2016 ASPR Annual Conference
Attendee Registration

Transforming Healthcare in Our Communities

NEW ORLEANS
May 14-18, 2016 | New Orleans Marriott | New Orleans, LA
Network and Learn from Your Colleagues

The 2016 ASPR Annual Conference will be held in New Orleans, LA, May 14 to 18. The conference will be attended by hundreds of in-house physician recruitment professionals, physician liaisons, administrators, CEOs, CMOs, VPs, and others involved with in-house recruitment, retention and onboarding processes.

As you strive to meet the challenges and opportunities of the rapidly-evolving healthcare environment, your informational needs are greater than ever. Take advantage of this unique opportunity to meet with colleagues and receive cutting-edge information critical to your success. There are many reasons to attend:

Keynote Sessions
Did you know ASPR’s Keynote sessions have been consistently rated as top in their industry? Our keynotes will illuminate your understanding of the issues facing in-house physician recruitment professionals.

Lt. General Russel L. Honoré knows how to cultivate your true potential and provides creative insight into what it means to be an effective leader. Bold and insightful, Honoré’s strategies for making the world a better place to live are sure to motivate you to see leadership issues in a new light.

Seth Mattison is an internationally-renowned expert on workforce trends and generational dynamics. Seth will be teaching the revolutionary connections that happen when digital media meet real-life conversations.

Breakout Sessions
Whether you’re an experienced recruiter or are new to the industry, you cannot miss our breakout sessions! With over one dozen breakout sessions representing three educational tracks available, there’s something for everyone.

Relax and Recharge
From live entertainment to food, networking and adventures, the after-hours activities are as endless as your imagination. Monday Evening at the Generations Hall will provide you with the opportunity to enjoy the city, mingle with attendees and rejuvenate. Take a moment to take it all in and enjoy the ASPR conference experience – one step, bite or drink at a time!
ASPR Physician Recruiter Job Board
If you’re looking for a recruitment professional or are in the market for a new job, stop by the ASPR Recruiter Job Board. Post a position or check out the opportunities. Arrange for a personal interview while you’re there!

Networking
Developing a strong network of colleagues within your profession provides immeasurable value — and ASPR members consistently rate this conference as one of the best places to make those connections and keep them strong.

NEW THIS YEAR! Run/Walk in ASPR’s First 5K!
Bring your running shoes to the ASPR Annual Conference this year as we’ll be hosting our first 5k! ASPR will be donating all 5k registration amounts directly to the St. Bernard Project. Our keynote presenter on Monday, May 16, Lt. General Russel Honoré, USA (Ret.), is directly affiliated with the St. Bernard Project and will help ASPR present the check to this group. Registration rates are $25.00 – watch for more details to come!

If you are unable to participate in the actual run/walk, but still want to donate, visit www.aspr.org/conference2016.

About the St. Bernard Project
St. Bernard Project’s mission is to shorten the time between disaster and full recovery by ensuring that disaster-impacted citizens and communities recover in a prompt, efficient and predictable manner. Since its founding in 2006 - in St. Bernard Parish, LA - following Hurricane Katrina, SBP has rebuilt homes for more than 1,000 families with the help of 100,000 volunteers in New Orleans; Joplin, MO; Staten Island, NY; Rockaway, NY; Monmouth & Ocean Counties, NJ; and San Marcos, TX.

Exhibit Hall
Meet more than 100 vendors/exhibitors representing an abundance of services specific to the needs of physician recruitment and retention professionals.

Special Thanks
A special thank you to members of the Education Committee, headed by Co-Chairs Jennifer Barber, PHR, FASPR, and Christy Bray Ricks, MHA, FASPR, who have done an excellent job planning a conference with a wide range of educational opportunities that will appeal to all!
The New Normal: Leadership and Preparedness in the 21st Century

Keynote Speaker: Lt. General Russel L. Honoré

It is rare the world produces such a person like Lt. General Russel Honoré, USA (Ret.). As close to a superhero as we can get, Gen. Honoré saved the city of New Orleans from Hurricane Katrina in 2005 by taking charge of military relief efforts and answering the call to action. As an expert on leadership and preparedness, Gen. Honoré discusses what 21st century leaders need in order to succeed. He provides deep insights on being prepared for disaster, and how developing a culture of being prepared is essential in leadership. Being proactive and dealing with disaster before it strikes is at the core of how he operates. The “Category V General” discusses the essential qualities that 21st century leaders need, including the ability to “see first, understand first, and act first.” He believes too often we deal with the “right side” of disaster, or waiting until disaster hits to act, and instead we should deal with the “left side” of disaster —before it strikes. Bold and insightful, Honoré’s strategies for making the world a better place to live are sure to motivate you to see local, national, and international leadership issues in a new light.

