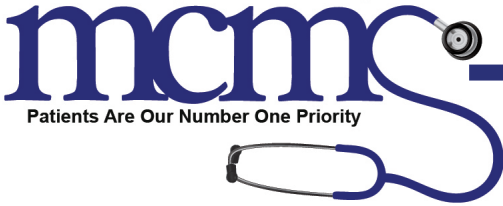


2020 Survival Series programs are sponsored by

Monroe County Medical Society



ROCHESTER RHIO

Staying in Business, Perseverance and Changes in 2020

Survival Series 2020

Date: Wednesday, October 28, 2020

Time: 8:30 am—10:30 am

Place: Virtual Meeting
(details will be emailed prior to event)

TOPICS:

Adding to the tools in your tool chest:

- You have a Covid Plan, do you have a post Covid Plan?
- Communication look back, any improvement opportunities? What worked vs hindsight is 20/20
- Funds flow, Expenses, Revenue, Net result
- Telehealth, now that you have done Telehealth, what can you do to maximize the tools?
 - o Clinical and Administrative uses
 - o Evaluating
 - o Telepresenter
 - o Quality Assurance
 - o Performance Metrics

PRESENTERS:

Lisa Smith, MBA
Eagles Wings



Lisa Smith, MBA is owner and President of Eagles Wings Consulting. She has extensive expertise working with senior management teams in health-care, both from the health insurer and the healthcare provider perspective. She specializes in healthcare financing and business management.

Mary Zelazny, MBA
Finger Lakes Community Health



Mary Zelazny is CEO of Finger Lakes Community Health. Mary has led a major expansion effort to provide access to healthcare services throughout the Finger Lakes region, including the development of enhanced programs and services designed to reach out to the many culturally diverse communities it serves.

Staying in Business, Perseverance and Changes in 2020, October 28, 2020

Online registration is available at www.mcms.org

Name(s): _____

Practice Name: _____

Phone Number: _____ E-mail: _____

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Registration Fees: MCMS and 7th District Member: \$35 per office Non-member: \$50 per office

*Note to Non-members: If you complete a MCMS membership application within three months, the registration fee will be applied to your first year's dues payment.

Payment of \$ _____ is enclosed. (Check payable to "MCMS") Please e-mail a receipt. Please bill my credit card \$ _____

Cardholder Name: _____ Card Number: _____

Exp. Date: _____ Verification Code: _____ Address associated with card: _____

Zip: _____ Signature: _____

This program has been approved for 2 CEU's

Send completed form and payment to:

Monroe County Medical Society, 200 Canal View Blvd., Ste 202, Rochester, NY 14623 Fax: (585) 473-7641 Email: nkeller@mcms.org

MCMS Cancellation Policy: Cancellation requests must be sent via e-mail to Nedra Keller at nkeller@mcms.org with "Cancellation Request" in the subject line. Correspondence must include event title, date and time, registrant's name, and payee's contact information. If cancellation notice is provided at least 7 days prior to the scheduled event, a refund may be requested, minus a 20% processing fee. If cancellation notice is provided at least 1 day prior to the scheduled event, a credit voucher will be issued for the full amount paid that may be used by anyone in the practice within one year of the original event date. Questions? Contact nkeller@mcms.org or at 585-473-7573 x301.