



Practice Management: Adding Value to Your Practice Today and Tomorrow

Wednesday, April 29, 2020

8:00 AM-12:00 PM

COURSE MODERATORS: Peter Blumencranz, MD and Aislinn Vaughan, MD

FACULTY: Paul Baron, MD; Peter Blumencranz, MD; Jane Méndez, MD;
Walton Taylor, MD; Aislinn Vaughan, MD

COURSE DESCRIPTION:

This course will focus on ways to add value to your practice from patient care to cost/benefit analysis. This includes utilizing marketing, social media, clinical trials, risk assessment to enhance your practice.

COURSE OBJECTIVES:

At the conclusion of this course, participants should be able to:

- Learn about methods of utilizing media to enhance/promote your practice
- Learn how to assess new technology/innovations for whether they add value to your practice and/or patients' care
- Learn how to incorporate breast cancer risk assessment and genetic testing into your practice
- Utilization of physician extenders
- How to reduce waste (low value care) from your practice

CME Information:

The American Society of Breast Surgeons designates this live activity for a maximum of 3.5 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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PRELIMINARY AGENDA

7:30 AM-8:00 AM	Check-in and Breakfast	
8:00 AM-8:05 AM	Welcome and Introduction	Aislinn Vaughan, MD Peter Blumencranz, MD
8:05 AM-8:25 AM	Utilizing Social Media (Facebook/Twitter)	Aislinn Vaughan, MD
8:25 AM-8:45 AM	Assessing Technology/Innovations	Jane Méndez, MD
8:45 AM-9:05 AM	Incorporating Clinical Trials	Peter Blumencranz, MD
9:05 AM-9:25 AM	Utilizing Physician Extenders	Paul Baron, MD
9:25 AM-9:55 AM	Q&A	
9:55 AM-10:20 AM	Break	
10:20 AM-10:45 AM	Marketing Your Practice: Tips on Working with the Media (TV/Print/Radio)	Peter Blumencranz, MD
10:45 AM-11:05 AM	Get Waste out of Your Practice	Walton, Taylor, MD
11:05 AM-11:25 AM	Incorporating Genetic Testing and Risk Assessment	Aislinn Vaughan, MD
11:25 AM-12:00 PM	Q&A	
12:00 PM	Adjourn	
