

AMERICAN HEALTH LAWYERS ASSOCIATION
Physicians and Physician Organizations Law Institute and
Hospitals and Health Systems Law Institute
February 24-26, 2010
Doral Golf Resort & Spa, Miami, FL

Wednesday, February 24, 2010

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| 7:00 am-5:15 pm | Registration and Information | | |
| 8:00-9:45 am | <p>General Session</p> <p style="text-align: center;">8:00-8:15 am Welcome and Introduction Shackelford, McGinty</p> <p style="text-align: center;">8:15-9:45 am Law and Economics in the World of Hospital/Physician Integration Homchick, Hutzler, Shay</p> | | |
| 10:00-11:00 am | Enterprise Risk Management (ERM) Principles and Provider Liability for Physicians and Physician Organizations (not repeated) Martus | Physician On-Call Payments: Compensation in a Transitional Market Anderson Newman | Accountable Care Organizations (ACOs) and Physician Hospital Integration Under Healthcare Reform DeMuro Wiegand |
| 11:15 am-12:15 pm | Medical Office Building Development and Construction: A Healthcare Lawyer's Roadmap (not repeated) Haynes | Negotiating Hospital-Based Physician Group Contracts with Hospitals: The Physician Group Perspective Bittinger Schaff | Physician Practices in a Stark World Matyas |
| 12:15-1:35 pm | Lunch on your own or attend the Business Law and Governance OR Physician Organizations Practice Group Luncheon <i>(additional fee; limited attendance; pre-registration required, see page xx for luncheon presentation descriptions)</i> | | |
| 1:45-2:45 pm | What Physicians Should Know about Diagnostic Testing, IDTFs and the Anti-Markup Rule Reisz Tankersley | Payor Audits: Preparation, Response and Opportunities Jose | What Goes into Fair Market Value Determinations for Physician Compensation: How to Explain the Major Compensation Surveys and Methods to Your Hospital and Physician Clients Mobley Turcotte |

Wednesday, February 24, 2010 continued

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| 3:00-4:00 pm | Industry "Gift Bans": Learning from (and Living with) the Massachusetts Experience (not repeated) Curi Vernaglia | Disruptive Physician Behavior: Career Threatening or a Chance for Collegial Intervention? DeSimone Grizzle | Negotiating Hospital-Based Physician Group Contracts with Hospitals: The Physician Group Perspective (repeat) Bittinger Schaff |
| 4:15-5:15 pm | Neutral Peer Review: Is MS.01.01.01 an Opportunity to Make Peer Review Less Litigious? (not repeated) Cassidy | Accountable Care Organizations (ACOs) and Physician Hospital Integration Under Healthcare Reform (repeat) DeMuro Wiegand | Physician Practices in a Stark World (repeat) Matyas |
| 5:15-6:30 pm | Reception sponsored by HORNE CPAs & Business Advisors <i>(attendees, faculty and registered spouses and guest welcome)</i> | | |

Thursday, February 25, 2010

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|-----------------|---|---|--|--|--|--|
| 7:00 am-5:50 pm | Registration and Information | | | | | |
| 7:00-8:00 am | Continental Breakfast sponsored by HORNE CPAs & Business Advisors <i>(attendees, faculty and registered spouses and guest welcome)</i> | | | | | |
| 8:00-9:45 am | <p style="text-align: center;">General Session 8:00-8:15 am Welcome and Introduction Shackelford, Adelman</p> <p style="text-align: center;">8:15-9:45 am Top Legal Developments for Hospitals and Physicians Schermer, Schroder</p> | | | | | |
| 10:15-11:15 am | Medicare Termination Actions: How to Get Out of the Frying Pan and Avoid the Fire (not repeated) Joy Thompson | Sources Close to the Investigation Said . . . ": Legal Ethics and Public Statements in Government Proceedings Horton Orgosky | Structuring and Negotiating a Hospital System/Physician Practice Merger: Views from Both Sides of the Table Chresand Melloh | What Providers Need to Know About the Revised False Claims Act Bueno Eiland | Structuring Quality and Productivity Incentives for Physicians Today and for the Future Browne Roeder | What Goes into Fair Market Value Determinations for Physician Compensation: How to Explain the Major Compensation Surveys and Methods to Your Hospital and Physician Clients (repeat) Mobley Turcotte |

Thursday, February 25, 2010 continued

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|-------------------|---|--|--|---|--|--|
| 11:30 am-12:30 pm | Special Topics in Healthcare Labor and Employment Law (not repeated) Petrie | The New Audit Landscape: MICs, MACs and RACs (Medicaid Integrity Contractors, Medicare Administrative Contractors and Recovery Audit Contractors) Wachler | Happy Birthday, HITECH: Recent Developments in HIPAA and EHR Lamar Rosati | Here's Looking at your Data: Government Data Mining to Identify Hospital Compliance, Audit Subjects and Case Support Sheehan | Healthcare Reform Gilden Rodgers | Disruptive Physician Behavior: Career Threatening or a Chance for Collegial Intervention? (repeat) DeSimone Grizzle |
| 12:30-1:45 pm | Lunch on your own or attend the Antitrust <i>OR</i> Hospitals and Health Systems and Health Information and Technology (Joint) Practice Group Luncheon <i>(additional fee; limited attendance; pre-registration required, see page xx for luncheon presentation description)</i> | | | | | |
| 1:55-2:55 pm | Payment Issues Involving Non-Participating Providers: How Can We Determine Reasonable and Customary Reimbursement in a Post-Ingenu World? (not repeated) Lucas Williams | Hospital/Physician Collaboration - The Antitrust Issues Leibenluft | Breaking Murphy's Law - How Healthcare Boards Can Reduce the Odds of a Material Regulatory Failure Bollinger Markus | "Best Practices" to Avoid (or Win) Hospital Practitioner Credentialing /Privileging/ Peer Review Liability and Litigation Adelman Peters | Physicians On-Call Payments: Compensation in a Transitional Market (repeat) Anderson Newman | Payor Audits: Preparation, Response and Opportunities (repeat) Jose |

