



2010 Annual Meeting
Westin Forrestal Village, Princeton, New Jersey
 May 14 – 16, 2010

First Name _____ Last Name _____ Degree _____

Business _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____ County _____

Phone _____ Fax _____ Email _____

Are you a MSNJ Member? Yes _____ No _____ Not sure _____

Friday, May 14		Member	Non-member
Practice Management Educational Series			
AM Breakouts (choose 1)	PM Breakouts (choose 1)	Before April 16, 2010	<input type="checkbox"/> \$75 <input type="checkbox"/> \$200
<input type="checkbox"/> Session 1	<input type="checkbox"/> Session 1	Register online and save \$25	\$50 \$175
<input type="checkbox"/> Session 2	<input type="checkbox"/> Session 2	After April 16, 2010	<input type="checkbox"/> \$100 <input type="checkbox"/> \$225
<input type="checkbox"/> Session 3	<input type="checkbox"/> Session 3	Register online and save \$25	\$75 \$200
MSNJ Social Event – "Greetings from MSNJ" A Jersey Shore Party in Princeton		<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
Saturday, May 15			
IOMPHNJ CME Program		Online Registration Only	
MSNJ Capitol Club Reception – Salt Creek Grille		<input type="checkbox"/> \$1000	<input type="checkbox"/>
MSNJ Inaugural Gala honoring Donald J. Cinotti, 218 th MSNJ President (Hudson)		<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
Total Registration Fee =		_____	

Payment Information

Visa Mastercard American Express

Card #: _____ Expiration Date: _____

Name: _____ Zip Code: _____

Authorized Signature: _____ Date: _____

If not paying online, send registration form and payment to:

Medical Society of New Jersey
 ATTN: Member Resource Center
 2 Princess Road
 Lawrenceville, New Jersey 08648
 Tel: 609-896-1766 Fax: 609-896-1884
 E-Mail: info@msnj.org
 Web: www.msnj.org

Payment Details - Payment may be made by check or credit card. VISA, MasterCard, or American Express are accepted. Immediate payment is required for those that register on-site.

Membership Details - If MSNJ cannot verify your current membership as a physician or a practice manager, you will be charged the non-member registration rate.

Cancellation/Change Policy - No refunds will be made after May 7, 2010. Registration refunds are subject to a 5% cancellation processing fee. Refunds will be issued in the same form payment was made. Cancellations must be received in writing: via email info@msnj.org fax (609.896.1884) or mail (MSNJ, Attn: Member Resource Center, 2 Princess Rd., Lawrenceville, NJ 08648). Please allow two weeks from receipt of refund request for processing. If you would like confirmation of receipt of your refund request, please contact the Member Resource Center at 609.896.1766 ext 0.



