

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Alabama Chapter

2019

ANNUAL MEETING & FALL PEDIATRIC UPDATE

September 27 - 29, 2019

Hyatt Regency Birmingham - The Wynfrey Hotel



Susan Walley, MD, FAAP
CME Chair

★ Practice Management Association (PMA) Annual Meeting

7:30 a.m. – 8:00 a.m.	Registration and Continental Breakfast
8:00 a.m. – 9:00 a.m.	2019 PMA Annual Meeting and Executive Committee Elections— <i>Christopher Byrd, PMA Chair</i>
9:00 a.m. – 9:10 a.m.	Break & Transition to Practice Management Workshop

★ Practice Management Workshop (open to practice managers/staff and pediatricians)

—Sponsored by the AL-AAP Practice Management Association

8:30 a.m. – 1:00 p.m.	Registration
9:10 a.m. – 10:00 a.m.	Are We Having Fun Yet? — <i>Gary Huckaby, PhD, Huckaby Consulting Group, LLC</i>
10:00 a.m. – 11:00 a.m.	The Top 10 Things You Can Do to Increase Your HIPAA Data Security Protections — <i>Jennifer VanderWier, CISA, F1 Solutions</i>
11:00 a.m. – 11:45 a.m.	Patient Satisfaction- Patient Surveys and Dealing with Angry Patients — <i>Tammie Lunceford, Warren Averett, LLC</i>
11:45 a.m. – 12:00 p.m.	Break
12:00 p.m. – 12:45 p.m.	Lunch & Session: The Scribe Paradox: Work Less and Earn More — <i>Katrina Skinner, MD, FAAP</i>
12:45 p.m. – 1:45 p.m.	Effective Patient Recall Strategies — <i>Chip Hart, PCC Pediatric Solutions Consulting Group</i>
1:45 p.m. – 2:45 p.m.	Medical Home Renovation: Better Care, Less Stress — <i>Suzanne Berman, MD, FAAP</i>
2:45 p.m. – 3:00 p.m.	Break

Practice Management Workshop Designation

Children's of Alabama designates this live activity for a maximum of 5.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Practice Management Workshop Accreditation

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Medical Association of the State of Alabama through the joint providership of Children's of Alabama and the Alabama Chapter-AAP. Children's of Alabama is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.

Practice Management Workshop Learning Objectives

Upon completion of this live activity, a participant will be able to:

- Describe the role that reinforcement plays in shaping culture and leadership style • Discuss the choice he/she has in his/her own attitude as either a thermometer or thermostat and how this affects the people and culture around him/her • Describe the role of humor and perspective as powerful tools in changing the world around us
- Discuss why data security is important to a practice • Describe meaningful changes that he/she can make on a budget • List the top ten things that can be done to increase his/her practice's data security posture
- Discuss how technology can assist in communicating more effectively and improving patient/parent relationships • Discuss how to improve efficiency and timeliness of services • Describe how to use patient surveys to change negative aspects of practice and monitor new processes • List tips on dealing with angry patients in order to improve relationships
- Describe the role of a scribe in the pediatric clinic setting and how to implement a new workflow • Evaluate the business case for using scribes in the pediatric office • Discuss how scribes improve efficiency of the medical home model.
- Recognize the importance of patient recall and the present state of low performance exhibited in most practices • Design a recall process for the practice to improve preventive care response • Assess the impact of an improved patient recall strategy on a clinical and financial level
- Assess whether his/her policies and procedures may be unwittingly impeding patient access to the practice • Consider strategies to improve relationships in his/her medical neighborhood • Devise improvements to his/her practice's care coordination workflow.

★ Loss Prevention Seminar - (separate CME provided by ProAssurance - more details will be sent later)

—Sponsored by ProAssurance Indemnity, AL-AAP Pediatric Partner

3:00 p.m. – 5:00 p.m. **Out of Bounds: Previous Claims Under Review**—*Brandy Boone, JD, Senior Risk Resource Advisor; George Newton, JD, Starnes Davis Florie, LLC*

Hear examples from physicians of how communication issues have affected their patients and their own practices. Learn about various risk management strategies to improve communication and improve patient outcomes.