About Our Keynote Speaker: Lt. General Russel L. Honoré

Some call him Lt. General, others call him “The Ragin’ Cajun”, he calls himself an “African-American Creole”, but we call him an inspiration to us all. His creative grasp of what it means to be a leader and his clever presentation becomes a spectacle to those in attendance. His core message resonates throughout the room, inspiring organizations toward innovation and virtue. You won’t want to miss one of the most sought-after speakers of this time.

Monday Morning Breakout Sessions

Track A

Marketing and Sourcing

- The Perfect Doctor
  Dr. Amisha Shah, Physician/Recruitment Specialist, OSF HealthCare
  Shaun Sharma, Co-Founder, President, MedMatch
  Mark Crockett, MD, FACEP Chief Medical Officer & SVP Strategy and Innovation at Best Doctors

   A young physician jobseeker who has gone through the frustrations of looking for her prefect job has made it her passion to educate those around her who face similar dilemmas, while discussing the benefits for recruiters. Insights from a physician, healthcare IT professional, and a recruiter.

Track B

Recruitment Essentials

- What’s Culture Got to Do With It? Healthcare Recruiting for Retention, Cultural Fit, and Leadership Propensity
  Kathy Jordan, CEO & Founder, Jordan Search Consultants
  Les Jebson, Administrator, Adjunct Lecturer, SIU School of Medicine

   As the population health paradigm transforms healthcare delivery in the U.S., healthcare providers & physician leaders are in unprecedented demand. Although organizations & physicians may believe they have found the right match, keeping physicians long term proves more challenging.

Track C

Trends in Healthcare

- Shortage of Physicians: A National Perspective
  Shane Foreman, Founder & CEO, 3d Health
  Ron Flower, Manager, 3d Health

   Is there a shortage of physicians today across the U.S.? In what specialties? In what markets? Is there a difference between rural, urban and suburban markets? How will this shortage increase or decrease over the coming years? This presentation will not only answer the questions above, it will help participants better understand the physician specialties and market types that will be most difficult to recruit to over the coming three, 10 and 20 years.
Monday Afternoon Breakout Sessions

Track A
Marketing and Sourcing

❖ The Lost Art of Sourcing at Physician Residency Programs
James Tannheimer, Director of Physician Recruitment & Credentialing, Baptist Health - Jacksonville, Florida

The objective will be how to build a physician residency/fellowship game plan and stick with it. How to effectively communicate with residency/fellowship coordinators (gatekeepers) and chief fellows to get your foot in the door and create a pool of candidates.

Track B
Recruitment Essentials

❖ OAR Presents: Onboarding New Providers: Alignment with Strategic Growth Objectives
Elizabeth Cook, Senior Management Associate, Carolinas HealthCare System
Christi Miller, Director of Physician Recruitment and Development, LHP Hospital Group, Inc.

This session will demonstrate how onboarding is more than a nice thing to do, it is critical to not only ensure the practice minimizes financial subsidies, turnover rates and recruitment costs but also to fulfill the organizations strategic objectives.

Track C
Trends in Healthcare

❖ From Compete to Collaborate: The Future of Physician Recruitment in an Era of Integration
Amanda Litzinger, Physician Recruiter, Providence Health & Services
Zakrey Coon, Manager, Physician Services & Development, Providence Health & Services

As mergers and acquisitions continue to shape the healthcare landscape, the need for hospitals to develop system integration best practices has become a critical topic within recruitment departments. We will provide how to best navigate recruiting for an integrated health system.

Physician Compensation - Plans, Designs, and Trends
Ken Hertz, Principal Consultant, MGMA

How physician compensation is determined can reward productivity, encourage teamwork and improve the quality of patient care. A well designed compensation methodology will recruit and retain the right physicians and align incentives that contribute to the organization’s success.

This presentation will explain how to utilize survey data to create a compensation model for recruiting physicians. By determining which benchmarks to use, the attendee will be able to explain the plan to a potential recruit with justification of the offer and develop a plan that meets the employer’s needs. Compensation models will be described based on the expense and revenue models. The designs can be modified based on what work is compensated (clinical, research, teaching and service), what should be encouraged (productivity, outcomes, quality, patient satisfaction and leadership) and the level of evaluation and reward (individual, department or specialty, total practice). Trends in compensation will be shared from national survey data collected for 2014-15.

About our Presenter, Ken Hertz:
With more than 40 years of management experience, Kenneth T. Hertz, FACMPE, has held numerous leadership positions in small and large healthcare organizations in primary care, multispecialty care and large integrated systems. His consulting work encompasses a broad range of services, including operational improvement and practice analysis, strategic planning, organizational development and strategic marketing.
Ken has won numerous advertising and marketing awards during his career. He is also the recipient of the ACMPE 2005 Edward B. Stevens Article of the Year Award for his article, “Front office: Asset or liability?” Ken is a popular speaker for national, regional and local programs. He has authored and provided interviews for numerous articles on strategic planning, physician leadership and governance issues.
Generations Hall is a New Orleans hotspot for events that combines famous artwork from prominent artists George Schmidt and Xavier DeCallatay to depict the history of New Orleans Jazz. Originally built in the 1820s as a sugar refinery, Generations Hall still has a sweet spot in the heart of New Orleans as a glimpse into a bygone era. Imagine adding ASPR colleagues, delicious cuisine, and beverages to the mix and you’ll have an evening that’s filled with memories for years to come!