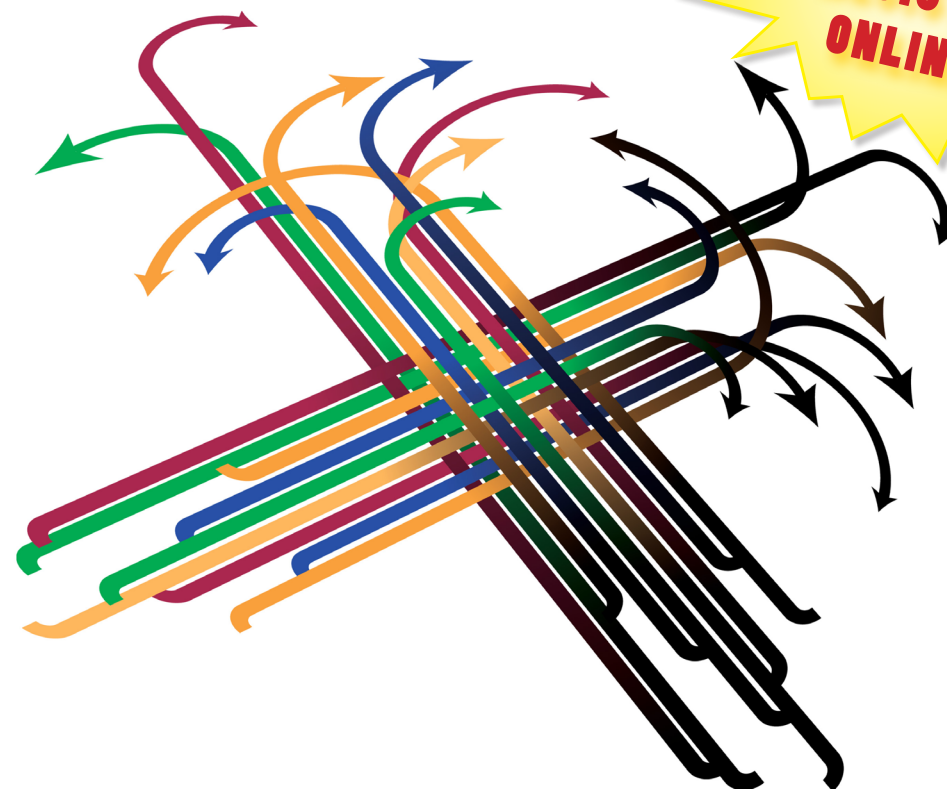
Medical Society of New Jersey
 2 Princess Road
 Lawrenceville, NJ 08648

"Managing Change in Healthcare"

2010 ANNUAL MEETING

Medical Society of New Jersey

**SAVE \$25
 REGISTER
 ONLINE!**



May 14 - 16, 2010

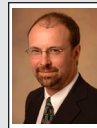
Westin Forrestal Village
 Princeton, NJ

MSNJ 2010 Annual Meeting PROGRAM

--- Friday, May 14 ---

7:30 am – 3:00 pm Registration & Exhibits
8:00 am – 9:00 am Continental Breakfast, Exhibitors & Door Prizes

9:00 am – 10:15 am **General Session—Key Note Address**
FUTURE CHALLENGES IN HEALTHCARE: GLOBALIZATION, NEW TECHNOLOGIES, TALENT, AND COMPETITION



Speaker: David Finegold, PhD, Dean of the School of Management & Labor Relations, Rutgers University, the State University of New Jersey
Description: This talk will provide a global context for understanding the evolving new technologies that will shape the healthcare system and healthcare service delivery. The shifts toward personalized medicine and the emergence of global competition and the implications of these major changes for healthcare delivery will be explored. The changing business models of pharmaceutical and biotech companies and the implications for new therapies reaching physicians will also be discussed.

This session is brought to you by QualCare, a MSNJ Sapphire Corporate Partner

10:15 am – 10:45 am Exhibitors

10:45 am – 12:00 pm **Morning Breakout Session I**
TRANSITION FROM PAPER TO ELECTRONIC MEDICAL RECORDS
Speakers: Jack Cappitelli, MD, President/Managing Partner, NJ Associates in Medicine; **Holly Parlavecchio**, Chief Administrative Officer, Somerset Pediatrics and Chair of MSNJ's Medical Practice Management Section; **Linda Macey**, Practice Manager, Internal Medicine Associates
Description: If your practice is paper-based or if you are in the process of converting from paper to the digital world this panel discussion is for you. Even if you are in the process of implementing electronic medical records (EMR) you can learn from your colleagues. Physician and practice management panelists will talk about the good, the bad, and the ugly of the transition from paper and give pointers on how to plan and to implement EMR.

This session is brought to you by STI Computers, a MSNJ Platinum Partner & Filebank Inc., a MSNJ Gold Corporate Partner

Morning Breakout Session II
CONVERTING FROM ICD 9 TO ICD 10—HOW IT WILL IMPACT YOUR PRACTICE
Speaker: Tina Cressman, MALS, CPC-I, CPC-H-I, CPC-P, CEMC, CCS-P, MCS-P, MCS-I, CMC, Director of Revenue Cycle Education, Cooper University Hospital; Past Chair MSNJ Medical Practice Managers Section; Member, New Jersey Hospital Association Task Force on ICD-10
Description: The implementation date for ICD-10 may seem far away, but practices must begin planning for the transition now. Learn about the changes that will be required. Get pointers on how to start working with your colleagues and physicians *now* to make the transition as smooth as possible.

