

Ohio Medical Group Management Association
2004 Winter Educational Conference

Friday
March 12, 2004

*Embassy Suites Hotel
Dublin, Ohio*

**Integrating Technology into
Everyday Practice**

Presented by Bill Felkey

**The Future of MIS Technology
in the Medical Office**

Presented by Charles Bracken, CDP, MBA



Ohio
A. H. H. H. H. H.



Meeting Location:

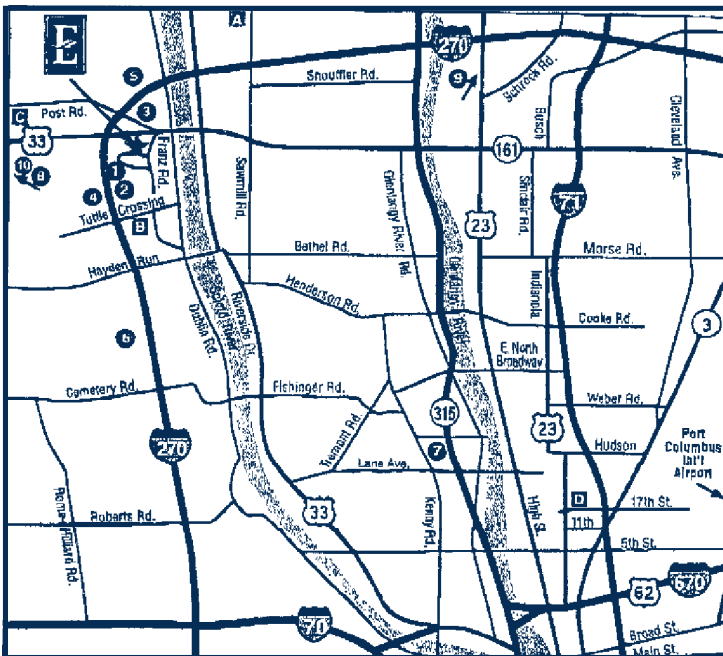
**Embassy Suites Hotel
5100 Upper Metro Place
Dublin, OH 43017
Tel: 614/790-9000
Fax: 614/790-9001**

A **BLOCK OF ROOMS** has been reserved for OMGMA. The spacious two room suites feature a living room with a queen-size sofa bed plus a private bedroom. You will also enjoy the convenience of a microwave oven, coffee maker, refrigerator and wet bar. What a perfect environment to have your own mini-conference the night before OMGMA's educational meeting. Remember, a complete breakfast is included at Embassy Suites. Our block of rooms will be held until February 19, 2004 so do not delay making your arrangements. After that date, rooms will be on a space available basis for our special group rates of \$119.00 (single). Special multiple occupancy rates are also available. Any room not guaranteed will not be held beyond 6 PM on the arrival date. Call Embassy Suites directly for reservations.

****ON-SITE PARKING IS PLENTIFUL AND FREE OF CHARGE!****

Map:

Embassy Suites is conveniently located in Dublin's Metro Center business park on the northwest side of Columbus.



Take Interstate 270 to Exit # 17A Dublin/Rt. 161. Turn right on Frantz Road - go one block to Upper Metro Place. The hotel is on the right.

March 12, 2004 Winter Educational Meeting Agenda:

Here's what's planned.....

This will be a two part meeting. In the morning Bill Felkey will be presenting two sessions explaining the progress of various new technologies in the medical practice. He will be targeting a number of exciting applications that include PDA (Personal Digital Assistant) and Voice Recognition Technology as well as new software applications that augment office processes. Bill will assess aspects of electronic medical records (EMR) and its ability complement other technical tools

The afternoon session will feature Charles Bracken, a medical information technology consultant whose presentation will be looking at modern connectivity, the uses of the internet, and the ways and means which physicians, hospitals, and laboratories will be communicating in the future. In addition he will present a vision of the internet in the physician office.

In addition for those of you pursuing your ACMPE credentialing there will be a tutorial during the luncheon that will help you prepare for the objective part of the exam.

