm
Lost Pines Foyer



LIVE MUSIC AND REFRESHMENTS



SHORT TERM DISABILITY

Can you afford to be without an income for up to 3 months?

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Trust recognizes our
members' financial
exposure.**

**This is why we are
introducing the TMA
Member Short Term
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Prudential Insurance
Company of America.**

This plan will pay weekly benefits of up to \$1,500 and acceptance is guaranteed for members. And with more women joining the Association, we made sure pregnancy is covered for benefits.

Coverage is available for up to 13 weeks and the premiums are affordable, which makes it more accessible to younger members. It's important to us that physicians have access to this vital income protection, and have the opportunity to help ensure their financial stability.



While at the conference, visit our booth for more details or contact a TMA Insurance Trust advisor for more details and to benefit from unbiased guidance and advice. They can be reached at **1-800-880-8181, Monday through Friday from 8:00 AM to 5:00 PM, CST**, or scan the QR code to call.



SCAN TO CALL

TMA Member Short Term Disability coverage is issued by The Prudential Insurance Company of America, a Prudential Financial company, Newark, NJ. The Booklet-Certificate contains all details, including any policy exclusions, limitations, and restrictions, which may apply. Contract Series: 83500.

1072180-00001-00

AGENDA

FRIDAY, OCT. 6

Registration

7:30 am-7:30 pm | *Lost Pines Foyer*

Exhibit Hall Open

11 am-6 pm | *Lost Pines Foyer*

8 am-9 pm

Business Meetings

See Business Meeting Schedule

3-4 pm

Concurrent CME

(1 hour CME)

Information Blocking Rule

Lost Pines 4

Kelly Flanagan, Associate General Counsel, TMA

Shannon Vogel, Associate VP of Health Information Technology, TMA

Explain the impact of the information blocking rule on your practice.

Practice Management: Optimizing Overhead and Maximizing Revenue

Lost Pines 1

Teri Deabler, Practice Management Consultant, TMA

Describe best practice for optimizing overhead and increasing revenue in your practice setting.

ALL CONFERENCE MIXER

Friday, Oct. 6
8-11 PM

*THE BACKYARD
LAWN*

9-Hole Mini Golf
Snacks and Drinks
Raffle Prizes



AGENDA

SATURDAY, OCT. 7

Registration

6:30 am-3:30 pm | *Lost Pines Foyer*

Exhibit Hall Open

7:30 am-12:30 pm | *Lost Pines Foyer*

7 am-4:30 pm

Business Meetings

See Business Meeting Schedule

8:45-9:45 am

(1 hour CME)

Concurrent CME

Planning for the Future of Medicare

Lost Pines 4

Robert Bennett, VP of Medical Economics, TMA

Kim Harmon, Associate VP of Innovative Practice Models, TMA

Shannon Vogel, Associate VP of Health Information Technology, TMA

Discuss the trends in Medicare and Medicare Advantage.

Navigating Noncompete Clauses

Lost Pines 1

Amanda Hill, JD, Hill Law, PLLC

Interpret non-compete clauses to determine the best course for your needs.

9:55-11:05 AM



SMALL TALKS COFFEE BREAK

See schedule on page 9

HOTEL CHECK-OUT AT 11AM

11:15 am-12:15 pm

(1 hour CME)

Concurrent CME

No Surprises Act – What's the Impact on Your Practice?

Lost Pines 1

Robert Bennett, VP of Medical Economics, TMA

Assess the impact of the No Surprises Act on your practice.

ChatGPT and AI: Ways to Integrate Into Patient Care

(1 hour ethics)

Lost Pines 4

Priya Kalia, MD, The University of Texas Medical Branch, Houston

Shannon Vogel, Associate VP of Health Information Technology, TMA

Discuss how AI can impact healthcare to include the ethical implications.