Tuesday, May 17

Relationship Revolution - Building Better Connections in the Digital Age
Keynote Speaker: Seth Mattison, Founder, CMO, FutureSight Labs

In today’s super-wired, highly digital society, humans still crave social interaction and relationships. In business, creating strong relationships is the key to achieving success, both individually and as an organization. What’s the secret for cultivating successful relationships, particularly in business? As more and more of lives play out virtually, connections can sometimes feel less than fulfilling. From Facebook to LinkedIn, Twitter to Foursquare, it’s important to remember just how powerful it can be to reach beyond the fiber optics and make that physical connection.

By balancing the time and energy we spend in both the physical and virtual space we can create deeper and more meaningful connections. Seth will explore five key insights that will equip you for building better, stronger, more authentic relationships in the new world of work.

Attendees gain:

- Insights on the roadblocks preventing us from forming meaningful relationships in the digital age.
- New perspectives on the power of empathy, authenticity, and vulnerability to foster lasting bonds.
- A road map for nurturing and growing lasting relationships.

About Our Keynote Speaker: Seth Mattison

Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. As Founder and Chief Movement Officer of FutureSight Labs, Seth advises many of the world’s leading brand and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work. Seth’s presentations bring an entirely unexpected perspective on the future of work, talent, innovation, and the power of relationships. With a passion for helping to create greater understanding and collaboration in today’s workplace, Seth offers participants actionable content that can immediately impact business performance.
Tuesday Morning Breakout Sessions

Track A
Marketing and Sourcing

_factors_involved_in_recruiting_and_retaining_physicians_in_rural_areas_

Patrick Youngblood, National Healthcare Recruiter and Consultant, Veterans Healthcare Administration

Finding physicians to practice in rural locations has always been a difficult task. Because of the lack of quality providers, the care available to the members of the community is often unavailable in their communities.

Track B
Recruitment Essentials

Avoiding the Pitfalls of Recruiting to a Practice

Tiffany Evans, Director of Physician Recruitment and Relations, Aultman Health Foundation

Many challenges arise from one recruitment initiative to another. Being able to identify potential barriers and develop a strategy for avoiding them is crucial to a successful recruitment. It is designed to assist you in recognizing recruitment pitfalls and instruct you on making necessary changes to the process in order to avoid a collapse during the recruitment.

Track C
Trends in Healthcare

Filling the Coverage Gap through Advanced Practice Recruitment

Aaron Blatt, VISTA Staffing Solutions

Aaron leads a discussion about the changing landscape of advanced practitioners and their role within healthcare. Learn about the four pillars’ of AP recruitment, and determine where and when APPs can fit into their facilities. Participants will leave with resources and handouts to help determine the extent advanced practitioners can practice by state, as well as thought-provoking questions to help figure out where advanced practitioners can fit into their facilities.

Tuesday Afternoon Breakout Sessions

Track A
Marketing and Sourcing

Sourcing: Bait the Hook, Throw in a Line... YOU’VE GOT A BITE, Now What?

KC Fleming, Medical Staff Recruiter, Great River Health Systems

There is no silver bullet or magic number to call that guarantees you the perfect candidate every time. We’ll talk about how to step through the sourcing process and how to make the most of contingency agencies, retained firms and other helpful folks. We’ll learn why making that first phone call about candidates and not you is so important. Here is your chance to be an insider and share, or listen, and take home something to impress your VP or CEO with.

Track B
Recruitment Essentials

Ensuring Success: Effectively Supporting the Start-Up of New Recruits

Allison McCarthy, Principal, Barlow McCarthy

Allison McCarthy will present as well as moderate a panel discussion surrounding the following themes related to provider onboarding and practice development: 1) What stages of practice development are important to the onboader/onboarding team? 2) What are the different stages of the development process? 3) How will the shift from employed provider to group practice effect the onboarding process and practice development?

