

September 16-17, 2006
Westin Peachtree Plaza • Atlanta

Making More Money: Powerful Strategies That Boost Practice Revenue and Increase Ob-Gyn Compensation

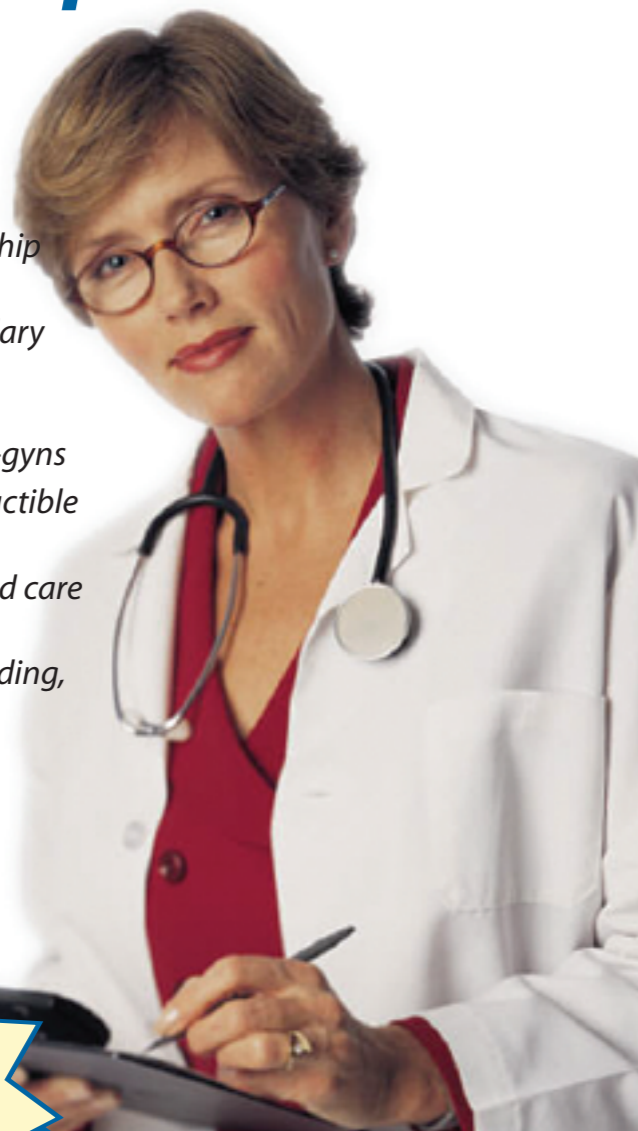
Everything you need to know....

- crafting lucrative partnership agreements
- selecting high-profit ancillary services
- recruiting and retaining top-performing young ob-gyns
- collecting more high-deductible payments from patients
- turning tables on managed care negotiations
- improving your group's coding, billing, and collections
- Plus more!

Another Winning program from:

THE GRACE REPORT

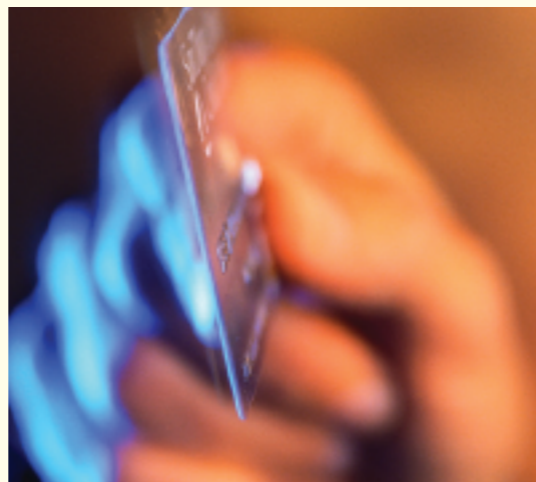
The Ob-Gyn Industry's Premier Source
For Reliable Business Intelligence



Medical Spas!
Cosmetic & Aesthetic Services!
Join us for a special session on what's new and what's profitable!

Curious about Medical Spas? Seeking Extra Revenue & Income?

It's a special, pre-symposium event on Friday afternoon, September 15! Hear two ob-gyn groups tell about the rapid success of their medical spas. Learn the inside secrets from Joseph R. Feste, M.D., one of the very first ob-gyns to apply laser surgery skills to the aesthetic and medical spa business. It's an unprecedented opportunity. Make your plans to attend today!