Thursday, February 25, 2010 continued

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|--------------|--|--|--|---|---|---|
| 3:10-4:10 pm | Do Legal Ethics and Medical Ethics Mix in a Pandemic? (not repeated) | Challenges Associated with Implementing EHR (not repeated) | Quality Measures and Patient Safety: Addressing and Resolving Emerging Compliance and Legal Issues | What Providers Need to Know About the Revised False Claims Act (repeat) | What Physicians Should Know about Diagnostic Testing, IDTFs and the Anti-Markup Rule (repeat) | Healthcare Reform (repeat) |
| | Belmont Cooper | Hennessy Wisner | Murphy O'Leary | Bueno Eiland | Reisz Tankersley | Gilden Rodgers |
| 4:25-5:25 pm | Making Sense of Clinical Research in Hospital Settings (not repeated) | Structuring and Negotiating a Hospital System/Physician Practice Merger: Views from Both Sides of the Table (repeat) | The New Audit Landscape: MICs, MACs and RACs (Medicaid Integrity Contractors, Medicare Administrative Contractors and Recovery Audit Contractors) (repeat) | Happy Birthday, HITECH: Recent Developments in HIPAA and EHR (repeat) | Here's Looking at your Data: Government Data Mining to Identify Hospital Compliance, Audit Subjects and Case Support (repeat) | 4:25 – 5:55 pm Note end time Voluntary Disclosures: Strategic and Practical Considerations |
| | Vulcano | Chresand Melloh | Wachler | Lamar Rosati | Sheehan | Dailey Morris Witten |
| 5:25-6:45 pm | Reception sponsored by HORNE CPAs & Business Advisors <i>(attendees, faculty and registered spouses and guests are welcome to attend)</i> | | | | | |

Friday, February 26, 2010

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|---|--|---|--|--|---|
| 7:00 am-3:25 pm | Registration and Information | | | | |
| 7:00-8:30 am | Continental Breakfast sponsored HORNE CPAs & Business Advisors <i>(attendees, faculty, and registered spouses and guests welcome)</i> | | | | |
| PLEASE NOTE: There are two different start times for the first set of sessions | | | | | |
| 8:00-9:30 am Extended Sessions | Law and Economics in the World of Hospital/Physician Integration (repeat) Homchick Shay Hutzler | Voluntary Disclosures: Strategic and Practical Considerations (repeat) Dailey Morris Witten | 8:30-9:30 am | When Physicians are Your Competition Datte Nagele | Hospital Services: Inpatient, Outpatient, Incident to or Other? Blanchard Hecker |
| 9:40-10:40 am | Hospital's Friend or Foe: The Age of Social Media and Health 2.0 (not repeated) Coffield Joiner | Collecting From Non-Contract Payors: What is "R&C" and Whether to Balance Bill (not repeated) Poth | Determining Fair Market Value – Do You Really Need an Appraisal? Wade | Contemporary Employment and Other Options: What Hospitals are Now Doing to Closely Align with Physicians Pavarini | |
| 10:50-11:50 am | Creating Leverage and Efficiency in Vendor Negotiations (not repeated) Erickson | Structuring Quality and Productivity Incentives for Physicians Today and for the Future (repeat) Browne Roeder | Hospital/Physician Collaboration - The Antitrust Issues (repeat) Leibenluft | "Best Practices" to Avoid (or Win) Hospital Practitioner Credentialing/Privileging/Peer Review Liability and Litigation (repeat) Adelman Peters | |
| 11:50 am-1:05 pm | Lunch on your own or attend the Medical Staff, Credentialing, and Peer Review OR Healthcare Liability and Litigation Practice Group Luncheon <i>(additional fee; limited attendance; pre-registration required, see page xx for luncheon presentation descriptions)</i> | | | | |

Friday, February 26, 2010 continued

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| <p>1:15-2:15 pm</p> | <p>Sources Close to the Investigation Said . . . ": Legal Ethics and Public Statements in Government Proceedings (repeat)</p> <p>Horton Orgosky</p> | <p>Hospital Services: Inpatient, Outpatient, Incident to or Other? (repeat)</p> <p>Blanchard Hecker</p> | <p>Determining Fair Market Value – Do You Really Need an Appraisal? (repeat)</p> <p>Wade</p> | <p>When Direct Employment is not an Option: What Hospitals are Now Doing to Closely Align with Physicians (repeat)</p> <p>Pavarini</p> |
| <p>2:25-3:25 pm</p> | <p>Breaking Murphy's Law - How Healthcare Boards Can Reduce the Odds of a Material Regulatory Failure (repeat)</p> <p>Bollinger Markus</p> | <p>Quality Measures and Patient Safety: Addressing and Resolving Emerging Compliance and Legal Issues (repeat)</p> <p>Murphy O'Leary</p> | <p>When Physicians are Your Competition (repeat)</p> <p>Datte Nagele</p> | |