You should take away from this meeting:

- A better understanding of the PDA and how you can use it more effectively (BRING IT WITH YOU)
- New insights into medical technology including voice recognition and EMR applications and how they can be interconnected, supplemented, and practically used in the office environment.
- A more sophisticated understanding of the connectivity, interfaces, the Internet and its impact on the physician office
- A vision for technological advances in office operations and how it will improve care, and efficacy of operations

Bill Felkey

Bill is an Associate Professor of Pharmacy Care Systems at Auburn University. Auburn, Alabama has been his home since 1977. He received his B.A. in Psychology and Communication from the University of Maine and his M.S. in Instructional Systems Technology from Indiana University. His research interests focus on the creation of knowledge-bases and the use of advanced healthcare technology.

From a list of over a dozen awards, he is the founding editor of Computer Medicine for the Hospital Pharmacist. In 1992, he was the winner of the International Interactive Communication Society , Best Interactive Program, About Your Diabetes. Bill co-developed PHOCUST (Pharmacist Opportunities in Compliance Using Skills Training) which received the H.A.B. Dunning Award in 1993 by the American Pharmaceutical Association. His other professional accomplishments include the Most Outstanding Faculty Member of the School of Pharmacy for 1996, and in 1997, he received the Auburn University Outreach Ward for Excellence.

Bill has secured or assisted in delivering over five million dollars of funded research while at Auburn. He has presented and published over 700 papers and presentations on topics of computers, health system informatics, and technology issues in Healthcare. His students call him Professor Gadget and Bill says when you meet him, you will have met the guy who dies with the most toys.

Charles Bracken

Charles has 30 years of experience in the fields of information technology and health care information management. Mr. Bracken's background encompasses a wide range of health care experience, including a
continued page 4

Charles Bracken - continued from page 3

position as Chief Information Officer of a multi-hospital corporation. His other experience includes 13 years of consulting, hospital management, and tenures with Blue Cross/Blue Shield of Michigan and a software vendor as Vice President of Marketing. Throughout his varied career, Mr. Bracken has dedicated his technical knowledge, executive management experience and motivational skills to further the improvement of health care delivery and management, as well as the strategic use of information technologies and systems in the health care industry. Mr. Bracken's educational credentials include: an MBA, with a major in Management from Wayne State University, Detroit; and a BS in Accounting from Wayne State. He has earned a Certificate in Data Processing (CDP) from the Institute for Certification of Computer Professionals. Mr. Bracken is actively involved in the Healthcare Information and Management Systems Society (HIMSS) and the National Association of Health Services Executives (NAHSE). He is a founding member of the Forum for Healthcare Strategists and a past board member of the Center for Health Information Management (CHIM).

Schedule:

7:30 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 8:10 am	Welcome, Troy Simon, CMPE, President OMGMA
8:10 am - 8:15 am	Program Introduction
8:15 am - 10:00 am	Technology in the Workplace <i>Presented by Bill Felkey</i>
10:00 am - 10:30 am	Morning Break
10:30 am - 12:00 noon	Technology in the Workplace... continued <i>Presented by Bill Felkey</i>
12:00 noon - 12:30 pm	OMGMA Business Meeting
12:30 pm - 1:15 pm	Luncheon plus ACMPE Tutorial
1:15 pm - 1:30 pm	Vendor Time
1:30 pm - 2:30 pm	The Future of Technology in the Workplace <i>Presented by Charles Bracken</i>
2:30 pm - 3:00 pm	Break
3:00 pm - 4:00 pm	The Future of Technology in the Workplace... continued <i>Presented by Charles Bracken</i>
4:00 pm	Prizes & Adjournment

Conference Evaluation and Drawing for \$100 CASH

(You must be present to win)

ACMPE Credit:

The American College of Medical Practice Executives (ACMPE) designates this program for credit hours commensurate with hours spent in education sessions.

Meeting Fees:

OMGMA Member.....\$60. Non-Member or Guest.....\$95.
Full Time Health Care StudentNo Charge!

Make checks payable to OMGMA and mail it along with the completed registration form to:

**OMGMA
PO Box 14882
Columbus, OH 43214**

****Refunds will be made only if two weeks written advance cancellation notice is received****



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