



The Maine Medical Group Management Association
is Pleased to Present:

Medical Practice Budgeting and Improving Key Financial Benchmark Performance & How to Market Your Medical Practice **Plus** Round Table Discussions and Networking

Full Day Educational Session

Date: Wednesday, April 30, 2008

Location: Lepage Conference Center in Lewiston

Time: 7:30 AM to 4:00 PM

Presenters:

Douglas R. Miller, M.E.d., M.B.A.

Sam Surprise

Douglas R. Miller, M.Ed., M.B.A.

Doug has been a member of the health care profession since 1984. During this time he has worked in the world of physician practice management in both the profit and non-profit sectors. He is experienced in specialty and primary care physician practice management and currently is the Director of Operations for Community Clinical Systems, an FQHC including 18 primary practice sites and additionally, 5 provider-based specialty practices, located in Lewiston/Auburn, Maine. Doug holds a Masters degree in Education and an MBA in Medical Group Management and is currently a Nominee of ACMPE. Doug is currently President of the Financial Managers Society of MGMA.

Medical Practice Budgeting and Improving Key Financial Benchmark Performance:

During the highly turbulent and unpredictable financial times that medical practices, both private and owned, find themselves, one financial strategy that becomes even more critical is the process of budgeting. If looked at as a process, medical practices can benefit in the following ways:

- ♦ Practice financial performance reporting is improved
- ♦ Practice Manager understanding of the key financial performance indicators is improved
- ♦ Physician Owner/Board understanding of the complexity and discipline associated with successful financial performance is improved.
- ♦ Practice Manager and Physician Owner/Board relationships are improved through the collaborative budgeting model.
- ♦ Identification of strategic opportunities and threats is enhanced
- ♦ Overall process improvement efforts related to strategic and financial initiatives can be focused and effective through predetermined monitoring and reporting

This session will help managers in all medical practice organizations improve their overall performance in key financial skills determined critical in today's economy.

Sam Surprise, Owner of Healthcare Marketing

Sam is the president and owner of Healthcare Marketing located in Portland, Maine. His focus is on health care marketing and assists clients by producing marketing materials for medical practices. Some of the services provided are outstanding creative, copywriting, design, strategy, production, media buying and placement services. He offers clients a wide range of support including brochures, direct mail, sell sheets, logo development, copywriting, graphic design, strategy development, public relations, corporate videos, collateral development and much more. Sam is the president and founder of Healthcare Marketing, a past president of The Ad Club of Portland and is a current member of the MMA Corporate Affiliate program and has been since 2002.

How to Market Your Medical Practice:

Learning Objectives:

- ♦ *Branding vs. Marketing - Affiliation vs. Testimonials*
 - What is the difference and when should you use either?
 - Image vs. Call to Action
- ♦ *How to Establish your target audience GP vs. Industry*
 - Tools to Consider: Surveys, Focus Groups, Market Demographics, Common Sense
- ♦ *Patient Population? 1 Year, 3 Years*
 - Regional Geographics, Competition, Payors
- ♦ *How to reach an Audience, Expectations vs. Budget*
 - Direct Mail, Radio, Television, Newspaper, Web

Please See Page 2 for Breakout Sessions and Event Details



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Round Table Discussions:

To end the day, the MEMGMA will be holding breakout sessions to focus on specific items and/or problems that face our medical practices. In order to tailor this time to the needs of our members we are asking for your help! On the attached registration form, please list any items you would like discussed at the round table discussions. Depending on the number of responses, we will create sessions based on your requests.

***There is something for everyone at this all day event!
We hope to see you all there!***

Seminar Schedule:

- ♦ Registration and Continental Breakfast is from 7:30 AM to 8:30 AM
- ♦ The first session will begin at 8:30 AM.
- ♦ 8:30 AM to 11:30 AM Douglas Miller, M.Ed., M.B.A., will present "Medical Practice Budgeting and Improving Key Financial Benchmark Performance"
- ♦ 11:30 AM to 12:30 PM - Lunch
- ♦ 12:30 PM to 2:30 PM - Sam Surprise will present "Marketing Your Medical Practice"
- ♦ 2:30 PM to 4:00 PM Round Table Discussions

Registration Information:

- ♦ Space may be limited so please register as early as possible by phone or mail.
- ♦ The cost for this seminar is **only \$40.00 for MEMGMA members** or **\$60.00 for non-members**.
- ♦ If you have questions concerning this seminar, or for late registration, please contact Marcia Turcotte at (888) 523-2825 ext. 4001 or e-mail marcia.turcotte@amsplus.com
- ♦ Please print and complete the registration form on the next page and send to the address specified.

Directions to the Lepage Conference Center:

- ♦ From Interstate 95 take exit 80 towards ME-196/Lewiston. ♦ Turn left onto Alfred A. Plourde Parkway and follow for 1.1 miles. ♦ Turn left onto Webster Street and follow for 1.3 miles. ♦ Turn right onto East Avenue and follow for .2 miles. ♦ Turn left onto Campus Avenue and follow for .2 miles. ♦ The Lepage Conference Center is at 99 Campus Avenue.

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