

Faculty

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*Former Vice President of Specialty Care and
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Barry H. Ostrowsky

President and CEO, RWJBarnabas Health

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*Executive Vice President,
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Meg Stagliano, RN, BSN, MBA

*Vice President of Business Development,
RWJBarnabas Health
Vice President, New Jersey Association of
Ambulatory Surgery Centers*

Agenda

Wednesday, September 18, 2019

Welcome Cocktail Reception at The Water Club Indoor Pool

6:00 p.m. - 8:00 p.m.

Thursday, September 19, 2019

PART ONE - Ballroom ABCD

Registration and Breakfast

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

Welcoming Remarks and State of the State and Federal Legal Landscape

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

John D. Fanburg, Esq., Managing Member and Chair, Healthcare Law, Brach Eichler LLC

Keynote Address: The Evolving Health Care System

9:00 a.m. - 9:45 a.m.

Barry H. Ostrowsky, President and CEO, RWJBarnabas Health

- *Outpatient expansion*
- *Physician collaboration and engagement*
- *Strategic advancement of value*
- *RWJBarnabas Health's journey from a "health care" company to a "health" enterprise*
- *The role of academic medicine in delivering community-based care to New Jersey*

General Session: Private Equity and ESOPS: How to Monetize the Practice of Medicine

9:45 a.m. - 10:30 a.m.

Panel: **Henry H. Bloom**, Founder and President, The Bloom Organization LLC

John D. Fanburg, Esq., Managing Member and Chair, Healthcare Law, Brach Eichler LLC

- *What does it mean?*
- *How to maximize your leverage*
- *What are the pitfalls?*
- *How do you know if it is right for you and your practice?*
- *Non-physician ownership in healthcare*

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

General Session: Physician and Hospital Alignment

10:45 a.m. - 11:30 a.m.

Panel: **Morey J. Menacker, DO**, Former VP of Specialty Care and Care Transition, Hackensack Meridian Health

Mark E. Manigan, Esq., Executive VP of Business Development, RWJBarnabas Health

Barry Graf, Senior VP of Partnerships and Business Development, Virtua Health

Joseph M. Gorrell, Esq., Member, Brach Eichler LLC

- *Is collaboration real?*
- *What projects are ripe for joint ventures?*
- *Does New Jersey's Codey Law inhibit growth?*
- *What are the latest models?*

General Session: Physician Growth Strategies

11:30 a.m. - 12:15 p.m.

Panel: **Karl Meinert**, Chief Administrative Officer, Allied Digestive Health, LLC
Howard N. Orel, MD, FAAP, President and CEO, Advocare LLC
Iyad Baker, MD, Medical Director, OptumCare Network of New Jersey
President, Riverside Medical Group
John D. Fanburg, Esq., Managing Member and Chair, Healthcare Law, Brach Eichler LLC

- *Should you be part of a single specialty super group?*
- *How to organize*
- *Is this the strategy for growth or a future private equity play?*
- *Group practices without walls and physician super groups*

Networking Lunch

12:15 p.m. - 1:30 p.m. Wolfgang Puck American Grille & Bobby Flay Steak

PART TWO - Breakout Sessions

Track Session #1 1:30 p.m. - 2:15 p.m. (Select One)

MEETING ROOM 1

Surviving the Insurance Company Audit

Panel: **Joette P. Derricks, MPA, FACMPE, Fellow-AAPC, CPC, CHC, LSSGB**, Derricks Consulting, LLP
Mitchell Brie, CHC, Principal, Healthcare Compliance Network
Keith J. Roberts, Esq., Member, Brach Eichler LLC

- *What to do if you get the audit request*
- *When to engage counsel*
- *Should you negotiate on your own?*
- *What is the insurance company looking for?*

MEETING ROOM 2

Radiology, Pathology, Emergency, Anesthesiology: Trends in the Hospital Setting

Panel: **David J. Istvan, MD, MBA, FACEP**, President, TeamHealth Northeast Group
Carol Grelecki, Esq., Member, Brach Eichler LLC
John D. Fanburg, Esq., Managing Member and Chair, Healthcare Law, Brach Eichler LLC

- *How to approach the "exclusive contract"*
- *Does the term really matter?*
- *Should you agree to a restrictive covenant?*
- *How the new out-of-network law impacts the arrangement*

MEETING ROOM 3

Opioids and the BME

Panel: **Alexis Goldberger, Esq.**, Counsel to the Director of NJ CARES
Joseph M. Gorrell, Esq., Member, Brach Eichler LLC

- *Factors that caused the crisis*
- *How physician engagement can help*
- *New Jersey legal evolution*

Break 2:15 p.m. - 2:30 p.m.

Track Session #2 2:30 p.m. - 3:15 p.m. (Select One)

MEETING ROOM 1

Moving to Value – Strategies for Managing Patient Populations

Panel: **Joseph F. Scott, FACHE**, Executive VP, Health Care Transformation, RWJBarnabas Health
Po Chou, Senior Vice President, Population Health, RWJBarnabas Health
Keith J. Roberts, Esq., Member, Brach Eichler LLC

- *Healthcare trends and competition nationally*
- *Healthcare trends locally*
- *Strategies and infrastructure*
- *What it takes to be successful*

MEETING ROOM 2

**The Cyber Threat Landscape for Healthcare Providers:
Protecting Electronic Systems and Lifesaving Equipment**

Panel: **Dawn C. Bruno**, Supervisory Special Agent and Associate Division Counsel, FBI
Lani M. Dornfeld, Esq., CHPC, Member, Brach Eichler LLC
Riza I. Dagli, Esq., Member, Brach Eichler LLC

- *Security incidents seen in the healthcare provider setting: real-life and hypothetical examples*
- *How are cyber criminals getting into provider systems?*
- *In the event of a breach, investigative steps and reporting obligations to patients, the media, and OCR*
- *What if the bad actor is an employee or contractor?*
- *Steps providers should take to better protect electronic systems and devices*

MEETING ROOM 3

State of the ASC Industry

Panel: **Barry Graf**, Senior VP of Partnerships and Business Development, Virtua Health
Rachelle Reyes, MSN Ed., RN, Surveyor, New Jersey Department of Health, Acute Care Division
Eugene L. Brenycz, Regulatory Officer, New Jersey Department of Health, Div. of Certificate of Need and Licensing, Office of Certificate of Need and Healthcare Facility Licensure
Meg Stagliano, Vice President of Business Development, RWJBarnabas Health
Vice President, New Jersey Association of Ambulatory Surgery Centers
Carol Grelecki, Esq., Member, Brach Eichler LLC

- *Update regarding Licensure of Surgical Practices*
- *The “dreaded” inspection*
- *Physician/hospital transactions that impact the ASC*
- *Private equity in the ASC industry*
- *How to value the new buy-in*
- *Bundled payments*

Closing Cocktail Reception

3:15 p.m. - 4:30 p.m. BALLROOM ABCD