Track C
Trends in Healthcare

Physician Recruiting in 2016: Competitive Times Call for Data-Driven Measures

Michelle Reed, CMO, SkillSurvey

Physician recruiters have too much riding on new hires to get caught up in a game of phone tag during the reference checking process. Hear SkillSurvey’s CMO, Michelle Reed, detail how one major healthcare system with a small team of recruiters used online reference checking to gain data-driven insights into candidates and went on to hire some of the country’s most in-demand physicians ahead of the competition.
ASPR Board and Leadership

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ASPR Executive Director
Carey Goryl, MSW, CAE
St. Paul, MN

Wednesday, May 18

Wednesday Morning Roundtable Sessions

How to Get the Most Out of Your ASPR Membership

New to Recruiting? Bring Your Questions

Importance of Background Checks

Challenges & Opportunities for Multispecialty Groups

Challenges of Rural Recruitment

Tools for Onboarding

Medical Staff Planning

Using Locum Tenens

Spousal and Family Engagement

Hiring Advanced Practice Providers
Wednesday Morning In-Depth Interactive Sessions

**Track A**

**Marketing and Sourcing**

- **How To Eat An Elephant - Mobility & Social Media in Physician Recruiting**
  
  **Steven Jacobs, Physician Recruiter, WellSpan Health**

  This presentation will demonstrate that the design & implementation of a social media campaign is attainable & possible with technological advances & good planning. No matter the size or budget, the ability to engage in mobile technology & social campaigning can be accomplished. We will discuss developing a social media campaign(strategy/protocol, technologies, & applications.

- **The Business of Healthcare: A Primer**
  
  **Andrew Thompson, CEO, Provider Compensation Solutions**

  Healthcare is complex, confusing and ever-evolving. This down-to-the-core presentation will provide participants with a plain-language foundational understanding of the business influences that impact the world around us and how we do our jobs. Make no mistake, these are the underlying facets that drive the decisions that drive us all crazy!

**Track B**

**Recruitment Essentials**

- **From Stethoscope to iPad. Physicians’ Focus has Changed with Each Generation, Has Your Recruitment? How to Source, Hire and Onboard to Every Generation**
  
  **Dave Dertien, Physician Recruiter, Avera Marshall Regional Medical Center**

  Generation after generation, the need for physicians has not changed, but with each generation the physician has! This presentation will help you better understand different generation groups, focusing on the facts, history, statistics, myths and behaviors of physicians. This presentation will equip you with the tools needed to successfully recruit, hire and retain each generation of physicians to your organization.

- **Succession Success - Real-Time Strategies for an Aging Physician Workforce**
  
  **Jennifer Moody, Senior Manager, ECG Management Consultants**

  Healthcare organizations are preparing for a tidal wave as a large segment of the physician workforce prepares for retirement. This session will explore strategies that organizations have utilized or are deploying to offset this change. From practice acquisitions & advanced practice provider deployment to succession planning & physician impairment issues, attendees will evaluate the benefits & challenges of potential solutions & come away with planning tools & fresh ideas to implement in their own organizations.

**Track C**

**Trends in Healthcare**

- **The Basics Plus**
  
  **Elissa Taub, Senior Counsel, Siskind Susser PC**

  For years, you’ve heard all about J-1 waivers and H-1Bs. But what happens after you have onboarded your foreign national physician? This seminar will cover the various paths toward permanent residence (green cards) that physicians and their employers may take. Learn about labor certifications, national interest waivers, EB-1 petitions and more. Also learn how the green card process interacts with your physicians’ current immigration status, and how it can be used to attract and retain physicians. Current events in immigration as they relate to the green card process will be covered.

- **Marketing and Sourcing**

  Healthcare organizations are preparing for a tidal wave as a large segment of the physician workforce prepares for retirement. This session will explore strategies that organizations have utilized or are deploying to offset this change. From practice acquisitions & advanced practice provider deployment to succession planning & physician impairment issues, attendees will evaluate the benefits & challenges of potential solutions & come away with planning tools & fresh ideas to implement in their own organizations.
ASPR is pleased to offer the ASPR Fellowship Program in conjunction with our Annual Conference. The Physician Recruitment 101 and 301 Modules will be offered on Sunday, May 15 and the Physician Recruitment 201 Module will be offered on Saturday, May 14. The ASPR Fellowship Certification consists of the three modules with corresponding exams leading to the certification as a Fellow of the Association of Staff Physician Recruiters (FASPR). The ASPR Fellowship Program is the most comprehensive, authoritative resource for individuals seeking to develop and test their skills and knowledge in the physician recruiting profession.

Fellowship Module Highlights

**Physician Recruitment 101**
- Review cutting-edge physician sourcing methodologies.
- Learn effective screening techniques.
- Create positive physician interview experiences!
- Make immigration work to assist your recruitment program.
- Learn how to develop a physician recruitment budget.

**Physician Recruitment 201**
- Understand current trends in compensation.
- Learn effective sourcing for advanced practice providers.
- Understand the components of a relocation policy.
- Implement an effective physician onboarding program.
- Obtain practical advice on developing a retention program.

**Physician Recruitment 301**
- Understand the Physician Self-Referral Law (“Stark”) and Federal Anti-Kickback Statute.
- Learn about Medical Staff Development Plans.
- Discover how to track, use, and interpret benchmarking metrics.
- Obtain an understanding of visas, H1B caps, and exemptions.
- Review physician benefit plans and understand physician priorities.
- Gain skills in employment law, regulatory agencies, and potential litigation.
Getting Organized for Recruiting
Scott Lindblom, FASPR
Learn what tools and processes you need to get organized for successful physician recruitment. Discussion includes position justifications, manpower plans, recruitment committees, and tools for sourcing and screening candidates.