12:30-2 pm

(1.5 hours CME/1.5 hours ethics)

Closing Session Lunch

Lost Pines 5

Legislative Update: What Passed; What Didn't. And What It Means for Your Practice

Rick Snyder, MD, President, TMA

Clayton Stewart, VP of Public Affairs and Chief Lobbyist, TMA

Discuss the 2023 Texas legislative session outcomes and impact on physician practice.

INFORMATION

HOTEL MAP

AGENDA

CME INFORMATION

REPORT CME

BUSINESS MEETINGS

SMALL TALKS COFFEE BREAK



The Small Talks Coffee Break is time to gather for casual conversations, make connections, and visit with exhibitors. This break is also a great opportunity to handle your hotel check-out before lunch begins. The hotel will be happy to hold your bags while you enjoy the rest of the conference. Just ask at the front desk!

	Small Talk A	Small Talk B
9:55-10:25 am	Leadership Development Melanie Fossett, Manager, Sections and Leadership Programs, TMA	Managing Prior Authorizations Robert Bennett, VP of Medical Economics, TMA Carra Benson, Director, Reimbursement Services, TMA
10:35-11:05 am	Value-Based Care Kim Harmon, Associate VP of Innovative Practice Models, TMA	Reimbursement Review and Resolution Robert Bennett, VP of Medical Economics, TMA Carra Benson, Director, Reimbursement Services, TMA

COUNSELING SERVICE:

TMA has contracted with **Anticipate Joy** to provide confidential online professional counseling services to licensed Texas physicians and their immediate family.

For more information, visit texmed.org/WellnessFirst

CME INFORMATION

Accreditation Statement

The Texas Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Designation Statement

The Texas Medical Association designates this live activity for a maximum of 7 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This course has been designated by the Texas Medical Association for up to 4 credits of education in medical ethics and/or professional responsibility.

Credit designations are subject to change. See individual session descriptions for specific credit designations.

Documenting Your CME Credits

All participants can self-report earned CME credits, including *AMA PRA Category 1 Credits™*, and credits for ethics/professional responsibility. Keep track of your participation to know how many hours/credits you intend to report.

At the end of the conference, visit tinyurl.com/TMABoM2023 to self-report your CME credits (see next page). Once self-reported, your CME credits are reflected immediately in TMA's CME database, and your personal CME transcript will be available for viewing and printing.

For more information, contact the TMA Knowledge Center at (800) 880-7955, or visit texmed.org/Transcripts.



"I appreciate being offered these therapy sessions. I would not have thought about taking care of my own mental health in this way."

- a TMLT policyholder



TMLT is partnering with the Travis County Medical Society to bring their Safe Harbor Counseling Program to TMLT policyholders. **TMLT will cover the cost of up to four visits for you and four visits for your spouse/partner with a Safe Harbor counselor.**

The sessions are not reportable; no diagnosis is made; no insurance is billed.

Access begins with your policy renewal.



Travis CMS Safe Harbor Counseling Program

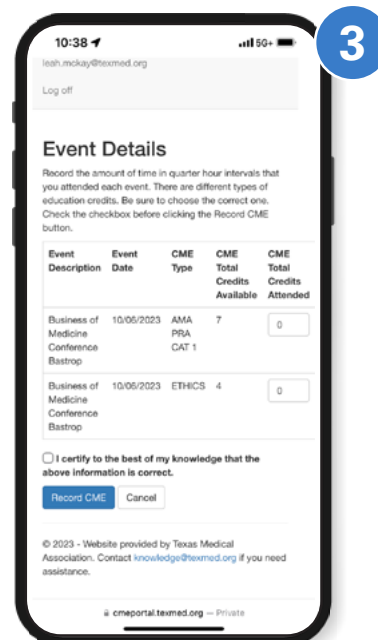
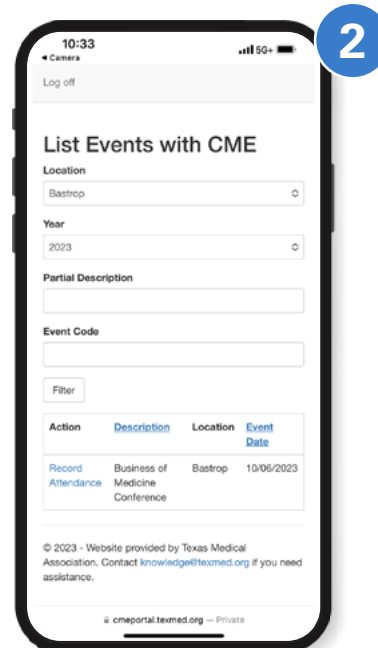
Available through a partnership with TMLT

