



Iowa Association Medical Staff Services
2011 Fall Educational Conference
Friday, September 23rd, 2011
Holiday Inn Ames Conference Center
2609 University Boulevard, Ames, Iowa 50010
Suffolk Room

Agenda

- 8:00 - 8:30 am Registration and Continental Breakfast
- 8:30 - 8:45 IAMSS Business Meeting- Jacqueline Buol - IAMSS President
- 8:45 - 9:45 Jerry Bridge, Program Director, LifeWorks
Keynote: "If Healthcare is for Wellbeing, Why am I so Stressed Out?"
- 9:45 - 10:15 Jerry Bridge, Program Director, LifeWorks
Workshop: "Beyond Time Management"
- 10:15 - 10:30 Break
- 10:30 - 12:00 Tom Lownik, CPCU, ARe, RPLU: ProAssurance
- 12:00 - 1:00 Lunch
- 1:00 - 2:00 JoEllen Whitney: Davis, Brown, Koehn, Shors and Roberts, P.C.
- 2:00 - 2:15 Break
- 2:15 - 3:00 JoEllen Whitney: Davis, Brown, Koehn, Shors and Roberts, P.C.
- 3:00 - 3:15 Wrap up and Door Prizes.

*Due to Construction of Mary Greeley, the Conference will be held at the
Holiday Inn Ames Conference Center in Ames. 515-268-8808*

Sharing Table

A table will be available for sharing examples of credentialing files, physician newsletters, publications and forms that we all may utilize. Please feel free to bring items to share.

Networking

Anyone interested in joining the Board for dinner on Thursday evening is welcome. Meet in the Lobby of the Hotel at 5:30 pm.

Dress is Business Casual: Facility temperatures may vary, so dress accordingly.

Topics /Speakers

IF HEALTHCARE IS FOR WELLBEING, WHY AM I SO STRESSED OUT:

Jerry Bridge

Program Director - LifeWorks

Lifeworkseducation.com San Diego, CA

Objectives: It is anticipated that at the completion of this course, the attendees will be able to:

- Learn a variety of effective, new work habits
- Develop new tools for dealing powerfully with demands, tasks, activities, problems and opportunities in the healthcare field
- Enhance time management techniques in a busy office setting
- Develop enhanced sense of confidence, focus, and effectiveness

Jerry Bridge, founder and president of LifeWorks Education, is a trainer, coach and motivational speaker. Over the past twenty years, Jerry has trained and spoken in front of 70,000 executives, business managers, administrators, front and back office staff on a variety of issues including customer service and communication, stress management and productivity, billing and collections. Jerry comes from a family of comedians and musicians, He's performed as a stand up comic, so his programs are always a good mix of value, motivation, inspiration, and fun. He lives in San Diego, California with wife Joy and cat Max.

PROASSURANCE

Tom Lownik, CPCU, ARe, RPLU

Regional Vice President - Underwriting

ProAssurance Companies

Objectives: It is anticipated that at the completion of this course, the attendees will be able to:

- Learn about the status of the medical professional liability insurance market
- Learn about changes in physician practices that impact their employer and insurance carrier
- Learn even more secrets about what underwriters do and why

Thomas J Lownik is Regional Vice President of Underwriting for ProAssurance Wisconsin, a ProAssurance company, in Madison, Wisconsin. He has been with PIC Wisconsin/ProAssurance since 1992, following over five years working in Commercial Lines Underwriting with Sentry Insurance in Stevens Point, Wisconsin. Mr. Lownik received a Bachelor of Arts degree from the University of Wisconsin-Eau Claire and a Master of Science degree from the University of Wisconsin-Madison. He has earned the professional designations of Chartered Property Casualty Underwriter (CPCU), Registered Professional Liability Underwriter (RPLU), and Associate in Reinsurance (ARe).

DAVIS, BROWN, KOEHN, SHORS & ROBERTS, P.C.

JoEllen Whitney

Senior Shareholder

Des Moines, IA

Objectives: It is anticipated that at the completion of this course, the attendees will be able to:

- Attendees will be able to identify current legal issues and trends
- Address specific policy and policy implementation concerns relating to these issues
- Review specific action plans for problem areas
- Strategize relating to application of policy and law to evolving situations

Jo Ellen Whitney is a senior shareholder of the Davis Brown Law Firm. Jo practices in but not limited to the areas of Labor and Employment Law, Healthcare Law, Privacy, Fair Housing. Jo works extensively in the field of Healthcare Law, privacy and confidentiality issues for hospitals, clinics and small practices. She has worked with medical staffing, credentialing and privileging matters, as well as consent and risk analysis in the health care area. On a personal note, she has won multiple Iowa State Fair Blue Ribbons for recipes including Plum BBQ Sauce and Parmesan Herb Crisp.



REGISTRATION FORM

Fall CONFERENCE

September 23, 2011

Iowa Association Medical Staff Services
Program and Lodging information:
<http://www.iowaamss.org/education.html>

Name: _____ Title: _____

Organization: _____

PLEASE CHECK APPROPRIATE BOX:

IAMSS Member Only

- My contact information located on the website – Login to: <https://www.iowaamss.org/membership/login.asp> is correct and requires no changes at this time. *Please proceed to the CONFERENCE FEES Section*
- My contact information located at <https://www.iowaamss.org/membership/login.asp> is not correct. *Please indicate updates or additions in the CONTACT INFORMATION Section before proceeding*

IAMSS Non-Member Only

- I would like to join IAMSS and have enclosed a \$50.00 check payable to: IAMSS in addition to my IAMSS Member registration fee for the conference. *Please print, complete, and include the Membership Application located at <http://www.iowaamss.org/membership.html>. Please proceed to the CONFERENCE FEES Section*
- I am not interested in joining IAMSS at this time, but will be attending the conference. *Please proceed to the CONTACT INFORMATION Section*

CONTACT INFORMATION

Address: _____
 City: _____ State: _____
 Zip Code: _____ Phone: (____) ____-____ Fax: (____) ____-____
 Email: _____@_____

CONFERENCE FEES

1. Registration Fees

Includes day-long program/materials, continental breakfast, lunch, drinks & snacks

<u>Please check appropriate registration fee:</u>	BEFORE/ON 9/7	AFTER 9/8
IAMSS MEMBER	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75
IAMSS NON-MEMBER	<input type="checkbox"/> \$140	<input type="checkbox"/> \$150

Cancellations/Changes and Refunds: Fees will be refunded-less a \$10 cancellation fee if cancellation or change resulting in a refund is received in writing no later than 9/16. After that date, fees are non-refundable. All refunds will be processed after the conference. Substitutions are allowed at no charge.

PAYMENT METHOD: Check or Money Order payable to: IAMSS. Registration confirmation/receipt will be emailed or faxed to you.

HOTEL ACCOMMODATIONS: Due to Construction at Mary Greeley Medical Center, the conference will be held at the Holiday Inn Ames Conference Center. A block of rooms have been reserved. Mention that you are with IAMSS and you will receive a room rate of \$89.00/night when reservations are secured by September 1st. Directions: From I-35, take exit 111B (Iowa State University Exit) to Highway 30. On Highway 30, go west to the 3rd exit, which is exit 146 (University Blvd.) and turn left. Holiday Inn and Conference Center is located .05 miles south on University Blvd. on the right side of the road.

Please mail the completed registration form with payment to: Crystal Harrington, IAMSS Treasurer
 Emergency Practice Associates
 PO Box 1260
 Waterloo, IA 50704

Phone: 319-236-3858
 Email: charrington@epamidwest.com