



Fall Conference
October 23-24, 2009
Dallas, Texas

Comprehensive Clinic Startup Agenda - Enterprise 8

Friday, October 23

7:00-8:00am Registration & Breakfast

8:00-8:15am **Owning an Urgent Care**
 Marc Salzberg, MD, FACEP

8:15-9:15am **Site Selection**
 Steve Sellars, MBA

9:15-9:30am Break

9:30-10:30am **Managed Care Contracts**
 David Stern, MD, CPC

10:30-10:45am Break

10:45-11:45am **Clinic Setup Part 1**
 Patrice Pash, RN, BSN, COHC

11:45am-12:30pm Group Lunch

12:30-1:30pm **Clinic Setup Part 2**
 Patrice Pash

1:30-1:45pm Break

1:45-2:45pm **Staffing & Operations**
 Tammy Mallow-Eilly

2:45-3:00pm Break

3:00-4:30pm **Financing**
 Kevin Ralofsky, MBA

OR

Hospital-affiliated Breakout
 Jeff Collins, MD

4:30pm Exhibit Hall Opens

5:00pm-6:30pm Welcome Reception
 (In exhibit hall)

Saturday, October 24

7:30-9:00am Breakfast and Exhibits

9:00-10:00am **Compliance: Developing Policies & Procedures**
 Kenny Engel, CPC, CHC, AACCS-EM, CCP-P

10:00-10:15am Break

10:15-11:15am **Urgent Care Billing**
 Stacy Calvaruso, CPAM

11:15am-1:00pm Group Lunch & Exhibits

1:00-2:00pm **Legal Issues for Startups**
 John Shufeldt, MD, JD, MBA

2:00-2:15pm Break

2:15-3:15pm **Marketing Your Center**
 Alan Ayers, MBA, MAcc

3:15-3:30pm Break

3:30-4:30pm **Faculty Roundtable**
 All Faculty

4:30pm Exhibit Hall Opens

5:00-6:30pm Farewell Reception
 (In exhibit hall)