The Magic of Sourcing
Marjorie Creagh, FASPR
Review cutting-edge sourcing methodologies including databases, mailings, print ads, Internet postings, social media, and much more. Understand how current physician training trends and demographics impact your marketing efforts.

The Magic of Sourcing-Part Deux- Social Media
Steve Jacobs, FASPR
This presentation assesses the mobile capacity of an organization’s website and the strategy of building, integrating and maintaining a social media presence for the purposes of sourcing candidates and disseminating information regarding positions.

Screening Candidates: The Good, the Bad, and the Ugly
Mike Griffin, FASPR
Understand how comprehensive screening, credentials verifications and background investigations can help ensure a successful match and reduce turnover. Learn to screen candidates and identify red flags throughout the recruitment process.

Impressive Interviews: Rolling Out the Red Carpet
Christine Bourbeau, FASPR
Create personalized and positive interview experiences for your candidates! Session focuses on pre-interview planning and itinerary development to address the professional and personal needs of the physician and their family.

Physician Immigration Primer
Robert Aronson
Discover how you can employ Foreign Medical Graduates. Learn about J1 and H1B visas and get practical advice on how to make immigration work to assist your recruitment program.

Establishing a Recruitment Budget
Chris Kashnig, FASPR
Learn how to develop a realistic physician recruitment budget and how to determine your recruiting costs per physician hired. Understand variations in expenses between rural/urban and primary care/specialty recruitment.

This program is the first in a three-part series leading to certification as a Fellow of the Association of Staff Physician Recruiters (FASPR). The program will provide a foundation for new physician recruiters and serve as a refresher for seasoned recruiters. Taking and passing the 101 exam qualifies one as an Associate of the Association of Staff Physician Recruiters (AASPR).
201

Physician Recruitment 201 Module
Saturday, May 14

The 201 module is the second in a three-part series leading to certification as a Fellow of the Association of Staff Physician Recruiters (FASPR). This module will build upon your knowledge base gained in the 101 Module and provide additional knowledge and expertise in the field of physician recruitment and retention. Taking and passing the 101 and 201 exams designates one as a Diplomate of the Association of Staff Physician Recruiters (DASPR).

Advanced Practice Provider Recruitment
Lynne Peterson, FASPR
Obtain knowledge on demographics, licensing, and scope of practice of Physician Assistants, Nurse Practitioners, and Certified Nurse Midwives.
Learn about effective sourcing and compensation trends for advanced practice provider recruitment.

Provider Compensation and Incentive Plans
Scott Lindblom, FASPR
Learn how to use compensation surveys and understand current trends in compensation plans. Understand how physician compensation and incentive plans are influenced by practice type and characteristics.

The Offer: Selling it — Closing it — Keeping it Closed
Marci Jackson, FASPR
Discover how to manage expectations and what’s important in negotiation and reaching consensus. Understand agreements including letters of intent, offer letters, contracts and the components of these agreements.

Relocation Policies: Rules of the Road
Christine Bourbeau, FASPR
Understand the critical components of a relocation policy and procedure and receive templates to create your own.
Gain knowledge on IRS regulations and which relocation expenses are tax-deductible.

Onboarding: Welcome to the Team!
Donna Ecclestone, FASPR
Learn what components are required and how to implement an effective physician orientation and onboarding program.
Receive valuable forms including orientation checklists, evaluation surveys, and physician exit interview surveys.

Retention Matters
Laura Sreeney, FASPR
Obtain practical advice and examples on developing a retention program for your organization. Review physician satisfaction and causes of physician turnover. Learn what benefits are important to physicians.
Physician Recruitment 301 Module  
Sunday, May 15

This program is the final of a three-part series leading to certification as a Fellow of the Association of Staff Physician Recruiters (FASPR). The program will provide higher level education and build upon the knowledge gained in the 101 and 201 Modules. Taking and passing the 101, 201, and 301 exams certifies one as a Fellow of the Association of Staff Physician Recruiters (FASPR). Becoming certified as a FASPR demonstrates a commitment to continuing education and excellence in the discipline of physician recruitment.

Human Resources for Provider Recruitment  
Scott Manning, FASPR
Comprehensive review of Affirmative Action, employment law, and potential litigation. Discuss harassment, discrimination, wrongful discharge, negligent referencing, and inappropriate interviewing. Learn about regulatory agencies, compliance reviews, and potential penalties.

Physician Contracts and Stark/Anti-Kickback Regulations  
Mills Fleming
Understand the Physician Self-Referral Law (“Stark”) and Federal Anti-Kickback Statute. Gain an understanding of the key regulatory bodies and applicable sanctions and penalties for violations.