This session is brought to you by NJ PURE, a MSNJ Gold Corporate Partner

Morning Breakout Session III
MANAGING CLAWBACKS FOR "OVERPAYMENTS"
Moderator: Stephen M. Greenberg, Esq., Flaster/Greenberg P.C., Shareholder & Chair, Corporate & Health Care Practice Groups
Speakers: Gail Rounds, RN, CPC, Education Specialist, Highmark Medicare Services; **Melinda Martinson**, Sr. Manager, Managed Care & Practice Issues
Description: Physicians desire accurate payments; overpayments can be as vexing as underpayments. But requests for overpayments and the possibility of automatic set-offs run practices ragged. This session will survey the different ways that payers seek to "clawback" payments. Panelists will provide information on prevention--avoiding these requests, the processes to stop automatic set-offs and to appeal the requests for overpayments.

This session is brought to you by Flaster/Greenberg P.C., a MSNJ Gold Corporate Partner

12:00 pm – 1:30 pm LUNCH Sponsored by:



1:30 pm – 2:45 pm **Afternoon Breakout Session I**
MEDICAL PRACTICE ORGANIZATIONS FOR THE 21ST CENTURY – HOW TO PROSPER IN THE NEW CLIMATE OF EVOLVING MEDICAL ECONOMICS
Moderator: Steve Holt, Esq., Partner, Mandelbaum, Salsburg, P.C.
Speaker: Simeon Schwartz, MD, President, Westchester Medical Group; **Dennis Alessi, Esq.**, Partner, Mandelbaum, Salsburg, P.C.
Description: With insurance carriers rapidly moving to new methods of reimbursement and aggressively lobbying to cap out-of-network fees; and with cuts in Medicare looming, solo and small, single specialty practices are no longer economically viable. Learn how to organize into larger, multispecialty and/or multidiscipline practices, and other organizational structures, to conform to the evolving medical economics of the 21st Century, including advice from a physician CEO who has successfully done so.

This session is brought to you by IC System, a MSNJ Gold Corporate Partner

Afternoon Breakout Session II
VALUE BASED PAYMENTS: COMING SOON TO A PAYER NEAR YOU
Speaker: Susanne Madden, President & CEO, The Verden Group
Description: Just when you thought you had mastered PQRI (pay for reporting) and have finally managed to earn some P4P payments (physician profiling), along comes a new breed of payment, VBP. Major payers are moving quickly away from traditional fee-for-service payments and rapidly toward "value based" payment instead. Learn about the origins of VBP models, proposed applications of these payment systems, and why you need to know about them NOW.

This session is brought to you by David Lerner Associates, a MSNJ Platinum Corporate Partner

Afternoon Breakout Session III
HIT: MEANINGFUL USE--THE STANDARD—HOW TO ACHIEVE IT AND TO REAP THE MONETARY BENEFITS
Speakers: Helen Oscislawski, Esq., Attorney-at-law, Principal at Oscislawski LLC.; **Stevie Davidson**, President & CEO, Health Informatics Consulting, LLC. Both serve on the New Jersey Health Information Technology (HIT) Commission.
Description: The ink is dry on "round 1" of defining meaningful use. It will be the standard and the key to enhanced payments and other ARRA funds. Learn about the standards and how to achieve them, first-hand, from the legal and technical perspectives.

