



8:00 AM - 8:50 AM

Board Authority and Medical Staff Self Governance: Understanding Roles and Responsibilities and Avoiding Conflict

This session will cover California and federal laws that set the framework for the self-governing medical staff. We will discuss the history and limits on the corporate practice of medicine and the purpose and responsibilities of the organized medical staff. Join **Erin Muellenberg** and **Stanley Frochtzajg, M.D.**, as they set the stage for the day's program with an understanding of the roles and responsibilities for medical staff, administration and the governing body.

Objectives: At the conclusion of this session the participant will be able to:

- State the roles and responsibilities of administration, medical staff, and governing body
- State a key responsibility of the organized medical staff
- State one reason why a medical staff is self-governing

8:50 AM - 9:40 AM

Chief of Staff Challenges, Confessions & Secrets for Success

What are the common challenges faced by medical staff leaders and how can they be addressed. Ranging from difficult providers, conflict with administration, to apathetic engagement in the medical staff organization; hear from other medical staff leaders and learn their secrets for success. Hear from other medical staff leaders on the challenges they have faced and what they have done.

Objectives: At the conclusion of this session the participant will be able to:

- State at least one challenge to effective leadership
- List one strategy to overcoming barriers to leadership
- State one method of engaging the medical staff

9:40 AM - 10:30 AM

Credentialing and Peer Review for the MEC

This presentation starts with a review of the events surrounding Dr. Death and then moves into a review of credentialing basics, advanced analysis and integration of peer review. Credentialing and peer review triggers requiring Medical Staff leader intervention will be the focus of this session. **Sherri Alexander** and **Alexis Angell** will lead this discussion into the organized medical staff function of credentialing and peer review and management of red flag issues.

Objectives: At the conclusion of this session the participant will be able to:

- Identify one key element that was involved in Dr. Death being able to practice at multiple hospitals
- State one red flag in an initial applicant credential file
- State one element of effective peer review

10:30 AM - 10:45 AM

Break

Friday, January 10, 2020

8:00 AM - 4:00 PM

Ventura Beach Marriott
2055 E. Harbor Blvd.
Ventura, CA 93001



10:45 AM - 11:40 AM

Compliance and the Medical Staff

False Claims Act/Anti-Kickback Statute

Understanding the roles of Compliance and Medical Staff are essential to self-governance. Join **Dan Reinberg** and **Jim Fredman** as they explain the False Claims Act, Stark and the Anti-Kickback Statute and how to avoid unwanted visits from CMS or the Department of Justice. They will also discuss strategies for integrating compliance into the organized medical staff.

Objectives: At the conclusion of this session the participant will be able to:

- Identify the connection between peer review and a false claims act violation
- Identify one element of peer review that should be considered when conducting case review
- State the origin of the False Claims Act

11:40 AM - 12:30 PM

Legal Update and Regulatory Requirements

Accreditation and regulatory compliance are foundational to the function of the hospital. The role of the organized medical staff in obtaining and remaining accredited and in compliance with the multitude of regulations will be explained during this session led by **Ann McCullough** and **John Synowicki**. What occurs following an adverse or sentinel event or when CDPH visits or CMS requires a plan of correction? The medical staff leader's involvement in the regulatory and accreditation process will be emphasized during this session.

Objectives: At the conclusion of this session the participant will be able to:

- Identify one event that must be reported to CDPH
- Identify one event that could be an EMTALA violation
- Identify one event that could be a HIPAA violation by a medical staff member

12:30 PM - 1:30 PM

Lunch

Effective Meeting Management

This lunch time presentation by **Stanley Frochtzajg, M.D.**, Chief Medical Officer and former Chief of Staff will provide practical tips for moving business through medical staff meetings.

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1:30 PM - 2:20 PM

Disruptive, Impaired and Late Career Practitioners

Challenging issues for any medical staff leader relate to medical staff members and affiliates who are disruptive or unprofessional. Add to that the challenges when a colleague is suspected of being impaired and immediate intervention is warranted. Has your medical staff dealt with the issue of late career practitioner? Join our team as they discuss handling these challenging scenarios and setting the stage for a win.

Objectives: At the conclusion of this session the participant will be able to:

- Identify one method for remediation of a disruptive physician
- List two signs of impairment in the workplace
- Identify two signs of burnout

2:20 PM - 2:50 PM

Reporting, Information Sharing, Immunities and Protections

Being a medical staff leader is a volunteer activity and leadership, often unpaid and unappreciated, is integral to the organization and practice of safe medicine. Without legal protections and immunities it is likely there would be few volunteers willing to step up for these necessary, difficult and rewarding positions. Hear from **Erin Muellenberg** and **Lauryn Sanders** on the state and federal protections which enable our leaders to perform their jobs, promote patient safety, share information and have a rewarding experience knowing they have made a difference.

Objectives: At the conclusion of this session the participant will be able to:

- Identify one legal protection for peer review
- Identify one cause for waiver of peer review protections
- Identify one tool that can be used to enhance protections

2:50 PM - 3:00 PM

Break

3:00 PM - 4:00 PM

Case Studies

Interactive case studies are the opportunity to work in small groups with your peers and others and then come together to share and discuss important points. The entire team will participate in this session to provide leadership tips and tricks. This is a fun and collaborative way to end the day and utilize some of the tools you have obtained.