Learn more at www.tmlt.org/wellness

HOW TO...

Submit Conference Evaluation and Report CME

- 1 Scan the QR code or visit tinyurl.com/TMABoM2023 to complete the evaluation and continue to the CME reporting page.
- 2 You are now at the **List Events with CME** page.
 - Log into your **TMA account**.
 - Use the dropdown menus to select the location, Bastrop, and the year, 2023.
 - Click on the **Filter** button.
 - You will see a listing for **Business of Medicine Conference**.
 - Click on **Record Attendance**.
- 3 This will take you to the **Event Details** page.
 - **Enter the total number of credits you earned** in the appropriate box.
(Physicians should claim only the credit commensurate with the extent of their participation in the CME activities.)
 - **Select the check box** to certify the information is correct.
 - Click on the **Record CME** button.



Physicians Caring for Texans

BUSINESS MEETINGS

A full list of TMA's boards, councils, committees, and sections is available at texmed.org/BCCInfo.

Many councils and committees hold business meetings in conjunction with TMA's Business of Medicine Conference. At the discretion of the chair, these groups may invite other TMA members and guests to attend their meeting. The chair may also determine whether a guest can participate in the meeting. Guests may be required to leave if the council or committee goes into an executive session for closed deliberation. If you are not a member of these groups, please ensure you have spoken with the appropriate chair or TMA staff member to request or confirm attendance. Meetings of TMA boards are limited to the members of those boards.

DAY	DATE	START	END	GROUP	LOCATION
BOARD MEETINGS					
Thursday	Oct. 5	Noon	5:00 pm	TMA Board of Trustees	<i>Baron's D</i>
Friday	Oct. 6	7:15 pm	9:30 pm	TMA Board of Councilors	<i>Lost Pines 3</i>
COUNCIL MEETINGS					
Friday	Oct. 6	8:30 am	11:00 am	Legislation	<i>Baron's D</i>
Friday	Oct. 6	10:00 am	noon	Constitution and Bylaws	<i>Gone to Texas</i>
Friday	Oct. 6	11:00 am	1:30 pm	Medical Education	<i>Baron's A</i>
Friday	Oct. 6	Noon	4:00 pm	Science and Public Health	<i>Austin</i>
Friday	Oct. 6	4:00 pm	6:00 pm	Socioeconomics	<i>Baron's A</i>
Friday	Oct. 6	5:00 pm	6:30 pm	Health Service Organizations	<i>Ranger Room</i>
Friday	Oct. 6	5:30 pm	8:30 pm	Health Care Quality	<i>Austin</i>
Saturday	Oct. 7	9:00 am	11:00 am	Health Promotion	<i>Navarro Y Bangs</i>
COMMITTEE MEETINGS					
Wednesday	Oct. 4	7:00 pm	9:00 pm	Reproductive, Women's, and Perinatal Health	<i>Virtual</i>
Friday	Oct. 6	9:00 am	11:00 am	Subcommittee for Academic Physicians	<i>Ranger Room</i>
Friday	Oct. 6	Noon	3:30 pm	Medicaid, CHIP, and the Uninsured	<i>Roberston & Leftwich</i>
Friday	Oct. 6	12:30 pm	3:00 pm	Continuing Education	<i>Virtual</i>
Friday	Oct. 6	4:30 pm	6:00 pm	EMS and Trauma	<i>Virtual</i>
Friday	Oct. 6	5:30 pm	7:00 pm	Cancer	<i>Roberston & Leftwich</i>
Friday	Oct. 6	6:00 pm	8:30 pm	Physician Distribution and Health Care Access	<i>Navarro Y Bangs</i>
Friday	Oct. 6	6:00 pm	9:00 pm	Health Information Technology	<i>Mina</i>
Friday	Oct. 6	6:00 pm	8:00 pm	Behavioral Health	<i>Gone to Texas</i>
Saturday	Oct. 7	7:00 am	9:00 am	Interspecialty Society	<i>Austin</i>
Saturday	Oct. 7	1:00 pm	3:00 pm	Infectious Diseases	<i>Virtual</i>