Physicians: Participation in this loss prevention seminar may qualify you for premium credit if you are in attendance for the full two-hour program and are insured by ProAssurance. Questions regarding any applicable premium discounts should be directed to ProAssurance. You may call 800-282-6242 and ask for your Policyholder Services Representative or Policy Specialist.

★ Registration and Reception in the Exhibits

5:00 p.m. - 6:30 p.m. Featuring an Oktoberfest celebration!

Saturday *September 28*

MAIN MEETING (SEE NEXT PAGE FOR DETAILS)

7:00 a.m. – 8:00 a.m.	Registration/Breakfast in the Exhibit Hall
8:00 a.m. – 8:45 a.m.	The Business Case for EPSDTs — <i>Suzanne Berman, MD, FAAP</i>
8:45 a.m. – 9:30 a.m.	The Five Biggest Business Mistakes Pediatricians Make — <i>Chip Hart</i>
9:30 a.m. – 10:00 a.m.	Child and Adolescent Health in Alabama: A Public-Private Partnership — <i>Scott Harris, MD</i>
10:00 a.m. – 10:30 a.m.	Refreshment Break in the Exhibit Hall
10:30 a.m. – 11:30 a.m.	The Bridge Between Pediatricians and School Nurses in Alabama — <i>Katrina Trammell, MD, FAAP</i>
11:30 a.m. – 12:30 p.m.	Luncheon/ INDUSTRY-SPONSORED SYMPOSIUM: Neonatal Abstinence Syndrome (not part of Chapter CME program)
12:30 p.m. – 1:00 p.m.	Strolling Dessert in the Exhibit Hall
1:00 p.m. – 1:30 p.m.	Exhibit breakdown
1:00 p.m. – 2:00 p.m.	Putting Your Trauma Lens On — <i>Heather Forkey, MD, FAAP</i>
2:00 p.m. – 3:00 p.m.	Panel Discussion: ACEs Screening and Intervention Strategies for the Practicing Pediatrician: T.I.P.P.s from the Field — <i>Elizabeth Dawson, MD, FAAP; Heather Forkey, MD, FAAP; Erica Kierce, DNP; Sallye Longshore</i>
3:00 p.m. – 4:00 p.m.	Chapter Annual Meeting/Reports (non-CME) — <i>Chapter Leadership</i>
4:00 p.m. – 5:00 p.m.	Tobacco in the 21st Century: E-Cigarettes, Vape, and JUUL — <i>Susan Walley, MD, FAAP</i>
6:15 p.m. – 7:00 p.m.	Reception Hosted by Children's of Alabama
7:00 p.m. – 9:00 p.m.	Dinner Hosted by Children's of Alabama

Sunday *September 29*

MAIN MEETING

8:00 a.m. – 9:00 a.m.	Strategies for Talking with Vaccine-Hesitant Parents — <i>Sean O'Leary, MD, MPH, FAAP</i>
9:00 a.m. – 10:00 a.m.	Hey CHAMP, What's a Pediatrician Supposed to do About Headaches? — <i>Scott Turner, DNP</i>
10:00 a.m. – 11:00 a.m.	Vaccine Safety: Separating Myth from Reality — <i>Sean O'Leary, MD, MPH, FAAP</i>
11:00 a.m. – 12:00 p.m.	Ankyloglossia and the Role of Frenulotomy in Children — <i>Brian Wiatrak, MD, FACS, FAAP</i>

★ Speakers

Practice Management Workshop (Friday):

Suzanne Berman, MD, FAAP, Clinical Faculty, Vanderbilt Children's Hospital; Assistant Medical Director, Office Practicum, Nashville, TN

Chip Hart, Director, PCC Pediatric Solutions Consulting Group, Winooski, VT

Gary Huckaby, PhD, President, Huckaby Consulting Group, Huntsville, AL

Tammie Lunceford, Consultant, Warren Averett, Birmingham, AL

Katrina Skinner, MD, FAAP, Pediatrician, Fairhope Pediatrics, Fairhope, AL

Jennifer VanderWier, CISA, President, F1 Solutions, Huntsville, AL

Main CME Meeting (Saturday & Sunday):

Suzanne Berman, MD, FAAP, Clinical Faculty, Vanderbilt Children's Hospital; Assistant Medical Director, Office Practicum, Nashville

Elizabeth Dawson, MD, FAAP, Pediatrician, Charles Henderson Child Health Center, Troy, AL