Get Powerful Answers! Many Learning Objectives!

- ...**USE** proven techniques to build your group's revenue base and net income!
- ...**LEARN** the most profitable ancillary services and how to attract lots of new patients!
- ...**DEVELOP** successful compensation agreements!
- ...**CREATE** potent equity buy-in and buy-out solutions!
- ...**BUILD** the value of the group practice, then tap that value to fund generous retirement packages for all ob-gyns!
- ...**FORMULATE** cost-effective recruiting benefits that appeal to new ob-gyns!

Meet one-on-one with our experts!

While in Atlanta, you can arrange private meetings with our expert faculty. Full details provided when you register!

Covering the A-to-Z of Every Ob-Gyn's Money!

Questions you'll get answered:

- Are current healthcare trends making my ob-gyn group practice model financially unsustainable?
- What clinical services can generate more revenue for my practice—and more compensation for me?
- Has my practice administrator and CPA done their homework correctly? What unaddressed issues could torpedo my group?
- When recruiting younger ob-gyns, when must we offer equity? How much equity is enough?
- How should my legal/accounting team value our group practice to maximize its worth?
- Has my group's shareholder agreement been updated to reflect new legal requirements that might place us at risk?
- Can I control the costs of providing health benefits to my employees—and make them happier with these new consumer-directed health plans?
- Is my coding/billing team missing important details—omissions that cost my ob-gyn group significant lost dollars?
- What ancillary services are revenue home runs, and which should be avoided?
- How will high-deductible health plans and HSAs raise our bad debt, and what procedures can we implement now to avoid these losses?
- What are the six powerful negotiating secrets I should know before renewing my managed care contracts?
- Why do medical spas make so much money so fast? Which cosmetic surgery services are most popular—and most profitable?

For ob-gyns, group leaders, and practice administrators! Everything you need to know!

Boost Your Group's Financial Fortunes! Learn the Money Secrets Of Controlling Costs and Creating Profitable Revenues

IT'S LIKE NO OTHER ob-gyn meeting you've ever attended! Our Ob-Gyn Income Symposium is dedicated to a single goal: increasing the money you make and the money you keep!

In fact, the content is precisely what the name implies: methods, strategies, and techniques to maintain and increase ob-gyn compensation.

That's why you'll want to be with us in Atlanta on September 16-17, 2006. We've assembled the nation's leading experts on the business of ob-gyn medicine. They have one goal: to share with you the winning strategies and proven secrets for building a substantial revenue flow, controlling costs to enhance partner profit distributions, and positioning your group to seize the best market opportunities.

You're in for another surprise when

you join us for this Ob-Gyn Income Symposium. No business and operational subject is taboo for public discussion, allowing you to peel down to the essential truths. The GRACE REPORT, with its reputation for candor and a blunt, tell-it-like-it-is style, is ready to strip the polite veneer off sensitive subjects and put you face-to-face with the legal issues, financial strategies, and investment opportunities that generate secure income while building a worthwhile retirement nest egg. And—there's more!

You'll have the opportunity to arrange sidebar meetings with legal, valuation, and investment experts. These individuals, with decades of experience advising ob-gyns and other physicians, can provide you shrewd advice and the depth of insight probably not available in your

locality. You can also interact with other attendees, many with their own good ideas and effective solutions for dividing the revenue and equity pie.

One surprising lesson you're sure to learn: every ob-gyn group practice has the opportunity to provide its physicians with generous annual compensation, plus a secure retirement. Our panel of experts will share the business secrets of the nation's most successful ob-gyn groups. More importantly, they will also teach you the techniques and methods you can use to energize your own group's revenue growth and compensation payouts!

In today's healthcare world of declining reimbursement, you owe it to yourself—and your group—to join us in Atlanta. Guarantee your place by registering today!

What they say...

Comments from past income symposiums

- Excellent. Worth my time and my partners' money. Enough said—T.K., M.D.
- This definitely fills a need. I brought my practice accountant with me and this was very productive—P.R., M.D.
- An incredible meeting, very positive and encouraging that we can do something. Quite a change from the fatalistic attitude at national medical meetings—J.K., M.D.
- This information will save my neck and my practice! C.A., M.D.
- Excellent! I got lots of nuts-and-bolts to take back to my group—B.D.
- An incredible meeting, very positive and encouraging that we can do something—D.L., M.D.