Having trouble finding your meeting? Visit the registration desk or check the website for the up-to-date schedule.

BUSINESS MEETINGS

A full list of TMA's boards, councils, committees, and sections is available at texmed.org/BCCInfo.

DAY	DATE	START	END	GROUP	LOCATION
SECTION MEETINGS					
Friday	Oct. 6	5:15 pm	6:15 pm	Medical Student, Chapter Presidents Meeting	Baron's E
Friday	Oct. 6	5:30 pm	6:30 pm	LGBTQ Health	Baron's F
Friday	Oct. 6	6:30 pm	7:30 pm	Young Physician	Baron's F
Friday	Oct. 6	6:30 pm	7:30 pm	Resident and Fellow	Baron's E
Saturday	Oct. 7	7:30 am	8:30 am	Women Physicians	Baron's A
Saturday	Oct. 7	2:00 pm	3:00 pm	Medical Student	Lost Pines 1
Saturday	Oct. 7	2:00 pm	3:00 pm	International Medical Graduate	Ranger Room
CAUCUS MEETINGS					
Friday	Oct. 6	3:00 pm	4:00 pm	House Steering Caucus	Virtual
Friday	Oct. 6	4:00 pm	5:00 pm	Lone Star Caucus	Virtual
Saturday	Oct. 7	7:30 am	8:30 am	Border Health Caucus	Houston
TEXPAC MEETINGS					
Friday	Oct. 6	Noon	2:30 pm	Candidate Evaluation Committee	Baron's E
Friday	Oct. 6	5:00 pm	6:00 pm	Patron Reception (<i>Patron Members Only</i>)	Houston
Friday	Oct. 6	6:00 pm	7:00 pm	Reception	Houston
Friday	Oct. 6	7:00 pm	9:00 pm	Board of Directors	Lost Pines 5
TMA ALLIANCE MEETINGS					
Thursday	Oct. 5	4:00 pm	7:00 pm	Board of Directors	Baron's A
Friday	Oct. 6	8:00 am	11:00 am	Nominating Committee	Republic Boardroom
TMA FOUNDATION MEETINGS					
Friday	Oct. 6	4:00 pm	6:00 pm	Board of Trustees	Milam A
TMA INSURANCE TRUST MEETINGS					
Friday	Oct. 6	5:30 pm	7:30 pm	Board of Trustees	Milam B
OTHER MEETINGS					
Thursday	Oct. 5	11:00 am	Noon	The Physicians Benevolent Fund	Republic Boardroom
Thursday	Oct. 5	5:30 pm	7:30 pm	County Medical Society Executives Meeting	Gone to Texas
Friday	Oct. 6	5:30 pm	7:00 pm	Texas Delegation to the AMA	Baron's D
Saturday	Oct. 7	3:30 pm	4:30 pm	Resolution Writing Workshop	Lost Pines 1

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SAVE THE DATE
FOR FUTURE TMA MEETINGS



LEADERSHIP 2024 SUMMIT

JAN. 25-27
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MED**
24

ADVOCATE
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2-4**
DALLAS