Heather C. Forkey, MD, FAAP, Chief, Child Protection Program (CPP), Director, Foster Children Evaluation Service, (FaCES), Associate Professor of Pediatrics, Joy McCann Professor of Women in Medicine, UMass Memorial Children's Medical Center, UMass Medical School, Worcester, MA

Scott Harris, MD, State Health Officer, Alabama Department of Public Health, Montgomery, AL

Chip Hart, Director, PCC Pediatric Solutions Consulting Group, Winooski, VT

Erica Kierce, DNP, PMHNP, PMHS, Psychiatric Mental-Health Nurse Practitioner, Pediatric Mental-Health Specialist, and Assistant Clinical Professor, Auburn University School of Nursing, Auburn, AL

Sallye Longshore, Director, Alabama Department of Child Abuse and Neglect Prevention, Montgomery, AL

Sean O'Leary, MD, MPH, FAAP, Associate Professor of Pediatrics, University of Colorado Anschutz Medical Campus/Children's Hospital Colorado, Aurora, CO

Katrina Trammell, MD, FAAP, Assistant Professor, Department of Pediatrics, University of South Alabama, Children's and Women's Hospital, Mobile, AL

Scott Turner, DNP, Associate Professor of Pediatrics, University of Alabama at Birmingham, Birmingham, AL

Susan Walley, MD, FAAP, Professor of Pediatrics, University of Alabama at Birmingham & Pediatric Hospitalist, Children's of Alabama, Birmingham, AL

Brian Wiatrak, MD, FACS, FAAP, Clinical Associate Professor, Surgery & Pediatrics, Director, Aerodigestive Program, Children's of Alabama, Birmingham, AL

CME Information

For Saturday/Sunday *September 28-29*

★ **Topics & Learning Objectives**

Upon completion of this live activity, the participant will be able to:

The Business Case for EPSDTs

- Identify financial and clinical reasons of why a focus on well visits benefits your practice and your clinicians
- Review strategies to increase his/her well child visit numbers

The Five Biggest Business Mistakes Pediatricians Make

- Evaluate the impact of common business mistakes on his/her practice
- Formulate an effective response or change to the practice to address the mistakes
- Analyze the changes for continued improvement to the practice and quality of care

Child and Adolescent Health in Alabama: A Public-Private Partnership

- Discuss the 2020 strategic priorities for child health outlined in the Title V – MCH Block Grant
- Describe how Alabama pediatricians can collaborate with the Alabama Department of Public Health (ADPH) on child and adolescent health priorities.
- Discuss how Alabama pediatricians can participate in the Title V – MCH Block Grant statewide needs assessment

The Bridge Between Pediatricians and School Nurses in Alabama

- Discuss established best practices to improve school nurse-pediatrician/family physician communication in Alabama
- Describe the role of the school nurse in Alabama in caring for children at school
- List ways to incorporate the school nurse into the medical home model
- List educational topics that Alabama pediatricians can help facilitate/adapt for use in Alabama schools

Putting Your Trauma Lens On

- Define the three characteristics of a caregiving relationship necessary for healthy attachment
- Recognize the most common symptoms of trauma in children
- Identify seven resilience skills that should be supported in children
- Formulate a strategy to respond to children who present with trauma symptoms

ACEs Screening and Intervention Strategies for the Practicing Pediatrician: T.I.P.P.s from the Field

- List different screening tools and strategies to implement screening
- Discuss what pediatricians, providers, and staff can do to start to address toxic stress of childhood with kids and families
- Describe how to become more trauma-informed quickly and efficiently
- Discuss barriers to screening and intervention and learn strategies to overcome barriers

Tobacco in the 21st Century: E-Cigarettes, Vape, and JUUL

- Provide an overview of electronic cigarettes/vape devices
- Review the scientific evidence of the health effects of electronic cigarettes
- Discuss the public health impact of electronic cigarettes
- Review current recommendations for addressing youth electronic cigarette use and exposure in clinical practice

Strategies for Talking with Vaccine-Hesitant Parents

- Apply new knowledge to use in discussions with vaccine-hesitant parents
- Describe the architecture of vaccine conversations with parents, in order to promote more effective and efficient communication.

Hey CHAMP, What's a Pediatrician Supposed to do About Headaches?"

