

**RESPONDING TO REDUCED  
REIMBURSEMENT TELECONFERENCE  
MARCH 16, 2010, 5:00 – 6:30 p.m.**

OCMS invites you to participate in a healthcare teleconference presented by Akerman Senterfitt, Attorneys at Law on how to combat industry changes and reductions in Medicare reimbursement.

Medicare cuts which will become effective in 2010 are just the beginning of what could be a decade-long trend of reductions in third-party reimbursement. This downward spiral is exacerbated by managed care contracts tied to Medicare payment rates and the prospect of medical malpractice being faced with laying out large sums for Electronic Health Records systems or facing even greater reductions in reimbursement. This teleconference presentation will provide insights on how physicians can combat these challenges and a discussion and perspective on:

- Stimulus money for electronic health records
- Independent practice associations
- Large group practices
- Managed care contracting
- Concierge practices

Agenda

**March 16, 2010**

5:00 – 6:15 pm Presentation

6:15 – 6:30 pm Questions and Answers

Presenters

Marshall R. Burack, Akerman Senterfitt

Ralph C. Losey, Akerman Senterfitt

Gary C. Matzner, Gary C. Matzner, P.A.

Joseph W. Rugg, Akerman Senterfitt

J. Everett Wilson, Akerman Senterfitt

Register

To register and obtain call-in instructions and written materials, please go to [akerman.com/events](http://akerman.com/events).

If you would like to register by telephone or are unable to participate live and would like to listen to the teleconference at a later date, please contact Robert Kirstein at (305) 349-4943 or at [Robert.kirstein@akerman.com](mailto:Robert.kirstein@akerman.com).



*Welcome New Members!*

**Carmelo M. Licitra, MD**

*Internal Medicine / Infectious Disease*  
Florida Infectious Disease Group, P.A.

**Antonio Crespo, MD**

*Internal Medicine / Infectious Disease*  
Florida Infectious Disease Group, P.A.

**Jamie L. Ikeda, MD**

*Pediatric Ophthalmology*  
Eye Physicians of Central Florida

**OCMS Spring Meeting**

**RSVP TODAY!!!**

**Wednesday, March 10, 2010**

**6:00 p.m. Cocktail Reception**

**7:00 p.m. Dinner Meeting**

**The University Club of Orlando**

**150 E. Central Blvd., Orlando, Florida 32801**

**“Tobacco Cessation – Butt Kicking Brain Biology”**

Presented by Leslie M. Beitsch, MD, JD

Florida State University College of Medicine

Center for Medicine and Public Health

*This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through Orlando Health. Orlando Health is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality, and scientific integrity of this CME activity and designates this educational activity for a maximum of 1 hour AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity.*

**Reservations are required. Please RSVP by Friday, March 5 to OCMS at (407) 622-8188 or e-mail [frontdesk@ocms.org](mailto:frontdesk@ocms.org).**

**Free to OCMS Members, \$20 for guest of member,  
\$50 for non-members**

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