Friday, September 15

6:00 pm – 8:30 pm

Early Registration

Get Acquainted Reception with Refreshments

Agenda for Saturday, September 16

7:00 am – Registration and Continental Breakfast

8:30 – 9:00 am

Why Changes in Healthcare Are Creating New Winners and Losers in the Ob-Gyn Profession

Robert L. Michel, Publisher, GRACE REPORT, Spicewood, TX

Certainly ob-gyns have seen their share of reimbursement declines, skyrocketing malpractice premiums, and other attacks on their revenue in recent years. But that overlooks the fact that a goodly number of ob-gyn groups are prospering. By understanding key changes in the healthcare system, these ob-gyns are placing their group practice at health-care's "sweet spot," where patients and insurance companies are willing to pay extra for the added service and higher quality of clinical care. Learn what your group can do, today, to capture additional revenue and increase partner earnings in your practice.

9:00 – 9:45 am

Tough Talk About How Ob-Gyn Groups Must Adopt to Today's Healthcare Reality

Neil Rawlins, M.D., Partner, Associated Physicians for Women, PLC, Richland, WA

Starting with a cogent and perceptive view of today's ob-gyn marketplace, Neil Rawlins, M.D. adds an unexpected threat to the regular list of business challenges now confronting ob-gyn groups throughout the country. It is the growing and cumulative influence that younger physicians are having on the economics of the private ob-gyn group practice. It's not simply a case of Generation X physician career priorities colliding with the long-standing work habits of Baby Boomer ob-gyns. Dr. Rawlins draws the boundaries around an emerging economic reality for the typical ob-gyn group practice, and persuasively argues a new model for delivering ob-gyn services. Come prepared for a fascinating look at the tremendous opportunities that lie ahead for those ob-gyns willing to evolve their ob-gyn services into a more collaborative community model.

10:00 – 10:45 am

Ob-Gyn Practice Valuation Fundamentals: What's Your Practice Worth?

William Mitchell, ASA, CFA, Valuation Analyst, Haverford Healthcare Advisors, Paoli, PA

Are you using the value of your ob-gyn practice to maximize the financial return it generates for your and your colleagues? Probably not, since most physicians are too busy with medicine to understand how group practice valuation drives profit-enhancing strategies in taxation, estate planning, and key business strategies. Take this opportunity to get a "nuts and bolts" view of how to build the economic value of your group practice. Learn simple steps your practice administrator and financial

advisor can take to boost short-term partner incomes and the long-term value of partner shares in your medical group.

11:00 – Noon

How to Recruit and Retain Productive Ob-Gyns

Ronald Watson, J.D., M.Ed., CEO, Medical Search Consultants Unlimited, Inc., Cleveland, OH; Michael Broxterman, Chief Operating Officer, Pinnacle Health Group, Atlanta, GA

Did you know it typically costs upward of \$200,000 every time a physician turns over in your group? That simple fact makes it important to recruit and hire the right doctor to become a practitioner within your group. Our two experts—with decades of physician-recruiting experience—share the proven methods of recruiting and retaining the right physician for your practice, along with some little-known secrets for structuring win-win physician agreements. Gain valuable insights into what makes the Generation X physician tick—why they are reticent to work long hours and accept night and weekend call responsibilities. Master the most effective techniques to present your group to your top candidates, while quickly and confidently weeding out the candidates you don't want.

Noon – 1:15 pm LUNCH

1:30-2:15 pm

Critical Issues in Structuring Equity and Compensation Agreements

Richard S. Cooper, Esq., McDonald Hopkins, Cleveland, OH

To attract and retain physicians who make an excellent fit for your ob-gyn group's service mix and culture, it helps to have productive equity and compensation agreements. We've asked one of healthcare's keenest legal minds to provide you with the essential knowledge you need to help your legal counsel craft powerful, equitable arrangements. Identify important issues that are invariably overlooked. Learn key negotiating points, along with detailed methods for maintaining comity and shared purpose by all physicians in the group. Most importantly, understand the essential legal points required for compliance and enforceability. This session alone is worth thousands of dollars of legal advice, much of which may be unavailable in your community.

