Attend this premier CME event from Cleveland Clinic:

CHANGING HEALTH CARE: One Shared Medical Appointment at a Time

APRIL 25 – 26, 2013 at CORPORATE COLLEGE EAST
Warrensville Hts, OH – in Greater Cleveland

In Response to a Changing Landscape:
Shared Medical Appointments

Gain the Top 5 Essentials to Implement SMAs
Learn Who Benefits, Why They Work, and How to Implement
Improve Access and Quality Care with Innovative, Interactive SMAs

DON’T MISS THE KEYNOTE SPEAKER:
Edward Noffsinger, PhD
“The Guru of Group Visits”
– Physicians Practice magazine

GET STARTED TODAY!
www.ccfcme.org/GoSMA
Join us!

Shared Medical Appointments are the future of health care. They offer an innovative, interactive approach to patient care.

By updating the way we practice, we, as physicians, can avoid complacency. We are forging the advancement of health care.

Cleveland Clinic has offered shared medical appointments for almost 10 years, and the results have shown patients are overwhelmingly satisfied.

Join us for this special live CME event to learn who benefits from these appointments, why they work, and how you can implement them in your practice.

Best regards,
Marianne Sumego, MD
Director of Shared Medical Appointments

CHANGING HEALTH CARE:
One Shared Medical Appointment (SMA) at a Time

Learn the benefits and essentials of SMAs through Cleveland Clinic’s 10 years of experience.

An innovative, interactive way to improve access and quality of care is the Shared Medical Appointment Care Model.

Through the Cleveland Clinic experience, you will capture the benefits and share the essentials of implementing Shared Medical Appointments in your practice.

Throughout this educational offering, our faculty offers their extensive knowledge which will, in turn, have positive effects on improving the quality of care for your patients. These experts, already engaged in SMAs, span a wide range of disciplines such as bariatrics, endocrinology, family medicine, women’s health, men’s health, internal medicine, and more.

Whether you envision a system-wide SMA program or a single SMA, you will gain the knowledge and tools you need to implement Shared Medical Appointments in your facility.

This 2-day conference is packed with the tools you need to change your work experience – for the better!

EXPERIENCED PANELISTS:
REVEALING A WIN-WIN FOR ALL

PANEL PRACTITIONERS:
EXPERIENCED IN SMAs

- Learn from your panel of colleagues as they highlight successful work flow patterns.
- Panel members will answer questions and share their advice.

PATIENT PANEL

- Patients will provide insight into the Shared Medical Appointment from their perspectives and experiences.
Keynote Address: Shared Medical Appointments – Over 20 Years of Innovation

Edward Noffsinger, PhD
Dr. Noffsinger, the original pioneer of SMAs, will take us through the fascinating history and development of group visits as only he can tell it.

In addition to the Keynote Address, Dr. Noffsinger will share his thoughts on the future of SMAs at the close of the 2-day program.

Dr. Noffsinger is a nationally and internationally recognized expert in the area of group visits. His work in this area has been featured in numerous medical journals. He is widely published in the field and has been featured in Time Magazine, U.S. News & World Report, the Wall Street Journal, Boston Globe, CNN, and more.

Day 1 Luncheon Address: How the Changing Landscape in Health Care has Fueled SMAs

David Longworth, MD
Dr. David Longworth, Chairman of the Medicine Institute, provides a thought-provoking luncheon address.

Dr. Longworth has been sought after by major news sources such as Business Week and Forbes to provide insight to evolving health care demands. Get his perspective as a leader at the Cleveland Clinic on this significant topic.

Patient Testimonials

“Sharing is the strength: Feedback from patients tells the story of empowerment.”

“It’s more time to listen to the doctor talk. The more you listen, the more you do get out of it, even more so than you would in a one on one.”

“Hearing another patient talk about the same problem you have helps you remember you’re not the only one that has these kind of problems.”

“It got me geared up to get out there, get going, and try to make some changes.”

“I love it, because I don’t feel like I am out there by myself. It helps me have hope.”

