

C M G M A

*Please Join Us for our
March Educational Program*

Join us for our first program of 2008 where we will be joined by Max Reiboldt of the Coker Group. During our morning session, Mr. Reiboldt will present "HSAs, HRAs, and Other High Deductible Health Plans: How They May Affect Patient Behavior and The Practice." Then, in the afternoon, Mr. Reiboldt will build on his morning presentation with "Going Retail – Strategies to Grow beyond Traditional Practice Models".

The rapid onset of consumer choice models coupled with high deductible insurance plans give patients more control over their health care spending. Consumer-driven health plans will compel practice managers to look at accounts receivable management as well as the role of the physician and business office and how these issues may be affected by these health plans and benefits. How will patients handle being in total control of where their healthcare dollars go, what will their priorities be and will other resources will be utilized for their healthcare needs?

From the employer's perspective, this program gives insight to practice administrators for analyzing this option and provides steps for successful transition from traditional plans to HDHPs. From the provider's viewpoint, practice administrators must be ready to make "deals" in the consumer-driven environment. Some patients may want to negotiate your fees, while others will defer needed care due to high out-of-pocket expense. The rise in popularity of the new models will compel you to amend billing and collection policies.

We hope you will join us for this very timely presentation.

Travel Directions to
Glastonbury Hills Country Club

239 Country Club Road
South Glastonbury, CT 06073
Phone: (860) 633-5253

From South of Hartford

Take Interstate 91 North to Exit 25 - "Route 3 North." After going over the bridge, bear right on Route 2 East. Follow Route 2 to Exit 10, Manchester Road. At the end of the ramp turn Right. At the Stop Sign turn Left. At the next Stop Sign turn Right onto Country Club Road. Glastonbury Hills is at the end of this road on the Right.

From Hartford - And East

Take Interstate 84 to Exit 55-"Route 2 East." Follow Route 2 to Exit 10, Manchester Road. At the end of the ramp turn Right. At the Stop Sign turn Left. At the next Stop Sign turn Right onto Country Club Road. Glastonbury Hills is at the end of this road on the Right.

From North of Hartford

Take Interstate 91 South to Interstate 84 East (Left-Hand Exit). Follow Route 84 to Exit 55, "Route 2 East." Follow Route 2 to Exit 10, Manchester Road. At the end of the ramp turn Right. At the Stop Sign turn Left. At the next Stop Sign turn Right onto Country Club Road. Glastonbury Hills is at the end of this road on the Right.

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**Connecticut
Medical Group
Management
Association**

presents

***HSAs, HRAs, and Other High
Deductible Health Plans:
How They May Affect Patient
Behavior and The Practice***

Featuring

Max Reiboldt, CPA

Friday, March 14, 2008

8:30 a.m. - 3:00 p.m.

**Glastonbury Hills Country Club
Glastonbury, CT**

**March Educational
Program Speaker**

Max Reiboldt, CPA

Max Reiboldt is Managing Partner and CEO of The Coker Group. As a result of more than twenty-five years working within the healthcare sector, he has experienced first-hand the incredible changes within the operations of health care industry businesses, which uniquely equips him to handle financial and business issues that providers face in today's health care marketplace. From his extensive work with hospitals, practices, physicians and health systems, Mr. Reiboldt understands what motivates healthcare industry professionals and what sustains the motivation of those who are in transition. He also knows what healthcare organizations need in order to maintain their viability in a highly competitive market.

Mr. Reiboldt's expertise covers employee and physician employment and compensation, physician/hospital affiliation initiatives, business and strategic planning, mergers and acquisitions, practice operational assessments, ancillary services development, PHO/IPA/MSO development, practice appraisals, and negotiations for acquisitions and sales.

Mr. Reiboldt is a popular speaker at major conferences and industry events nationwide, where physician leaders and health system administrators gather to learn how to adapt in the rapidly changing health care market. He is frequently engaged to speak by professional associations, such as Medical Group Management Association, American Academy of Medical Management, Southern Medical Association, and many state organizations, on financial topics, physician compensation, strategy and planning, personnel management, and a variety of other topics. Mr. Reiboldt is a published author and a member Healthcare Financial Management Association. He has gained executive fellowship credentials in practice management from the American Academy of Medical Management.

**Friday, March 14, 2008
8:30 a.m. - 3:00 p.m.**

**Glastonbury Hills Country Club
Glastonbury, CT**
(directions on reverse)

Schedule

8:30 a.m. - 9:00 a.m.

Registration
ACMPE Breakfast *

9:00 a.m. - 9:30 a.m.

Linda Swanson, CMGMA President
Welcoming Remarks

9:30 a.m. - 10:30 a.m.

Max Reiboldt
***"HSAs, HRAs, and Other High Deductible
Health Plans:
How They May Affect Patient Behavior
and The Practice"***

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - noon

Program Continuation

noon - 1:15 p.m.

Lunch

1:15 p.m. - 3:00 p.m.

***"Going Retail – Strategies to Grow
Beyond Traditional Practice Models"***

*Lorri Brown, CMGMA's American College of Medical Practice Executives (ACMPE) Forum Representative, will be meeting with anyone interested in learning more about ACMPE.

ACMPE has assigned a maximum of credit hours to this program. Forms for ACMPE 4.0 members will be available at the meeting.

REGISTRATION FORM

Please send this registration form
and check made payable to **CMGMA** to:
CMGMA, P.O. Box 30, Bloomfield, CT 06002
or fax to: 860-286-0787

REGISTER ONLINE at www.cmgma.org.

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration Fee received on or before March 1:

____ \$95.00 CMGMA Member (*)

____ \$135.00 Non-Member

Registration Fee received after March 1 or at the door:

____ \$130.00 CMGMA Member (*)

____ \$190.00 Non-Member

Fee is non-refundable.

***Please note that member rates apply to all
office staff attending with CMGMA members.**

Check Enclosed # _____ Amount \$ _____

Credit Card # _____

Expiration Date _____ Amount \$ _____

____ AMEX ____ MasterCard ____ VISA

Name on Card: _____

Signature: _____

Are you a new CMGMA member? ____ Yes ____ No

Is this your first CMGMA meeting? ____ Yes ____ No

**For more information on this and other
upcoming programs, please visit our website:
www.cmgma.org or call Melissa or Lori at the
CMGMA Executive Office (860) 243-3977.**