



**The Academy of Medicine of Queens County**  
**The Queens Medical Society**  
**Nassau County Academy of Law**  
**Nassau County Bar Association**

Present

**“The Changing Business of Healthcare for Physicians”**

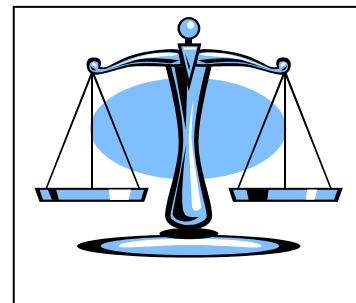
**Learning Objectives:** Today’s small medical practices face unprecedented challenges in areas such as managed care negotiation, quality reporting, IT implementation, billing and reimbursement, and purchasing, just to name a few. While it is widely accepted that physicians perform the vital function of treating disease and helping to maintain health, it has recently been demonstrated that they are also a vital component of the economic growth of local communities and specifically, New York State. For the average private practice to remain viable in today’s health arena, physicians must retool their business structure and respond to increasing pressure from regulators and payors.

**This program will examine both legal and business aspects of recent trends that are reshaping the models under which physicians provide care. Participants will learn about:**

Consolidation and restructuring of traditional physician practice models

- Hospital relationships with physician groups – competitive or cooperative?
- Recent developments in Managed Care-Prompt payment, provisional credentialing, appeal process
- Dealing with Recovery Audit Contractors (RACs)
- Out-of-Network Provider issues and Opting out of Medicare
- Concierge Medicine and Private Pay Arrangements

**Date:** **Wed., May 19, 2010**  
**Time:** 6:00 PM Registration 6:30pm-9:30pm Program  
**Location:** Nassau County Bar Association  
15th & West Streets  
Mineola, NY 11501  
**Credits:** 3 CME Credits or 3 CLE Credits  
**Cost:** **Physicians:**  
**QMS/MSSNY Members 3 CME Credits**  
\$25.Prepaid \$40. At door  
Non-members \$45  
**Attorneys: \$110. 3 CLE Credits**



\*The Academy of Medicine of Queens County is accredited by the Medical Society of the State of New York (MSSNY) to provide continuing medical education for physicians. The Academy of Medicine of Queens County designates this educational activity for a maximum of *3.0 AMA PRA Category I Credit™*. Physicians should claim credit commensurate with the extent of their participation in the activity.

**Physician Reservations:** checks payable to Academy of Medicine of Queens County or call (718) 268-7300  
**Mail to:** Academy of Medicine, 112-25 Queens Blvd. 4<sup>th</sup> Floor, Forest Hills, NY 11375

**Attorney Reservations:** checks payable to Nassau County Academy of Law or call (516) 747-4464  
**Mail to:** Nassau County Academy of Law, 15<sup>th</sup> and West Streets, Mineola, NY 11501



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**The Program**

**“The Changing Business of Healthcare for Physicians”**

Check-in at 6:00 pm; Presentation 6:30 – 9:30

**Part 1 - Consolidation and Restructuring of Traditional Physician Practice Models:**

Merging Physician Practices: Moving Toward “Megagroups” and Multi-Specialty Practices

Panelist: **Joel Greenberg, Esq.**

***Abrams, Fensterman, Fensterman, Eisman, Greenberg, Formato & Einiger, LLP***

Hospital Relationships with Physician Groups: Competition or Cooperation?

Panelist: **David Zarett, Esq.**

***Weiss & Zarett, P.C.***

**Part 2 - The Impact of Payor Reforms on Providers:**

Recent Developments in Managed Care

Panelist: **Claudia Hinrichsen, Esq.**

***Abrams, Fensterman, Fensterman, Eisman, Greenberg, Formato & Einiger, LLP***

Dealing with Recovery Audit Contractors (RACs) and Audits

Panelist: **Jennifer Kirschenbaum, Esq.**

***Kirschenbaum & Kirschenbaum, P.C.***

**Part 3 - Operating Outside of the System:**

Out-of-Network Provider Issues and Opting Out of Medicare

Panelist: **Christopher J. Kutner, Esq.**

***Farrell Fritz, P.C.***

Concierge Medicine and Private Pay Arrangements

Panelist: **Carolyn R. Wolf, Esq.**

***Abrams, Fensterman, Fensterman, Eisman, Greenberg, Formato & Einiger, LLP***

