

## SMFM Fall 2024 Practice Management Virtual Course Agenda

Staying Afloat – Financial Literacy for Your Practice

Friday, October 18 – Saturday, October 19

Course Chair: Suwan Mehra, MD | Course Vice-Chair: Fadi Bsar, MD



### Day 1 – Friday, October 18 (12 – 4:15 PM ET)

Time	Duration	Topic	Speaker(s)
12:00-12:05 PM	5 min	Welcome and Course Introduction	Fadi Bsar, MD & Suwan Mehra, MD
12:05-12:35 PM	30 min	Practice Financials 101	Suwan Mehra, MD
12:35-1:25 PM	50 min	Practice Performance Indicators <ul style="list-style-type: none"><li>- Coding, Audits, Benchmarking, and Efficient Accounts/Receivables</li><li>- SDOH: Can You Afford to Implement it in Your Practice?</li></ul>	Brian Iriye, MD
1:25-2:15 PM	50 min	Clinical Informatics Basics and How AI Can Help Your Practice	Hye Heo, MD
2:15-2:30 PM	15 min	Break	–
2:30-3:05 PM	35 min	Optimizing the Practice Model	Emily Blend, MBA, MSN, RN
3:05-3:40 PM	35 min	Creating Alignment: Obtaining Administrative Support for MFM Investment at Your Institution	Frank Ciafone, MBA
3:40-4:15 PM	35 min	Q&A	All Course Faculty

### Day 2 – Saturday, October 19 (11 AM – 4:30 PM ET)

Time	Duration	Topic	Speaker(s)
11:00-11:45 AM	45 min	Recruiting, Hiring, and Retaining Personnel <ul style="list-style-type: none"><li>- Physicians/HQPs, Sonographers, and Other Skilled Personnel</li></ul>	Christina Scifres, MD
11:45-12:30 PM	45 min	Compensation Models	Meredith Rochon, MD
12:30-1:00 PM	30 min	Lunch Break	–
1:00-1:45 PM	45 min	Telemedicine	Sina Haeri, MD, MHSA
1:45-2:30 PM	45 min	Conflict and Managing Difficult Interpersonal Interactions	Ngina Connors, MD, MBA
2:30-3:15 PM	45 min	Building a Collaborative Team	Alireza Shamshirsaz, MD
3:15-3:30 PM	15 min	Break	–
3:30-4:00 PM	30 min	Juggling the Directors' Roles: Quality Initiatives	Andrew Healy, MD
4:00-4:30 PM	30 min	Q&A	All Course Faculty