Medical Staff Development Plans  
David Andrick, FASPR
Learn why medical staff development plans are important, what qualitative and quantitative data are needed, what key elements are required, and how to develop a plan for your organization.

Immigration: In-Depth Legal Hows and Whys  
Robert Aronson
Obtain an in-depth understanding of visas, H1B caps and exemptions. Learn about pathways and best options to obtain permanent residence including Labor Certifications and National Interest Waivers.

Benefits: Terms, Trends and Tips  
Scott Manning, FASPR
Review physician benefits including retirement plans, medical coverage, disability coverage, life insurance, liability insurance, long term care, PTO, and CME. Understand physician priorities and current and future trends.

Utilizing Benchmarks to Optimize Operational Efficiency  
Suzanne Anderson, FASPR
Discover how to track, use, and interpret benchmarking metrics to improve efficiency in your recruitment department. Use data to justify your role and supply meaningful data to your C-Suite.
Schedule At-A-Glance

Saturday, May 14

7:30 a.m.  Registration and Continental Breakfast
7:45 a.m.  Welcome

**Physician Recruitment 201 Module**

- 8:00 a.m.  Advanced Practice Provider Recruitment
- 9:15 a.m.  Refreshment Break
- 9:30 a.m.  Provider Compensation and Incentive Plans
- 11:00 a.m.  The Offer: Selling it — Closing it — Keeping it Closed
- 12:15 p.m.  Lunch
- 1:00 p.m.  Relocation Policies: Rules of the Road
- 2:15 p.m.  Refreshment Break
- 2:30 p.m.  Onboarding: Welcome to the Team!
- 3:45 p.m.  Retention Matters
- 5:00 p.m.  Meeting Adjourns

**Physician Recruitment 301 Module**

- 8:00 a.m.  Human Resources for Provider Recruitment
- 9:15 a.m.  Physician Contracts and Stark/Anti-Kickback Regulations
- 10:30 a.m.  Refreshment Break
- 10:45 a.m.  Medical Staff Development Plans
- 12:00 p.m.  Lunch
- 12:45 p.m.  Immigration: In-Depth Legal Hows and Whys
- 2:15 p.m.  Benefits: Terms, Trends and Tips
- 3:45 p.m.  Refreshment Break
- 4:00 p.m.  Utilizing Benchmarks to Optimize Operational Efficiency
- 4:45 p.m.  Meeting Adjourns

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Sunday, May 15

7:30 a.m.  Registration & Continental Breakfast
7:45 a.m.  Welcome
12:00 p.m.  Leadership Meeting

**Physician Recruitment 101 Module**

- 8:00 a.m.  Getting Organized for Recruiting
- 9:30 a.m.  The Magic of Sourcing
- 10:30 a.m.  Refreshment Break
- 10:45 a.m.  The Magic of Sourcing: Part Deux- Social Media
- 11:30 a.m.  Screening Candidates: The Good, the Bad, and the Ugly
- 12:30 p.m.  Lunch
- 1:15 p.m.  Impressive Interviews: Rolling Out the Red Carpet
- 2:15 p.m.  Physician Immigration Primer
- 3:30 p.m.  Refreshment Break
- 3:45 p.m.  Establishing a Recruitment Budget
- 4:45 p.m.  Meeting Adjourns

**Physician Recruitment 201 Module**

- 8:00 a.m.  Getting Organized for Recruiting
- 9:30 a.m.  The Magic of Sourcing
- 11:30 a.m.  Screening Candidates: The Good, the Bad, and the Ugly
- 12:30 p.m.  Lunch
- 1:15 p.m.  Impressive Interviews: Rolling Out the Red Carpet
- 2:15 p.m.  Physician Immigration Primer
- 3:30 p.m.  Refreshment Break
- 3:45 p.m.  Establishing a Recruitment Budget
- 4:45 p.m.  Meeting Adjourns

4:45 p.m.  New Member and First-Time Attendee Social
5:00 p.m.  Exhibit Hall Opens
5:30 p.m.  Reception
7:30 p.m.  Exhibit Hall Closes
Schedule At-A-Glance

Monday, May 16

6:00 a.m. 5K Walk/Run
8:00 a.m. Registration and Continental Breakfast
9:00 a.m. Welcome and Keynote
  Keynote Presentation — The New Normal: Leadership and Preparedness in the 21st Century
10:30 a.m. Break in Exhibit Hall
11:00 a.m. Breakout Sessions
  • The Perfect Doctor
  • What’s Culture Got to Do With It? Healthcare Recruiting for Retention, Cultural Fit, and Leadership Propensity
  • Shortage of Physicians: A National Perspective
12:00 p.m. Lunch
2:00 p.m. Breakout Sessions
  • The Lost Art of Sourcing at Physician Residency Programs
  • OAR Presents: Onboarding New Providers: Alignment with Strategic Growth Objectives
  • From Compete to Collaborate: The Future of Physician Recruitment in an Era of Integration
3:00 p.m. Plenary Session
  Physician Compensation - Plans, Designs, and Trends
4:00 p.m. Exhibit Hall Open
4:00 p.m. Chapter Meetings — SEPRA, NWSPR, TEXASPR
6:15 p.m. Buses Depart for Monday Evening Venue
7:00 p.m. Evening Event: Generations Hall