“It’s probably one of the better doctor appointments I’ve ever had because you have so much time to think of questions – and hear the questions of other patients. It’s interesting to hear how they are dealing with everyday life, too.”
Capture These Top 5 Essentials:
Develop the concept, identify the team, assign roles, maintain, and measure

WHAT TO EXPECT: AT A GLANCE

Day 1 – The stage is set with Dr. Noffsinger, the original pioneer of SMAs, taking us through their history and development.

Experts will share details on how Cleveland Clinic develops the Shared Medical Appointment care model. Learn how to incorporate group visits through example observing SMAs conducted at the Cleveland Clinic in various areas including women’s health.

The morning wrap-up includes a demo of an SMA in action. You can then ask the experts their advice on tips for a successful workflow.

Lunch features Dr. David Longworth as he addresses how the changing landscape in health care has fueled the SMA care model.

The afternoon program provides a change of pace with an in-depth look at the team roles and responsibilities. Ask the experts who are available to you as facilitators and physicians to answer questions on the team roles.

Day 2 covers the next steps: financial, marketing, and infrastructure. The day begins through surgical SMA experience in bariatrics as an example of setting goals. Learn how to develop the infrastructure to support your SMA program with Anne Maggiore, SMA program manager. You’ll cover the basics in marketing and get answers to your billing questions.

In the afternoon, you’ll explore what metrics should be used, how to demonstrate improved quality of care, and the patient experience. In closing, you’ll examine the patient perspective and finish up by sharing the experiences our patients have had and elaborate on personal benefits.

HOW CAN YOU BENEFIT?

• Learn how SMAs put patients first: Changing Health Care: One SMA at a Time will have a positive effect on improving the quality of care for your patients.

• Decrease your learning curve – reduce SMA implementation time to three months or less.

• Take away new tools to build an effective team.

• Ask the experts: Get in-person insight – on site.

• Capture best practices to improve your practice – and patient care.

WHY SMAs MAKE DOLLARS AND SENSE:

• Office visit fees are the same as a 1:1 appointment.

• Doctors deliver information one time to many – less repetition in the course of the day.

• SMAs provide an innovative, interactive approach to health care in a relaxed, personalized, supportive environment.

WHO SHOULD ATTEND:

Front-line clinical and professional staff, physicians, nurse practitioners, physician assistants, practice administrators, and senior leaders.
PROGRAM OVERVIEW
The shared medical appointment (SMA) is a health care provision model that has emerged as a desirable option for cost-effective, quality care. These are medical appointments in which multiple patients with the same chronic medical condition are seen as a group for follow-up or routine care (thus, patients share their appointments). The SMAs provide a setting in which patients have improved access to their clinician, the benefit of added education, and can share experiences and advice with other patients with the same disease.

To address these educational needs, this program will provide learners with the tools to implement successful SMAs in their medical practices. This program will also stimulate learners to formulate ideas and discuss ways to increase patient access and quality outcomes when implementing shared medical appointments.

TARGET AUDIENCE
This course is designed for practicing physicians, physician assistants, nurses, nurse practitioners, and other staff interested in starting and/or improving their shared medical appointments practice.

OBJECTIVES
After completing this educational activity, participants will be able to do the following:

• Describe data supporting the use of SMAs to increase patient access and improve quality outcomes for select chronic conditions;
• Utilize an evidence-based approach to describe patient and provider benefits of the SMA model and be able to engage health care providers and infrastructure administrators in a critical discussion on benefits and costs of implementing an SMA;
• Objectively evaluate specific chronic conditions for their potential treatment efficacy and cost-effectiveness;
• Highlight the background and history of SMAs;
• Implement a successful SMA model in their medical practice.

FACULTY DISCLOSURE
The Cleveland Clinic Foundation Center for Continuing Education has implemented a policy to comply with the current Accreditation Council for Continuing Medical Education Standards for Commercial Support requiring resolution of all faculty conflicts of interest. Faculty declaring a relevant commercial interest will be identified in the activity syllabus.

