

**Modernizing Medicine's First Annual Users Conference**

Conference Dates: November 7-9, 2014  
Pre-Conference Workshops: November 6-7, 2014  
Orlando, Florida



**Conference Sessions Overview**

Learn. Innovate. Network.



**MODERNIZING  
MEDICINE**

## All Specialties

*These sessions will take place Saturday, November 8 from 8:00 a.m. to 5:00 p.m. and Sunday, November 9 from 8:00 a.m. to 12:00 p.m.  
Pre-Conference Workshops to be announced and will take place November 6 - 7, 2014.*

Title	Description
<b>The ABC's of PQRS: How EMA™ takes the pain out of PQRS reporting</b>	EMA has a different approach with our PQRS Automation Service. You can learn how to become PQRS compliant with minimal data entry using structured data captured in EMA.
<b>ICD-10 Advanced Course: Understanding the subtleties of ICD-10 can make or break your bottom line</b>	Even if you feel comfortable with the basics of ICD-10, there are subtleties you should be aware of in order to minimize the financial impact on your practice. Familiarize yourself with these ICD-10 details now before October 2015 arrives.
<b>Compliance Advanced Course</b>	The Office of the Inspector General (OIG) and other governmental entities keep a watchful eye on providers to ensure compliance. EMA can help you to avoid the crosshairs. Learn about overuse of the 25 Modifier, when to use ROS, practices to help you avoid note cloning, appropriate use of Medical Decision Making and more.
<b>Practicing Evidenced-Based Medicine: Using schEMA™ powered by IBM Watson</b>	Admitting that it's impossible to remember all of the information from each textbook – not to mention all the published literature – and synthesize it at the point of care for the 40 to 50 patients you see every day is the first step. Differentiating between cognitive computing and search is the second step to inviting schEMA powered by IBM Watson into your exam room to help you practice true evidence-based medicine. See the power of schEMA in action.
<b>Image Management: Best practices with iPad, Axis, Topcon and Forum</b>	Maximizing your iPad with EMA and its image partners will provide you with a powerful patient management system and exam image review tools.
<b>How to be a Meaningful User in EMA: Learn the basics on using EMA to achieve MU</b>	While it's true that most of the meaningful use processes are automated and built into EMA, learn how this ultra capable tool will help you attest with ease.
<b>From Paper to Meaningful Use – Panel Discussion</b>	Hear our customer success stories on adopting EMA and achieving MU.
<b>MU Stage II: Best practices to comply with MU II without slowing down your practice</b>	Meaningful Use Stage II requires new criteria that eligible professionals must meet to continue to participate in the CMS Medicare and Medicaid EHR Incentive Programs. Implementing best practices now will help minimize complications down the road.
<b>The Future State of EMR Technology: Hear from leading EMR industry writer and thought leader, John Lynn.</b>	Few in the blogosphere have more of a pulse on EMR industry trends than John Lynn. This preeminent journalist will share his observations about where EMR technology is heading and what we should expect.
<b>Marketing Diva's Easy-to-Apply Social Media Tactics for Your Medical Practice</b>	Whether you're a timid tweeter or a seasoned sharer, social media can help you connect with your patients and grow your business. Benefits and drawbacks of online interactions with patients exist, so learn how to effectively connect while protecting you and your practice.
<b>How to Save 30 Minutes a Day in Documentation</b>	Tips and tricks on navigation, proper use of stickies, previous findings, follow-up exams, EMA Outcomes, when to use iPad and Web, and more.
<b>Is There an EMA in Your Pocket?</b>	Learn all about the new Pocket EMA. It's EMA made even more mobile on both iOS and Android devices for viewing patient history, chart notes, e-Prescribing and intramail
<b>Technology and Your Practice 360: Learn how to equip your office to optimize the EMA experience</b>	Lucky for you, EMA is cloud-based which means minimal hardware in your office. However, other aspects of your office set up can impact the EMA experience. Learn what they are and how to improve them.
<b>Super Savvy iPad User</b>	Tips and tricks on how to best use your mobile device to rev up your use of EMA.
<b>Maximizing EMA Support</b>	Learn how to best leverage EMA Central and Support Services.
<b>Improve the Patient Experience through Effective Staff Communication</b>	The patient experience isn't just about communication between you and your patient. Learn about how it starts with the communication between your practice staff and how to improve it.
<b>Platinum Sponsor Presentations</b>	Hear from our platinum sponsors: AdvancedMD and Kareo.

*Sessions are subject to change. Please visit [modmed.com/EMANation2014](http://modmed.com/EMANation2014) for the most updated information.*

## Specialty-specific

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### EMA Dermatology™

- Advanced Tips and Tricks for Dermatology Providers
- Improve Your Dermatology Workflow
- Smart Ways to Boost Your Effectiveness as a Dermatology Medical Assistant
- Forward Thinking: What's ahead for EMA Dermatology?  
*Moderator: Dr. Jordan Miller, Medical Director of EMA Dermatology. Hear from our medical directors and products owners about the future development of EMA. Learn about the product roadmap and provide feedback and insights for enhancements.*
- EMA in a Large Dermatology Practice - Panel Discussion
- EMA in a Small Dermatology Practice - Panel Discussion
- Ask Inga: Dermatology billing and coding expert Inga Ellzey's billing and coding update. Participate in a lively discussion and Q&A with Inga.

