

The Cape Girardeau County Area Medical Society  
and Hendrickson Business Advisors present the 2009 Series:

# The BUSINESS of MEDICINE



Earn Continuing Medical Education (CME) Credit by attending:

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|--------------------------|--|
| <b>February 18, 2009</b> | <b>Medical Practice Management</b>               |
| <b>April 29, 2009</b>    | <b>Financial Health of Your Medical Practice</b> |
| <b>August 12, 2009</b>   | <b>Patient Perception and Satisfaction</b>       |
| <b>October 14, 2009</b>  | <b>Retirement Strategies</b>                     |

**7:00 - 8:30 PM**

**My Daddy's Cheesecake**

**265 S. Broadview Cape Girardeau, Missouri 63703**

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## Registration Options:

1. Call the Medical Society office at 573.334.5691 – M/C and Visa accepted
2. Complete the form below and fax to 888.755.0912 or mail to CGCAMS at 37 Doctors' Park, Suite 5, Cape Girardeau, Missouri 63703

Payment Method:  Check Enclosed  MasterCard  Visa

Name: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Dates Attending:  2/18  4/29

Signature: \_\_\_\_\_  8/12  10/14  All

Email: \_\_\_\_\_

**Registration Fee:** \$25 for CGCAMS members and \$35 for non-members

Includes course materials and dessert

10% discount for early registration and payment of all four sessions

**Space is limited-register today!**

*Special thanks to*



Cape Girardeau County Area Medical Society is accredited by the Missouri State Medical Association to sponsor continuing medical education for physicians. The Cape Girardeau County Area Medical Society designates this continuing medical education for 1.5 AMA PRA Category I credits™. Physicians should only claim credit commensurate with the extent of their participation in this activity.



## **COURSE DESCRIPTIONS**

### **Medical Practice Management**

*Date: February 18, 2009*

Of all the higher education courses you completed, do you recall the one that taught you the skills you would need to manage your medical practice? Chances are unless you have a dual bachelor's degree in a business related field, you may not. Imagine the impact that you could make for your patients if you were able to unleash that untapped potential and manage your practice more efficiently and effectively. In this workshop, we will discuss key principles that may change the way you think about business and allow you more time to do what you do best: help your patients. 1.5 CME credits provided.

### **Financial Health of Your Medical Practice**

*Date: April 29, 2009*

The healthcare industry is facing an increasingly challenging future. Reimbursements are on the decline, while competition is on the rise. More than ever, physicians are finding it necessary to focus on the health of their own practices. This workshop will help demystify key financial concepts that affect your operation and help you create an internal culture that focuses on the health of your patients as well as the health of your organization. 1.5 CME credits provided.

### **Patient Perception and Satisfaction**

*Date: August 12, 2009*

You may diagnose and treat thirty to forty patients in one day...or more. How many of those same patients have you asked to "diagnose" their experience with your practice? Rarely will people share unsolicited criticism or ideas for improvements and often they may even hide their true feelings if they feel they may be risking their anonymity. Yet, studies have shown a strong connection between patient satisfaction and loyalty, an important measurement in medicine today. In this workshop, we will help you create a strategy for soliciting honest feedback and solidifying your relationship with your patients. 1.5 CME credits provided.

### **Retirement Strategies**

*Date: October 14, 2009*

Stephen R. Covey urges us to "Begin with the end in mind." in his best-selling book, *The 7 Habits of Highly Effective People*. Following that advice, it is never too soon to begin planning your exit strategy. You will likely want to consider both your own future and the continuation of your patients' healthcare. In this session, we will help you identify your concerns and solidify a plan for your retirement...no matter how near or far that might be. 1.5 CME credits provided.