- Identify three situations in which neuroimaging is clearly indicated (always recommended)
- Describe why and how pediatric headache disability should be assessed
- Develop a Migraine Action Plan, including a headache diagnosis and evidence-based prevention and acute treatment strategies based on a clinical scenario

Vaccine Safety: Separating Myth from Reality

- Describe vaccine safety surveillance mechanisms in the United States
- Differentiate fact from fiction regarding vaccine-adverse events

Ankyloglossia and the Role of Frenulotomy in Children

- Recognize the symptoms of ankyloglossia in children
- Describe the indications for lingual frenulotomy in children

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Registration

for all activities

Online registration is available (preferred) at www.alaap.org, with credit cards accepted securely via Stripe. Or, complete the form below to register and enclose check made payable to: **Alabama Chapter-AAP** or enter credit card information.

First Name: _____ Last Name: _____

(As you would like it to appear on nametag)

✓ One: MD DO RN CRNP Practice Mgr Other Day Phone #: (_____) _____

Full Mailing Address: _____

E-mail address (required): _____

Spouse/Guest Name for Nametag : _____

First

Last

PRE-REGISTRATION IS REQUIRED FOR ALL ACTIVITIES; CHECK ALL THAT APPLY BELOW.

FRIDAY

PMA ANNUAL MEETING (PMA members only) \$ 0

PMA PRACTICE MANAGEMENT WORKSHOP *Fee covers Fri. CME workshop, lunch, & Fri. pm reception.* **Select one:**

Chapter Member or PMA Member/Practice Representative \$135

Non-Chapter Members or Non-PMA Practice Manager \$200*

PROASSURANCE LOSS PREVENTION SEMINAR \$ 0

SATURDAY/SUNDAY

ANNUAL MEETING (ENTIRE PROGRAMMING ON SATURDAY AND SUNDAY)

Fee covers one for Fri. reception, meals/breaks, CME credit, MOC II & Sat. reception/dinner for self & guest **Select one:**

Chapter Members - early bird (**before September 6, 2019**) \$345

Chapter Members (**after September 6, 2019**) \$375

Non-Chapter Members \$500

Senior Physician (over age 70, fully retired), NP or PA Chapter Member, or Nurse \$225

Pediatric Resident (waived, value of \$345)

Non-Member Nurse Practitioner or Physician Assistant \$295

\$

GRAND TOTAL (sum of all fees/donations) **enter total here:** \$ _____

Check enclosed (made payable to Alabama Chapter-AAP)

Charge my credit card (circle one): VISA MC AMEX DISC Card # _____

Expiration Date: ___/___/___ Name on Card: _____ Authorized Signature: _____

RECEPTION AND DINNER SATURDAY EVENING (PLEASE COMPLETE IF REGISTERING FOR ANNUAL MEETING)

Attending Saturday Reception/Dinner? Yes No My spouse/guest (one only) will attend with me. Yes No

**For non-PMA practice managers, this fee will include your 2018-2019 membership!*

**Make check payable to: Alabama Chapter-AAP. Mail form and payment by 9/6/19 to:
Alabama Chapter-AAP, 19 S. Jackson St., Montgomery, AL 36104--or fax credit card registrations to 334-269-5200.**



Alabama Chapter
19 S. Jackson St.
Montgomery, AL 36104

★ Annual Meeting Registration Packet

Hotel Deadline is September 1!

SEE INSIDE

• The charge for our attendees for self-parking at the hotel is \$10 per day. There is no charge for parking in the adjacent mall lots.
• Dress for educational sessions is business/business casual. Meeting room temperatures can vary, so please bring along a sweater or jacket.

★ Other Information

For the fourth consecutive year, the Alabama Chapter-AAP Executive Board is excited to host a School Supply Drive to benefit a local school. Bring your donations and we will have an Alabama vs. Auburn contest to see which fans bring in more supplies!

★ School Supply Drive

A block of rooms is being held for our group at the Hyatt Regency Birmingham - The Wynfrey Hotel, at a special rate of \$153 until September 1. After that date, we cannot guarantee availability of rooms at our group rate. PLEASE USE GROUP CODE **AAP7** when making reservations; call 800-233-1234; 205-987-1600, or go online at <https://aws.passkey.com/go/4a4c614b>.

★ Hotel Reservations



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Register Now!