



FRIDAY, JANUARY 19, 2024

PRACTICE MANAGEMENT COURSE

Time	Presentation Title	Speakers
7:00 – 8:00 AM	Breakfast and Registration	
8:00 – 8:10 AM	Welcome & Opening Remarks	Tina Rivenbark, MHA, CMPE
8:10 – 8:30 AM	Practice Organizational Structures, Pros & Cons of Each	Tina Rivenbark, MHA, CMPE
8:30 – 9:00 AM	Structuring the Leadership of Your Practice	Full Panel
9:00 – 9:30 AM	Staffing: Recruiting for Longevity, Retention & Efficiency	Karen Sena, BS; and Rebecca Napier, MBA, SHRM-SCP
9:30 – 10:00 AM	Challenges in Today's Practices	Full Panel
10:00 – 10:30 AM	Authorizations for Success	Karen Sena, BS; Tina Rivenbark, MHA, CMPE; Chris Mallard, MD; and Manuel Lopez, MD
10:30 – 11:00 AM	Break	
11:00 – 11:30 AM	Billing & Insurance 101: The Basics	Tina Rivenbark, MHA, CMPE, Karen Sena, BS; Chris Mallard, MD; and Manuel Lopez, MD
11:30 AM – 12:00 PM	Contracting with Payors: Evaluating & Renegotiation	Tina Rivenbark, MHA, CMPE; Karen Sena, BS; Jennifer Bolen, JD; and Rebecca Napier, MBA, SHRM-SCP
12:00 – 1:00 PM	Lunch	
1:00 – 1:30 PM	Questions for Full Panel of Morning Presentations	Full Panel
1:30 – 2:00 PM	Billing & Insurance 102: Next Level	Karen Sena, BS; and Jennifer Bolen, JD
2:00 – 2:30 PM	Scheduling – Setting up the Day Properly	Manuel Lopez, MD; and Chris Mallard, MD
2:30 – 2:50 PM	Break	
3:00 – 3:20 PM	Budgeting & Financial Management	Tina Rivenbark, MHA CMPE
3:20 – 3:40 PM	Marketing, Growth Planning, Expanding Provider Base	Manuel E. Lopez, MD, Chris Mallard, MD, Tina Rivenbark, MHA, CMPE; and Karen Sena, BS
3:40 – 4:00 PM	Optimization for Practice Transition/Partner Investment	Manuel E. Lopez, MD; Tina Rivenbark, MHA, CMPE; Jennifer Bolen, JD; and Chris Mallard, MD
4:00 – 4:40 PM	Great Promises, Troubled Waters: A Legal Perspective on Practice Management and Compliance	Jennifer Bolen, JD
4:40 – 5:00 PM	Q&A, Closing Remarks	Full Panel
5:00 PM	Course Ends	