Tuesday, May 17

8:00 a.m. Registration and Continental Breakfast
8:00 a.m. OAR Business Meeting
9:00 a.m. Welcome and Keynote
  Keynote Presentation — Relationship Revolution - Building Better Connections in the Digital Age
10:30 a.m. Break in Exhibit Hall
11:00 a.m. Breakout Sessions
  • Factors Involved in Recruiting and Retaining Physicians in Rural Areas
  • Avoiding the Pitfalls of Recruiting to a Practice
  • Filling the Coverage Gap through Advanced Practice Recruitment
12:00 p.m. Lunch
1:30 p.m. Breakout Sessions
  • Sourcing: Bait the Hook, Throw in a Line... You’ve Got a Bite, Now What?
  • Ensuring Success: Effectively Supporting the Start-Up of New Recruits
  • Physician Recruiting in 2016: Competitive Times Call for Data-Driven Measures
2:30 p.m. Last Break in Exhibit Hall
3:00 p.m. Business Meeting
4:30 p.m. Chapter Meetings — AIR, CHIRN

Wednesday, May 18

7:30 a.m. Continental Breakfast
8:00 a.m. Roundtable Sessions
9:30 a.m. Break
9:45 a.m. In-Depth Interactive Breakout Sessions (90 minutes)
  • The Business of Healthcare, A Primer
  • How To Eat An Elephant - Mobility & Social Media in Physician Recruiting
11:00 a.m. Breakout Sessions
  • So You Hired an IMG... The Basics Plus
  • From Stethoscope to iPad. Physicians’ Focus has Changed with Each Generation, Has Your Recruitment? How to Source, Hire and Onboard to Every Generation
  • Succession Success - Real-Time Strategies for an Aging Physician Workforce
12:00 p.m. Meeting Adjourns - Thank you for coming!
Thank You to Our Conference Sponsors

As of January 26, 2016

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PracticeLink

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www.jamaclinician.com

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Afternoon Break Sponsors

HAYES LOCUMS
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ASPR Scholarship

ASPR provides four scholarships for attendance to the conference each year. Scholarship covers registration fees for the main educational conference and one Fellowship Program module (Physician Recruitment 101, 201 or 301), hotel lodging for up to four nights (room and tax only), and round-trip economy or coach class airfare or rail fare (not to exceed $600) to San Diego, CA from April 29 - May 3, 2017. The recipient is responsible for making all travel, hotel and registration arrangements (air travel must be secured with a 21-day advance fare) and will be reimbursed by ASPR upon submission of a receipt. All prizes are non-transferable and cannot be used in conjunction with other prizes/awards. All submissions must be in by Friday, March 18, 2016. No exceptions. Submissions can be made online. Full details are available on the Conference page: www.ASPR.org/conference2016.

*For legal reasons, this opportunity is not available to Canadian members.

Things to Do While in New Orleans

Things to do... New Orleans Style

From the French Quarter to Jackson Square, the Institute of Art to Preservation Hall, New Orleans has activities, culture and dining and shopping for everyone. Here are four of our must-see places in New Orleans:

French Quarter

Whether you’re visiting Bourbon Street or stopping into Café Du Monde for their famous beignets, the French Quarter is the perfect place to learn all about New Orleans’ storied history, while you take a walk. Want an online tour of all the French Quarter has to offer? Visit: www.neworleansonline.com/neworleans/fq.

Jackson Square

If you’re not sure where to start within the French Quarter adventure, Jackson Square is the perfect beginning. Just off the French Market, Jackson Square offers a place to grab a carriage ride, take in the beautiful scenery or lounge and people-watch. This local landmark is also where musicians and artists gather to share their talents. Go to: www.experienceneworleans.com/jackson-square to learn more.

French Market

If it’s shopping you want, New Orleans offer multiple ways for you to get your spend on. From the Shops at Canal Lake to the French Market, there’s no better shopping in the area. According to the New Orleans travel bureau, “The French Market includes over 20 unique retail shops, performance venues, restaurants, cafes and a flea and farmer’s market!” Learn more at: www.frenchmarket.org.

Historic New Orleans Collection

Part museum of New Orleans history and culture, a national publisher and research center, the Historic New Orleans Collection is a museum of everything dedicated to New Orleans’ beautiful past (and present!) Here you’ll find exhibits about war time, architecture and more. Starting in April, you’ll be able to view the upcoming exhibit, “Voices of Progress: Twenty Women who Changed New Orleans.) Find hours and location info here: www.hnoc.org.