2:30 – 3:15 pm

Secrets for Providing Cost-Effective Health Benefits for Employees in an Ob-Gyn Practice

Robert Kachelries, President & CEO, Lehigh Valley Benefits Group, Allentown, PA

Are health benefit costs eating away the profits in your group? Then here's the help you need! Learn how new health benefit plans allow you to offer competitive benefit packages to attract and retain qualified employees—in a way that's cost-effective for the ob-gyn group. Learn why growing numbers of employers are turning to consumer-directed health plans (CDHPs) as a way to control increases in health benefit costs, while expanding the health-care choices of their employees. And there's an added bonus, because some CDHPs are designed to help your employees make healthier lifestyle choices, improve their productivity and job satisfaction!

Saturday Program continued

3:30 – 4:15 pm

Case Study: Women's Health Connecticut

Mark DeFrancesco, M.D., Chief Medical Officer, Avon, CT

With 140 women's health physicians and another 60 additional practitioners, Women's Health Connecticut says that it is "the nation's largest physician management partnership dedicated to women's health." Founded in 1997, it is one of the earliest of the ob-gyn supergroups and has used its size and economies of scale to create innovative benefits for its physicians. Discover how business strategies for managed care contracting, ancillary services, consolidation of billing and management functions, and use of enhanced information technology have contributed to increased revenue and high physician satisfaction.

4:30 – 5:30 pm

Breaking the Decision-Making Log Jam: How to Achieve Alignment Behind the Business and Professional Goals of the Group Practice

Boone Emmons, President, Emmons & Associates, Portland, OR

When it comes to business decisions, does your group find itself tied in knots because physicians can't agree? Do financial opportunities evaporate because it takes months, even years, to gain the consensus needed to approve major business decisions? Answer yes to either of these questions, and you'll be delighted with this session. Now you and your business advisors can master simple, effective techniques to guide group decisions. Learn the secrets of supporting timely and decisive agreements among all the group's physicians.

5:30 – 7:30 pm Grand Reception

Agenda for Sunday, September 17

7:00 am – Continental Breakfast

8:00 am – 9:00 am

Case Study: MaternOhio Management, Inc.

Mike D'Eramo, Executive Director, Columbus, OH

Ancillary services are a proven way to boost practice revenue. These services are a cornerstone in the business strategy of MaternOhio, a management entity which supports 64 physicians. Each ancillary service is established based on a detailed pro forma and it must meet the group's financial targets. Master the essentials of developing a profitable program in ancillary services that will bring additional revenue into your own ob-gyn group.

9:15 – 10:00 am

Consumer-Directed Health Plans: Why They Represent New Opportunities and Threats for Ob-Gyn Groups

Robert L. Michel, Publisher, GRACE REPORT, Spicewood, TX

Consumer-directed health plans (CDHPs) are already changing the American healthcare system in fundamental ways. Experts predict that CDHPs will be the most significant development in healthcare since the growth of HMOs in the 1980s. Here's a look at the economic forces driving this trend, along with the reasons why CDHPs are likely to impact the bad debt of hospitals and ob-gyn groups. Explore the opportunities for building revenues by offering value-added services to CDHP-insured consumers.

10:15 – 11:00 am

New Money Problem for Ob-Gyns – Getting Patients to Pay Higher Co-Pays and Deductibles

Michelle Mitchell, Practice Administrator, Northeast OB/GYN Associates, San Antonio, TX

You've just heard about Consumer-Directed Health Plans (CDHPs)—source of a tectonic shift in how ob-gyn groups must bill and collect for services. Now you can hear, first-hand, how CDHPs, Health Savings Accounts (HSAs) and similar types of health plans are changing the billing and collection experience of ob-gyns in San Antonio, Texas. Major employers in this city have rapidly switched their employees into CDHPs. Now it is the patient who will directly pay the physician, and with deductible requirements of \$1,000 to \$5,000 per year, ob-gyns in San Antonio are swiftly re-configuring to verify eligibility and collect money from patients while they remain in the office. This is an up-to-the-minute look at the disruptive trend now spreading in cities around the United States.

11:00 – 11:45 am

Billing, Coding and Collection: Ten Must-Do Techniques to Legally Boost Reimbursement

Susan Callaway, Medical Reimbursement Specialist, North Augusta, GA

Here's a valuable opportunity to learn the essentials of ob-gyn billing, coding, and collections from one of the nation's recognized leaders. Callaway, recognized as "Coder of the Year" by the American Academy of Professional Coders, will show why your group's top coders consistently miss dollars that legitimately belong to your practice. Master proven ways to improve coding accuracy. Learn how to consistently spot expensive gaps in your coding, billing and collection activities, and how to restore those unbilled or lost dollars back to your revenue line.