CLEVELAND CLINIC FACULTY
Karen Cooper, DO
Associate Staff
Bariatric and Metabolic Institute
Endocrinology and Metabolism Institute

Lillian Gonsalves, MD
Vice Chairman, Psychiatry and Psychology
Vice Chairman, Center for Behavioral Health
Neurological Institute

Richard Kratche, MD
Staff
Family Medicine Department
Medicine Institute

David Longworth, MD
Chairman
Medicine Institute

Anne Maggiore
Program Manager
Shared Medical Appointments
Regional Operations Institute

Mary P. McDonnell, RN
Nurse Advocate
Center for Specialized Women’s Health
Obstetrics and Gynecology and Women’s Health Institute

ACTIVITY DIRECTOR
Marianne Sumego, MD
Director, Shared Medical Appointments
Regional Operations Institute
Cleveland Clinic

GUEST FACULTY
Edward B. Noffsinger, PhD
Healthcare Consultant
Santa Cruz, CA

Julie Merrell, PhD
Associate Staff
Bariatric and Metabolic Institute
Endocrinology and Metabolism Institute

Jennifer Muehle
Department Coordinator
Shared Medical Appointments
Regional Operations Institute

Gail Pfeiffer, RHIA, CCS-P, CHC
Director
Coding Compliance Department

Holly Thacker, MD, FACP, CCD, NCMP
Director
Center for Specialized Women’s Health
Obstetrics and Gynecology and Women’s Health Institute

Lori Weinstein
Director, Service Line Marketing
Division of Marketing and Communications

Annette Zeldin, MSN, RN, CS
Willoughby Hills Internal Medicine & Pediatrics
Medicine Institute
# Agenda
**Thursday, April 25, 2013**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td>Continental Breakfast, Registration, and Exhibits</td>
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<tr>
<td>8:00 am</td>
<td>Welcome and Introduction: We Share Our Experience Through Video</td>
<td>Marianne Sumego, MD</td>
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<tr>
<td>8:15 am</td>
<td>Shared Medical Appointments – Over 20 Years of Innovation</td>
<td>Edward B. Noffsinger, PhD</td>
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<tr>
<td>9:15 am</td>
<td>SMA Essentials: Learn What it Takes to Implement</td>
<td>Marianne Sumego, MD</td>
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<tr>
<td>10:00 am</td>
<td>Refreshment Break and Exhibits</td>
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<tr>
<td>10:15 am</td>
<td>The Essentials Implemented Through a Women’s Health SMA</td>
<td>Holly Thacker, MD</td>
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<tr>
<td>11:00 am</td>
<td>See an SMA in Action!</td>
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<tr>
<td>11:30 am</td>
<td>Advice on Successful Workflows – Expert Panel</td>
<td>Karen Cooper, DO; Richard Kratche, MD; Mary P. McDonnell, RN; and Annette Zeldin, RN</td>
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<tr>
<td>12:15 pm</td>
<td>Luncheon Keynote Presentation: How the Changing Landscape in Health Care Has Fueled the Shared Medical Appointment Care Model</td>
<td>David Longworth, MD</td>
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<td>8:15 am</td>
<td>Bariatric Surgery and SMAs: Weight Loss and Motivational Interviewing, An Example of Setting Goals</td>
<td>Karen Cooper, DO and Julie Merrell, PhD</td>
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<tr>
<td>9:15 am</td>
<td>Developing the Infrastructure to Support Your SMA Program</td>
<td>Anne Maggiore</td>
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<td>Marketing Opportunities to Support Your SMA</td>
<td>Lori Weinstein</td>
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<tr>
<td>10:30 am</td>
<td>Financial: Answers to Your Billing Questions</td>
<td>Gail Pfeifer</td>
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<tr>
<td>11:0 am</td>
<td>Keys to Success: Metrics and Tips for Your Practice</td>
<td>Marianne Sumego, MD</td>
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<tr>
<td>12:00 am</td>
<td>Networking Lunch</td>
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<tr>
<td>1:00 pm</td>
<td>Through the Eyes of the Patient Panel Discussion</td>
<td>Edward B. Noffsinger, PhD</td>
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<td>2:00 pm</td>
<td>Health Care and SMAs: What Does the Future Hold?</td>
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<tr>
<td>3:00 pm</td>
<td>Wrap-up and Closing Remarks</td>
<td>Marianne Sumego, MD</td>
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## General Information

### Location and Parking

**Corporate College East**

4400 Richmond Road, Warrensville Heights, OH

Free onsite parking is available.