Objectives: At the conclusion of this session the participant will be able to:

- State one initial step to be taken with any adverse event
- Identify one external resource to assist with evaluation of adverse events
- Distinguish between reportable and non-reportable actions

4:00 PM - 6:00 PM

Reception

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8:00 AM - 4:00 PM

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Ventura, CA 93001

Topic Tables

During the reception we will have topic tables where you can meet with others and experts to informally discuss a multitude of topics including, compliance, regulatory requirements, acquisitions, reimbursement, and the future of health care.



Sherri T. Alexander
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Sherri Alexander enjoys strategizing with clients to find unique solutions to problems. When litigation is unavoidable, Sherri relies on her 25 years of experience in the courtroom to efficiently obtain desired results. Her in-depth knowledge of the law instills client confidence. As the Health Care Litigation practice vice chair, Sherri is committed to delivering solutions for clients in the health care industry.

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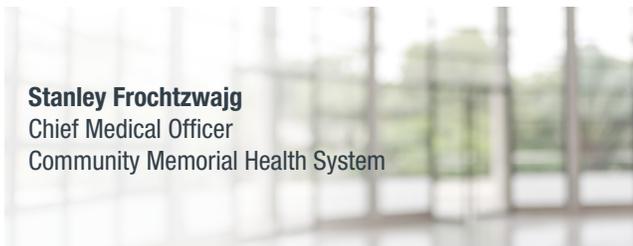
Alexis Angell is dedicated to providing effective, efficient, and innovative legal solutions. Alexis understands your perspective whether bringing a suit or defending a claim. Prior to joining Polsinelli, Alexis defended major insurance carriers at trial and arbitrations, and developed complex civil recovery actions on behalf of insurance carriers to recoup payments and expose fraudulent billing schemes.

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Jim Fredman's practice focuses on a vast array of health care regulatory, transactional and operational matters. His breadth of experience and in-depth understanding of the Health Care industry enables him to present practical solutions to complex problems for his clients. Jim focuses his practice on the general representation of health care providers.

Stanley Frochtzwajg
Chief Medical Officer
Community Memorial Health System



Stanley Frochtzwajg M.D. is the Chief Medical Officer at Community Memorial Health System in Ventura, California. He has been a Family Doctor in private practice since 1980. He delivered babies for 30 years, cares for children, women and senior citizens, including still making home and skilled nursing facility visits. He received his Bachelor's Degree in Microbiology from UCLA in 1972 and his Medical Degree from UC Irvine in 1977. He completed his residency in Family Practice in Ventura County Medical Center in 1980. He has been Chief of Staff at Ventura County Medical Center and Community Memorial Hospital and President of the Ventura County Medical Association.

He writes a weekly Blog Newsletter, for the past 13 years, for the CMHS Medical Staff. He is also the CMO and has helped implement the Health System's inpatient and outpatient EHRs, HIE, HIPAA compliant text messaging app. His duties as Chief Medical Officer are to facilitate a mutually collaborative relationship between the Health System and the Medical Staffs of CMHS, promote the implementation of the digital Medical Record and to assist CMHS and the Medical Staff in quality improvement and patient safety.



Ann C. McCullough
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Ann McCullough offers a practical perspective to health care clients. She has a clinical background and 30 years of health law experience, both in private practice and as in-house counsel. Ann has a deep understanding of the operational aspects of relating to hospitals and other health care providers, including hospital-physician financial arrangements, physician employment, medical staff, health facility licensure, telemedicine, EMTALA, contracting, and regulatory compliance.

Erin L. Muellenberg
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Erin Muellenberg brings a strong skillset to her exclusive practice of medical staff law. As a former Director of Medical Staff Services in a large community-based hospital, she is intimately familiar with the daily operations of the Medical Staff Organization and its governance process. Erin's practice focuses on advising hospitals, health systems, critical access hospitals, ambulatory surgery centers, and medical groups on the regulatory, compliance, and practical requirements for interfacing the medical staff and allied health professional staff with hospital operations.

Daniel S. Reinberg
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Daniel Reinberg represents health care providers, corporations, organizations and individuals in civil and criminal lawsuits, and investigations involving, among other areas, health care fraud, securities fraud, money laundering, public corruption, the False Claims Act and the Foreign Corrupt Practices Act. He also counsels clients concerning a wide variety of compliance and regulatory issues to assist clients in avoiding enforcement actions and litigation.

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Lauryn Sanders is committed to working with health care clients to achieve efficient and innovative outcomes for their immediate and long-term goals. She focuses her practice on transactional and regulatory matters affecting a wide range of clients in the health care industry, including health systems, hospitals, physician groups, pharmacies, and clinical laboratories.

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John Synowicki enjoys strategizing with clients to find unique solutions to problems. If litigation becomes unavoidable, John relies on his courtroom experience to fight for the best results possible. He is committed to providing client-focused representation to navigate the uncertainty of litigation to enable clients to get back to running their business.