11:45 – 12:30 pm

Why "Pay-for-Performance" Programs Are Multiplying in Medicare and the Private Sector

Anita C. Murcko, M.D., Medical Director, Healthcare Group of Arizona, Phoenix, AZ

This long-standing prediction of the GRACE REPORT is now coming true. New "pay-for-performance" initiatives are popping up everywhere. Medicare now has a demonstration physician pay-for-performance project underway involving ten medical clinics allowing their physicians to improve outcomes in exchange for additional reimbursement. Explore why payers are funding these programs. Learn how they work and what types of clinical gains are measured and rewarded.

12:30 pm – 12:45 pm

Learnings from the Ob-Gyn Income Symposium That Can Make Your Group a Winner

Robert L. Michel, Publisher, GRACE REPORT, Spicewood, TX

To help attendees sort out key management themes and sharpen their own thinking, Michel offers insights and commentary, along with his recommended plan for action. The goal is to provide attendees with concise analysis and help them establish a list of priorities for action upon their return to their ob-gyn group practices.

12:45 pm – Income Symposium ends



Agenda

Mining Gold from Medical Spas, Cosmetic Surgery, and Aesthetic Services!

Optional, Pre-Event Session on Friday Afternoon, September 15

Looking for [more revenue](#) and [partner income](#)? Want a money-making ancillary service that's [fast at generating profits](#)? Then reserve your place today for this extraordinary, pre-symposium session. Learn the secrets of these three successful ob-gyns. Understand the business "do's and don'ts" for launching a fast-growing, profitable medical spa. Get everything you need to succeed!

Friday, September 15

1:00 pm Registration Opens

2:00 – 2:30 pm

Building Market through Service Line Extension: Understanding New Consumer Trends

Marie Shaw, Women's Health Business Consultant, Allentown, PA

Ob-gyns everywhere are considering cash-only business opportunities—and at the top of the list are cosmetic services and medical spas! A well-designed medical spa can produce net profits in as few as four months from start-up. Moreover, cosmetic surgery and aesthetic services are a natural for ob-gyns, because surveys and actual market experience confirms a powerful advantage: most women **strongly prefer** to have their ob-gyns perform these kinds of services. Learn the road map to ancillary service success, with a particular focus on medical spas, cosmetic surgery, and aesthetic services.

2:30 – 3:30 pm

What Every Ob-Gyn Group Should Know About Cosmetic, Aesthetic and Medical Spa Services

Joseph Feste, M.D., Medical Director, Aesthetic Business Consulting, Austin, TX

Skilled in laser surgery, Dr. Feste was among the very first ob-gyns to recognize these skills could allow him to establish a highly-profitable medical spa—before anyone knew what that term meant. Not only did he establish one of the first medical spas in the country, but he sold his profitable business specifically to provide clinical and business guidance to other physicians considering the medical spa business. Loaded with wisdom and practical knowledge, this presentation guides you through the essentials: analyzing your potential market, gauging interest among your existing patients, legal pitfalls to avoid, and how to launch with the hottest service lines in cosmetic services and aesthetics.

4:30 – 4:15 pm

How Cosmetic Services and Surgeries in the Office Can be Successful

Lori Abrams, D.O., Founder, Abrams Center for Women, Sarasota, FL

Sometimes it can be extraordinarily simple to start performing highly-profitable cosmetic surgery proce-

dures in the same office as the ob-gyn practice. It was three years ago when Dr. Abrams began offering basic procedures for spider veins. Her patients enthusiastically encouraged her to expand and offer dermal fillers, body sculpting, and Botox injections. This ancillary service allowed Dr. Abrams to drop her obstetrics practice, while increasing overall income. She sees both gynecological and cosmetic service patients in the same office, but on different days of the week—a work week that is now just 3.5 days! This is a "can't miss" case study for any ob-gyn or practice administrator serious about launching an ancillary service in cosmetic surgery and aesthetic services.