### EMA Ophthalmology™

- Advanced Tips and Tricks for Ophthalmology Providers
- Improve Your Ophthalmology Workflow
- Smart Ways to Boost Your Effectiveness as an Ophthalmic Medical Assistant
- Forward Thinking: What's ahead for EMA Ophthalmology?  
*Moderator: Harry Colas, Director of EMA Ophthalmology. Hear from our medical directors and products owners about the future development of EMA. Learn about the product roadmap and provide feedback and insights for enhancements.*
- EMA in a Large Ophthalmology Practice - Panel Discussion
- EMA in a Small Ophthalmology Practice - Panel Discussion
- Feature Presentations: Krieger Eye Institute, Emory Eye Center

### EMA Orthopedics™

- Advanced Tips and Tricks for Orthopedic Surgeon Providers
- Improve Your Orthopedics Workflow
- Smart Ways to Boost Your Effectiveness as an Orthopedics Medical Assistant
- Forward Thinking: What's ahead for EMA Orthopedics?  
*Moderator: Ellen Carpe, Director of EMA Orthopedics. Hear from our medical directors and products owners about the future development of EMA. Learn about the product roadmap and provide feedback and insights for enhancements.*
- EMA in a Large Orthopedic Surgery Practice - Panel Discussion
- EMA in a Small Orthopedic Surgery Practice - Panel Discussion

### EMA Plastic & Cosmetic Surgery™

- Advanced Tips and Tricks for Plastic & Cosmetic Surgery Providers
- Improve Your Plastic Surgery Workflow
- Smart Ways to Boost Your Effectiveness as a Plastic Surgeon Assistant
- Forward Thinking: What's ahead for EMA Plastic Surgery?  
*Moderator: Dr. Tim A. Sayed, Medical Director of EMA Plastic Surgery & EMA Cosmetic. Hear from our medical directors and products owners about the future development of EMA. Learn about the product roadmap and provide feedback and insights for enhancements.*
- EMA in a Large Plastic Surgery Practice - Panel Discussion
- EMA in a Small Plastic Surgery Practice - Panel Discussion

### EMA Otolaryngology™

- Advanced Tips and Tricks for Otolaryngology Providers
- Improve Your Otolaryngology Workflow
- Smart Ways to Boost Your Effectiveness as an Otolaryngology Medical Assistant
- Forward Thinking: What's ahead for EMA Otolaryngology?  
*Moderator: Dr. David Lehman, Medical Director of EMA Otolaryngology. Hear from our medical directors and products owners about the future development of EMA. Learn about the product roadmap and provide feedback and insights for enhancements.*
- EMA in a Large Otolaryngology Practice - Panel Discussion
- EMA in a Small Otolaryngology Practice - Panel Discussion



Learn more and register now:  
[modmed.com/EMAnation2014](http://modmed.com/EMAnation2014)

Learn More. Imagine More. Do More.

# Together.

If you are an EMA user, this not-to-be-missed conference is for you! Register to join your specialty colleagues, Modernizing Medicine's product experts, account managers, training staff, developers and company founders in warm and sunny Orlando this November to gain even more knowledge and expertise in using EMA. Sign up to bring as many of the EMA users as possible in your practice too. The more proficient everyone on your team is in using EMA, the more efficiencies you will experience every day.

Share your own expert user experience and best practices to help guide your colleagues in their use of EMA. ***A nation of EMA users can learn more, imagine more and do more – together.***

**November 6 - 9, 2014**  
**Orlando, Florida**

Agenda Overview:

### **Pre-Conference Workshops**

These workshops are designed for new EMA users only. Get your novice users up and running fast during these face-to-face meetings with our skilled EMA trainers who will provide hands-on training and answer questions.

### **Hear from Our Founders Dan & Michael**

Start Saturday morning at our General Session with presentations from our co-founders Dan Cane and Michael Sherling, M.D., along with a special guest keynote speaker.

### **EMA and Top Compliance Issues**

Learn more about top compliance issues like Meaningful Use and PQRS. See how EMA handles ICD-10 like nothing you have ever seen before, and try out schEMA, our new app accessed through EMA and powered by the brilliance of IBM's Watson.

### **EMA Central Live Support**

Live, on-site support will be available for you, too, throughout the conference, so don't miss this event of the year that will lead you into 2015 as a more confident, competent EMA user and member of the fast-growing EMA Nation.

### **Client Reception**

Featuring the popular Party Crashers band, come network and party with your fellow conference attendees and the Modernizing Medicine staff.

Learn. Innovate. Network.

Got questions? Please email us at  
[EMAnation@modmed.com](mailto:EMAnation@modmed.com)



Scan this QR code for more details.  
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