Prefer to make a plan on your own? The New Orleans Travel Bureau has many ideas- take a peek: www.neworleanscvb.com. (Don’t forget to peek at the specials and coupons!)
Hotel Information

New Orleans Marriott
555 Canal Street
New Orleans, LA, 70130
Tel: (504) 581-1000

A block of rooms has been reserved at the New Orleans Marriott specifically for ASPR at special discounted rates of $209 plus tax. Once your registration is processed, you will receive a confirmation email that contains an access code to book your room.

Reservations can be made online at www.aspr.org/2016hotel once you receive your access code. The reservation cutoff date is April 21, 2016. Reservations received after the cutoff date will be accepted on a space availability basis. Be sure to mention the ASPR conference to get the special listed room rates.

Treat yourself to an unforgettable French Quarter experience when you book a stay at the luxurious New Orleans Marriott. The 41-story French Quarter hotel offers easy access to the best restaurants in the city and an array of live music venues and Bourbon Street nightlife. Nearby attractions include the National WWII Museum, the Audubon Aquarium of the Americas and the bustling French Market. Unwind in spacious guest rooms featuring contemporary decor, high-speed Internet access, plush bedding and breathtaking city views. Savor local flavors and comforting classics at our two celebrated restaurants, and get energized at our on-site Starbucks coffee shop. Lounge at the gorgeous outdoor salt water pool, and stay in shape at the state-of-the-art fitness center. Discover one of the country’s most illustrious destinations in style and comfort.

Hotel Room Scam Alert

In years past, a third-party housing company called Exhibition Housing Services has made contact with ASPR attendees and exhibitors trying to get them to book ASPR Conference hotel rooms through their service at what they claim to be a “better rate.” PLEASE NOTE: Exhibition Housing Services is not affiliated in any way with ASPR or the New Orleans Marriott.

ASPR has a room block reserved for ASPR conference participants. All participants are encouraged to book directly through the New Orleans Marriott and within the established ASPR block. Third-party companies, such as Exhibition Housing Services, sometimes promise rooms in hotels where they do not actually have rooms or blocks set up. There is the potential to be left without a room and to lose money paid in advance if you book through them.

If you have made a reservation through this company, or have questions or concerns, contact ASPR’s Meeting Manager Julie Cygan, at 651-290-7475 or via email at juliec@ewald.com.
Registration Form (Registration also available online at www.aspr.org)

Name (as it should appear on a name badge): _____________________________________________________

Company/Organization: ______________________________________________________________________

Position/Title: _______________________________________________________________________________

Address: ___________________________________________________________________________________

City/State/Zip/Country: _______________________________________________________________________

Phone: __________________________________ Fax: _____________________________________________

Email: ____________________________________ Website: ________________________________

Note: All confirmation information will be sent to the email address you provide.

I have special dietary needs (ASPR will make reasonable accommodations for those with special needs upon request):

Vegetarian ☐ Vegan ☐ Gluten Free ☐ Other (please describe) __________________________________________

Registration Options – included in all registration packages

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<thead>
<tr>
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<td>Monday 5K Walk/Run</td>
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Registration Options – not included in all registration packages

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☐ This is my first ASPR Conference

Registration Fees

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<th>Member</th>
<th>Nonmember*</th>
<th>By April 21</th>
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*Nonmembers must still meet eligibility criteria for ASPR membership in order to attend. Visit www.aspr.org/join for membership eligibility criteria.

Session Choices

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<th>Choose Session</th>
<th>Member</th>
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Guest Options

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<td>Guest 2 Name</td>
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Subtotal $ __________

Fellowship Modules

I am attending the following fellowship module(s): ☐ 101 ☐ 201 ☐ 301

All registrations must be accompanied by full payment/purchase order to reserve your place at the event.

Payment (All fields required if paying by credit card)

☐ Check (Payable to ASPR) ☐ Visa ☐ Mastercard ☐ American Express

Cardholder Name ___________________________________________ Cardholder Phone ________________________

Card Number ___________________________________________ Security Code __________ Exp. Date __________

Signature _____________________________________________________________________________________

Credit Card Billing Address: ☐ Same as Above _______________________________________________________

Credit Card City/State/Zip ___________________________________________

Mail this form with payment to: ASPR Central Offices | 1000 Westgate Drive, Suite 252 | Saint Paul, MN 55114

Questions? Toll-Free (800) 830-2777 | Fax (651) 290-2266

Cancellation Policy: Written cancellation notice must be received via fax, mail, or email by April 4, 2016 to receive a 80% refund. No refunds will be given after this date.

Due to PCI compliance, ASPR will only accept this form via fax or mail. Emails with this completed form attached will not be accepted.

Please note: Your completion of registration indicates your permission to be recorded or photographed.

Please direct any requests for reasonable accommodation under the Americans with Disabilities Act of 1990 (ADA) to Julie Cygan at 651-290-7475.