Innovative Business Models for NP Practices: Do It Your Way

Exploring Affordable and Accessible Healthcare Delivery and Practice Management Solutions

Saturday, Feb. 2, 2019
1:00 p.m.-4:45 p.m.
Howard Community College
6751 Columbia Gateway Dr | Columbia, MD

REGISTER TODAY
**THE MEETING**

Healthcare today is being challenged by a shortage of primary care providers, especially in rural and under-served areas. Nurse practitioners (NPs) can be the answer to filling the voids in this national shortage. This lends itself to putting NP-owned businesses in the spotlight.

If you already have an NP-owned business – or are thinking about venturing into your own business – there are innovative solutions to help you provide the care necessary to tackle the shortage issue. New business models are available that are accessible and affordable for NP business owners.

Join the National Nurse Practitioner Entrepreneur Network (NNPEN) for a half-day session in Columbia, MD, that will look at these emerging models and how NPs can expand their businesses and provide the best care possible to the largest population.

**THE SPEAKERS**

**SANDY BERKOWITZ, RN, JD**

Ms. Berkowitz is a co-founder of NNPEN. As a nurse and an attorney, Ms. Berkowitz built a multi-million-dollar managed care practice from her strategic vision of how reimbursement of healthcare services would evolve and the risks inherent in those business models. She first ran into third-party payer resistance to reimbursing nursing for their professional services as director of the East Boston Day Hospital. In 2004, she began her consulting relationship with the National Nursing Centers Consortium, and in 2007, celebrated consummation of the first commercial primary care provider contracts with nurse-managed health centers in southeast Pennsylvania. Since then, Ms. Berkowitz has focused on the development of a for-profit, multi-state, NP-friendly primary care network whose mandate is to increase payer contracting opportunities for NPs and primary care choices for healthcare consumers. She holds a Bachelor’s of Science in Nursing from University of California Medical Center, San Francisco, and a Juris Doctor (JD) from Temple University School of Law. She is co-founder of The American Association of Nurse Attorneys and is past president of The American Association of Nurse Attorneys Foundation.

**LORRAINE BOCK, DNP, FNP-C, ENP-C, FAANP**

Dr. Bock is one of the co-founders of NNPEN and is board certified as both a family and emergency nurse practitioner. She was awarded her Masters in Primary Care as a Nurse Practitioner from the University of Pennsylvania and earned her Doctorate of Nursing Practice from Robert Morris University. She owned and operated a traditional fee-for-service primary care practice for over 15 years and was a partner in an integrated health center that offered acupuncture, massage therapy, homeopathy, and Reiki in addition to family primary care. Currently she is owner of a Peaceful Balance Health and Wellness, Direct Primary Care offering traditional and complimentary alternative medicine. She has an appointment at the Penn State University College of Nursing as an assistant teaching professor. She has experience in primary care, substance abuse, emergency medicine and as a tactical medical provider for law enforcement. Dr. Bock also serves as COO of the American Advanced Practice Network.

**JO ELLEN KOERNER, RN, MSN, PHD**

Dr. Koerner is the CNO of CareSpan. She is a former president of the American Organization of Nurse Executives (AONE) and an originating member of the Center for Nursing Leadership. Dr. Koerner brings a wealth of executive level management/leadership experiences to her work. Her professional background is filled with a variety of experiences including clinical practice, hospital systems management, academic education, government regulation and internet-based consulting. She was invited to the White House to represent South Dakota nurses during the Bush Administration. Dr. Koerner was the third recipient of the AONE Lifetime Achievement Award from AONE’s Institute for Patient Care Research & Education and has been inducted in the South Dakota Hall of Fame for her extensive contributions to healthcare. Dr. Koerner also played a key role in convincing South Dakota legislators to approve the legislation that allows NPs to be primary care providers in the state, helping to build out the 14-state consortium.