4:15 – 4:30 pm Break

4:30 – 5:15 pm

Medical Spas: Insuring Success from Concept to Implementation

Rick Mooney, M.D., Partner, Women's Healthcare Associates, Redding, CA

With the goal of dropping obstetrics, Dr. Mooney considered a medical spa to be his best and fastest way to build a separate source of revenue. His approach was to build a new facility, with a sumptuous medical spa located next door to his medical office. Opened last summer, Dr. Mooney was overwhelmed with the enthusiastic response of his patients. Within four months, the medical spa was generating net profits! Of course, the story behind the story is that Dr. Mooney was shrewd in his preparations. Get the inside scoop on why this ancillary service exploded after its grand opening, and, one year later, continues growing at a fast pace.

5:15 – 6:00 pm

Panel: Mastering the Critical Success Factors in Medical Spas, Cosmetic Surgery, and Aesthetic Services

Moderator: Marie Shaw, Panel: Joseph Feste, M.D., Lori Abrams, D.O., and Rick Mooney, M.D.

Here's a panel armed to the teeth with practical experience, invaluable wisdom, and knowledge that only comes from trial and error. It's a high-value opportunity to get the straight story on the critical success factors of fast-growing, high-profit cosmetic surgery and aesthetic services.

6:00 pm – Pre-event session ends

REGISTRATION

[Making More Money:](#)

[Powerful Strategies that Boost Practice Revenue and Increase Ob-Gyn Compensation](#)

September 16-17, 2006

Westin Peachtree Plaza • Atlanta

Name		
Title		
Organization		
Phone	Fax	
Address		
City	State	Zip
E-mail		

Attach list of additional registrations. Groups of 2 or more save \$50 per registration.

TUITION DETAILS:

Symposium tuition is payable to the GRACE REPORT. Tuition includes all meeting materials, lunches and refreshments, as well as the evening receptions on Friday and Saturday.

TUITION CALCULATOR

Ob-Gyn Income Symposium (Sept. 16-17)	# people x	\$
Register on or before August 21	x \$745 =	\$
Register after August 21	x \$845 =	\$
less discounts (if applicable, 2 or more)	x \$ 50 =	\$

Optional pre-symposium session:

Money-Making Medical Spas (Sept. 15)	# people x	\$
Register on or before August 21	x \$255 =	\$
Register after August 21	x \$295 =	\$

TOTAL TUITION: \$

Method of Payment:

Check made payable to: GRACE REPORT

Mail to: GRACE REPORT, 21806 Briarcliff Dr., Spicewood, TX 78669

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Number	_____
Expiration date	____/____/____
Signature	_____

Please contact Deborah Michel, R.N. at 512.264.7103 for information or special arrangements.

Space is limited. It is essential to register early!

QUESTIONS? NEED INFORMATION

877.636.3634

When is it? Where is it?

Our *Ob-Gyn Income Symposium* takes place on Saturday and Sunday, September 16-17, 2006 at the Westin Peachtree Plaza, Atlanta, Georgia.

Where can I stay?

As an *Ob-Gyn Income Symposium* attendee, your special, discounted room rate at the Westin Peachtree Plaza Hotel is \$149 for single and double occupancy. The hotel's direct number is 404-659-1400. Be sure to mention *Ob-Gyn Income Symposium 2006* when making your reservation.

How much does it cost?

Tuition is \$845 for the *Ob-Gyn Income Symposium*. Attendance is optional at the half-day intensive "Money-Making Medical Spas" (\$295 tuition) on Friday, September 15, 2006.

Can I save money on registration?

Save money TWO ways. Register by August 21 and your tuition is reduced to \$745. We also offer a \$50 discount per registration for 2 or more colleagues registering from your company or organization. (\$50 discount applies only for September 16-17 *Ob-Gyn Income Symposium*.)

What happens if I need to cancel?

Substitutions may be made at any time. Cancellations through September 8 will receive a full refund. Cancellations after 5:00 P.M. on September 8 are subject to a \$75 cancellation fee.

How do I register?

- Register online at: www.gracereport.com
- Call 877-636-3634. Our friendly staff can register you quickly and easily, as well as answer any questions you may have.
- Fax this complete form to 512-264-0969
- Mail the form with payment to: GRACE REPORT, 21806 Briarcliff Dr., Spicewood, TX 78669.

Can I sponsor at this event?

A limited number of sponsorship and advertising opportunities remain for this event. Please contact Deborah Michel at 512-264-7103.

Agenda

Agenda

Registration Form