### Directions

Corporate College East is easily accessed by traveling south on I-271, exiting at 28B Harvard Road. Proceed turning right off of the exit ramp, traveling west on Harvard Road. The entrance to Corporate College East is located on Richmond Road.

### Hotel Accommodations

Please identify yourself as being with the Cleveland Clinic Shared Medical Appointments for special rates:

- **Hilton Cleveland East/Beachwood**
  3663 Park East Drive
  Beachwood, OH
  216-464-5950
  $109 plus tax
  1.7 miles from Corporate College East

- **Cleveland Marriott East**
  26300 Harvard Road
  Warrensville Hts, OH
  216-378-9191
  $139 plus tax
  0.9 miles from Corporate College East

### Americans with Disabilities Act

The Cleveland Clinic Foundation Center for Continuing Education fully intends to comply with the legal requirements of the Americans with Disabilities Act. If you need assistance, please notify us at least two weeks prior to the activity.

### Accreditation

The Cleveland Clinic Foundation Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Cleveland Clinic Foundation Center for Continuing Education designates this live activity for a maximum of 13.75 AMA PRA Category 1 Credits™. Physicians should only claim the credit commensurate with the extent of their participation in the activity.

Participants claiming CME credit from this activity may submit the credit hours to the American Osteopathic Association for Category 2 credit.

The Ohio Board of Nursing will accept at face value the number of contact hours awarded for an educational activity that has been approved for CE by a nationally accredited system of CE approval. Therefore, the 13.75 AMA PRA Category 1 Credits™ will be accepted for nursing credits.
Registration Form

Changing Health Care:
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April 25 – 26, 2013
Corporate College East, Warrensville Hts, OH

REGISTER ONLINE
www.ccfcme.org/GoSMA
Cleveland Clinic main campus, family health centers, and CCHS community hospital employees (physicians and nonphysicians) please register online at the above web address. Cleveland Clinic employees should register or check fees online. Once you register online, please do not mail or fax in a registration form.

FEES
Fees include: meeting materials, continental breakfasts, refreshment breaks, and two luncheons.

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<tr>
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<th>On or Before February 28</th>
<th>After February 28</th>
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<tbody>
<tr>
<td>Physician</td>
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<td>Nonphysician</td>
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Breakout Session Sign Up (Please indicate your choice)

- Breakout A – Clinical/Clerical
- Breakout B – Facilitator
- Breakout C – Provider

GROUP RATES AVAILABLE
Want to bring additional members of your team to this premier event? Group rates make it more affordable. For details and to register your group, please call today! 216.448.0777.

PLEASE PRINT
Complete the information below if registering by mail.

First Name: ________ MI: ________ Last Name: ________ Degree: ________
Institution Name: ________
Address: ________
City: ________ State: ________ Zip: ________
Phone Number: ________ Fax Number: ________
Specialty: ________ Email Address: ________
Practice Type: □ Office-Based □ Hospital Staff □ Other

Total amount enclosed: $ ________

Make check payable: The Cleveland Clinic Educational Foundation
Purchase orders are not accepted.

REGISTRATION AND CANCELLATION
Preregistrations are accepted by fax or online until 12:00 pm ET, April 18, 2013. After this date, please register onsite. In case of cancellation, a full refund will be made if canceled by April 4, 2013. After April 4, 2013, a $175 cancellation fee will be deducted from your refund. Written notification of your cancellation is required in order to process your refund. NO REFUNDS WILL BE ISSUED AFTER MAY 16, 2013.

Mailing address: The Cleveland Clinic Educational Foundation
PO Box 931653, Cleveland, OH 44193-1082

For registration questions, please call 216.448.0777 or email cmeregistration@ccf.org
Cleveland Clinic recognizes the importance of protecting the privacy and security of information provided to us. Therefore, we are no longer requesting credit card data in writing, including on registration forms or faxes. If you would like to register using a credit card, please log in to www.ccfcme.org/GoSMA or call 216.448.0777 where it will be handled directly by a certified processor.
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