**KATHRYN FIANDT, PHD, APRN-NP, FAANP, FAAN**

Dr. Fiandt has been a family nurse practitioner since 1976. Since then, she has maintained an active practice with clinical expertise in the areas of chronic disease management and practice improvement. She has been active in the nursing center movement since 1990, serving as the clinical director of three nurse-managed health centers since 1990. She was at the University of Nebraska Medical Center (UNMC) from 1993 until 2007. During that time, she directed the family nurse practitioner program and became the Director of the Morehead Center for Nursing Practice. In 2007, she moved to Galveston, TX, where she served as the Associate Dean for Clinical Affairs until 2014; she then returned to the UNMC where she currently serves as the Associate Dean for Transformational Practice and Partnerships. In addition to being active in several nursing organizations, Dr. Fiandt is a Fellow of the American Academy of Nurse Practitioners, a Fellow of the American Academy of Nursing, and a Robert Wood Johnson Executive Nurse Fellow (2004 Cohort).
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<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Topic</th>
<th>Description</th>
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<tbody>
<tr>
<td>1:00 p.m.-1:45 p.m.</td>
<td>Sandy Berkowitz, RN, JD // Lorraine Bock, DNP, FNP-C, ENP-C, FAANP</td>
<td><strong>Welcome and Introduction</strong></td>
<td>In helping to get attendees comfortable with the future of healthcare delivery, this introductory session will provide an overall exploration of these innovative models as groundwork to build upon throughout the course.</td>
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<td>1:45 p.m.-2:15 p.m.</td>
<td>Lorraine Bock, DNP, FNP-C, ENP-C, FAANP</td>
<td><strong>Emerging Profile of NP Practice</strong></td>
<td>As full practice authority is enacted in state after state, nurse practitioners are beginning to venture into the world of practice ownership. The models are innovative, cost-efficient and patient-centered. Networking and support for all of these models and business education of the practitioners who own them are creating a brand new profile for primary care in the U.S.</td>
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<td>2:15 p.m.-2:45 p.m.</td>
<td>Sandy Berkowitz, RN, JD</td>
<td><strong>Skating to Where the Puck Is Going to Be</strong></td>
<td>Hockey great Wayne Gretzky said, “I’m great because I skate to where the puck is going to be.” NP private practices can learn a lot from physician private practice evolution to prepare for what’s sure to come.</td>
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<td>2:45-3:00 p.m.</td>
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<td><strong>Break</strong></td>
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<td>3:00 p.m.-3:30 p.m.</td>
<td>JoEllen Koerner, PhD</td>
<td><strong>Digital Connective Tissue: The Bridge to Digital Care</strong></td>
<td>Digital healthcare delivery is the next generation in providing care. It helps broaden application beyond the brick-and-mortar practice to include remote access. Discover how this innovative care model can increase access while learning about the practice management side that can help solve barriers to entry into independent practice.</td>
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<td>3:30 p.m.-4:00 p.m.</td>
<td>Kathryn Fiandt, PhD, APRN-NP, FAANP, FAAN</td>
<td><strong>The Value of an Aggregator</strong></td>
<td>Why an aggregator? As NP entrepreneurs, we should lean on one another for strength in numbers in order to be successfully independent. This session will look at the power of multiple NP practices that are clinically integrated and contracted under a single taxpayer identification number (TIN).</td>
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<td>4:00 p.m.-4:45 p.m.</td>
<td>All Speakers</td>
<td><strong>Q&amp;A Session</strong></td>
<td>Participate in a question-and-answer session with all of the day’s speakers. Bring your burning questions to be addressed and discussed with the entire group.</td>
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THE FEES

Attendees – $36
Target Audience
Nurse Practitioner Entrepreneurs // Full Practice Authority Nurse Practitioners // Other Interested Healthcare Professionals

THE VENUE

HOWARD COMMUNITY COLLEGE
Gateway Building
6751 Columbia Gateway Drive
Columbia, Maryland 21046

Conveniently located less than 16 miles from Downtown Baltimore, Howard Community College is a hub for higher learning in one of the most vibrant, best-educated counties in Maryland. Meeting will take place in the Charles I. Ecker Business Training Center, Conference Room 6.

THANK YOU TO OUR SPONSOR

NPAM
NURSE PRACTITIONER Association of Maryland

You can learn more about the Nurse Practitioner Association of Maryland and the advocacy they have provided for Maryland NPs since 1992 at www.npamonline.org.
NPAM was instrumental in leading the way to gaining full practice authority in Maryland.

REGISTER TODAY