This session is brought to you by Verizon Wireless, a MSNJ Platinum Corporate Partner

2:45 pm – 3:00 pm Exhibitors

3:00 pm – 4:00 pm **Special Event – Roundtable Discussion**
"CAN YOU TELL ME WHAT UCR IS NOW?"
Moderator: Larry Downs, Esq., General Counsel, MSNJ
Panelists: Mary Jo Malone, Esq., Executive Director, Physician Advocacy Institute (PAI)
Edith Kallas, Esq., Member, Whatley Drake & Kallas, National Class-Action Counsel
Stephen Foreman, PhD, JD, MPA, Associate Vice President, Academic Affairs & Associate Professor, Health Care Administration & Economics, Robert Morris University (MSNJ expert on fees)
Description: The historic benchmark for out-of-network payments, "Usual, Customary, and Reasonable" (UCR) fees is illusive. The New York Attorney General attacked the accuracy and transparency of the Ingenix database resulting in the creation of a database that will now be managed by a non-profit, FAIR. Settled and pending national class-action lawsuits will also affect UCR. PAI is beta testing its Health Claims Data Warehouse. Find out what organized medicine and MSNJ are doing to impact the accuracy, transparency, and calculation of UCR.

5:00 pm – 6:00 pm The Institute of Medicine & Public Health of New Jersey (IOMPHNJ), The MSNJ Foundation Board of Directors Meeting
by invitation only



6:00 pm – 7:00 pm IOMPHNJ – VIP cocktail reception for donors – *by invitation only*

7:00 pm – 11:00 pm



"GREETINGS FROM MSNJ"
A Jersey Shore Party in Princeton
Food, Drinks, Karaoke, Music, and Prizes
MSNJ Member Social Event

--- Saturday, May 15 ---

7:30 am – 3:00 pm Registration
7:30 am – 8:30 am Special Event – Roundtable Discussion – Healthcare Reform and French Toast
8:00 am – 9:00 am Exhibitors

9:00 am – 10:30 am **MSNJ House of Delegates Welcome & Opening Remarks**



The Honorable Chris Christie, Governor
State of New Jersey (invited)

Opening Session of the House of Delegates

10:30 am – 11:00 am Coffee Break & Exhibitors

11:00 am – 12:30 pm



Business Meeting and Elections
Outgoing Presidential Address
Joseph H. Reichman, MD, 217th President (Camden)



Installation Ceremony & Incoming Presidential Address
Donald J. Cinotti, MD, 218th President (Hudson)

12:30 pm – 2:00 pm Lunch & Exhibitors
1:00 pm – 2:00 pm IOMPHNJ – CME registration
2:00 pm – 4:00 pm The Institute of Medicine & Public Health of New Jersey, the MSNJ Foundation presents Continuing Medical Education
HEALTH INFORMATION TECHNOLOGY (HIT) FOR THE PRESENT AND FUTURE: MYTHS & FACTS
Speaker: Kennedy Ganti, MD, Attending Physician, Research Division Medical Director, Virtua-Lumberton Family Physicians

1:00 pm – 2:00 pm **CAPITOL CLUB RECEPTION** - Salt Creek Grille
2:00 pm – 3:00 pm **Capitol Club Reception Keynote Address**
Speaker: Richard H. Bagger, Chief of Staff to Governor Chris Christie

3:00 pm – 4:00 pm **MedAC/Jempac Open Meeting**
Speaker: Assemblyman Jay Webber (R-26), State Chairman, NJ Republican State Committee

Speaker: Assemblyman John Wisniewski (D-19), State Chairman, NJ Democratic State Committee

5:00 pm – 6:00 pm Judicial Council Meeting

7:00 pm – 11:00 pm **Inaugural Reception & Dinner Dance honoring Donald J. Cinotti, MD**
Featuring the music of Escapade (Black tie optional)

--- Sunday, May 16 ---

7:00 am – 9:00 am County Medical Society Breakfast Meetings
7:30 am – 11:30 am Registration
9:00 am – 2:00 pm **MSNJ House of Delegates**

**Program & Schedule of Events subject to change. Please visit www.msnj.org for more updates*