Worried about meeting your license renewal requirements this year? Interested in knocking out up to 11 hours of CME in one weekend?

JOIN US!

All Pennsylvania physicians are invited to a weekend of learning, team and leadership development, and networking in Hershey. Free to PAMED members; Non-members $149.
PENNSYLVANIA MEDICAL SOCIETY

PAMED

ANNUAL

education

CONFERENCE

October 17-18, 2014

Get Fall Training: Learn, Lead, Grow
For Your Practice of Medicine,
Business of Medicine and Life of Medicine...
Practicing medicine today requires so much more than just taking care of patients... You are a player on many teams—for your practice, your profession, your colleagues, your specialty, and your family. Multiple transitions, many challenges—it can be exhausting.

Everything is increasing or expanding around you: Compliance. Quality. Costs. Documentation standards.

More than ever before, you need the right tools—right now—to survive and thrive in medical practice.
Worn down by the pace of medical practice?  
Want to be a better advocate for your patients?  
Want to be a better team member?

This fall, take two days out to get the training and momentum you need during Pennsylvania Medical Society’s (PAMED) Annual Education Conference.

Held in conjunction with the 2014 House of Delegates, the Conference will help you put new strategies into action today for your practice, business, and life of medicine.

Or call 855-PAMED4U to register by phone
After a decade of standard-setting and research on chronic pain control, the assessment and management of pain continues to be inadequate. Evidence-based guidelines emphasize thorough assessment, prompt recognition, frequent monitoring, multimodal analgesic therapies, and patient input; yet, gaps persist in clinicians’ knowledge and practice. Rates of misuse and abuse of nonprescription medications continue to rise, resulting in addiction, drug poisoning, and overdose death. Despite these concerns, appropriate use of opioids can improve a patient’s quality of life. Education on best practices for safe opioid use is critical for all clinicians managing patients with chronic pain.
1 PM
Lunch Break – Box Lunch Provided

2—5 PM
Leading Transformational Change—
The Physician-Executive Partnership**
Collaborative session with The Hospital & Healthsystem
Association of PA (HAP)
Faculty: Stephen Beeson, MD; Michael Consuelos, MD; Gus Geraci, MD
For system integration to work, physician and administrative leadership must be tightly coupled, moving in a unified direction. Everyone must support and engage in a collaborative organizational structure and culture and demonstrate behavior that is consistent with the vision and values of the organization. Learn how to unify the diverse cultures and philosophies of both physicians and administrators in order to create a shared agenda.

3—5 PM
Get What You Deserve, Save What You Get
Faculty: Julia Gabis, JD; Elizabeth Metz, JD; Thomas Rowan, ChFC
Are you in the latter part of your residency or first 10 years in practice? Find out how to navigate your first employment contract and learn financial planning tips targeted to your career stage. Knowing what contract terms and provisions to seek, and likewise to avoid, is key to avoiding dissatisfaction and emotional or financial stress after you’re on the job. This session will help you take steps now to protect your future financial well-being—even when you’re “broke.”

Practice of Medicine sessions address clinical practice, communication, patient care quality, teams and leadership
Business of Medicine sessions address regulatory, compliance, or financial considerations in your practice

Or call 855-PAMED4U to register by phone
5 PM  
Dinner Break – Free Time on Your Own

7:30—9 PM  
CONCURRENT SESSIONS:
Tips to Navigate the Residency Match
*Sponsored by PAMED’s Medical Students Section*
Faculty: Tamara Fierst, MD; Lee Geraci, DO; John Goldman, MD

The residency application and match process can be long and stressful for medical students. Get tips from residents and ask questions about researching programs, filling out your application, acing your interview, and determining your rank-order list.

*Bonus: Primer for the course – free online video at www.pamedsoc.org/thematch*

Life after Residency—Choosing Your Practice Setting
*Sponsored by PAMED’s Residents and Fellows Section*
Faculty: Paul Gurny, MBA; David Joyce, MD

Most people, including physicians, choose their first job based primarily on money and location. But relying on those two factors alone is risky and explains why 30-40 percent of physicians are dissatisfied in the first five years. Choosing your first job is a major life decision, and it’s a scary task. Learn how to organize your decision-making process, what factors to consider, and how to “work” your decision.
Refueling Your Inner Fire—Strategies to Address Physician Burnout***

*Sponsored by PAMED’s Young Physicians Section*

**Faculty: Steven Cartun, MD; Heather Wilson, MSW**

The statistics are staggering: 90 percent of physicians surveyed would not recommend medical school to their children; 60 percent of family physicians would retire today if they could; and more than 400 physicians commit suicide each year. Explore the potential disconnect between the dream that led you to become a physician and the reality of practicing medicine today, and how dissonance between your values and career can lead to dissatisfaction and burnout. You can recognize the signs and symptoms and be prepared to use strategies and tools to rejuvenate your mental well-being.

**Economic and Workforce Updates—Medicaid vs. Healthy PA; Tax Planning Tips & Cutting Your Tax Bill; and the Contribution of International Medical Graduates to the US Healthcare System***

*Sponsored by PAMED’s International Medical Graduates Section*

**Faculty: Martin Abo, CPA; Michael Baer, MD; John Boulet, PhD**

This session tackles a trio of topics impacting physicians. Do you know the difference between Medicaid and Healthy PA? Hear an overview of Healthy PA and how it contrasts with Medicaid in Pennsylvania. Paying more taxes than you should or missing deductions? Learn practical strategies from a seasoned tax professional and leave with questions to explore with your own advisor. Want to know more about
world-wide medical education and research? Dr. Boulet will outline the status of the IMG workforce in the U.S, particularly in Pennsylvania, and share his thoughts on what the US IMG physician workforce will look like in the future.

9—10 PM  
**Welcome Social**  
Join us for a welcome social to network with friends, colleagues, and PAMED staff.

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SAT., OCT 18

7 AM  
**Registration Opens**

10—11:30 AM  
**ICD-10: Are You Afraid of Falling Debris and Angry Water Fowl?***  
**Faculty: Marc L. Leib, MD**

“When I was hit by the spacecraft I fell in the water and was bitten by a duck.” Yes, you will actually find ICD-10 codes to document this patient encounter. Physicians have considerable angst related to the ICD-10’s expanded documentation, and the transition to the new code set. The good news is that the extended implementation timeframe gives you a chance to step back, analyze where and how it will impact your practice, and take more control over your practice’s ICD-10 transition. Get the clarification you seek, dispel any myths or misnomers, and create an action plan to keep you moving toward a successful implementation.

11 AM—12 PM  
**Maintenance of Certification (MOC)**

Maintenance of Certification (MOC) has become increasingly controversial, with many physicians labeling it
confusing, costly, time-consuming, and a poor method of demonstrating continued proficiency in one's specialty. While objections have been raised to all four parts of the MOC process, most of the opposition centers around Part III (the examination), and Part IV (the practice performance assessment). This session will review the most frequently raised concerns, bring you up to date on current PAMED and AMA actions to address those concerns, and provide a forum for attendees to air their views on this important issue.

11:30 AM Lunch Break – Box Lunch Provided

1:30—3:30 PM Governance Experience—PAMED House of Delegates Reference Committees
You are invited to sit in on the Reference Committee discussions and engage in the decision-making process during PAMED’s House of Delegates annual business meeting. Discover how PAMED delegates are helping to shape the future of medicine in PA. Stay in one or visit them all!

4—5 PM CONCURRENT SESSIONS
A PCMH Blue Print for Physicians:
“Building Your Home”***
Faculty: Peter A. Mercuri, MBA
“Building Your Home” will instruct you in the fundamentals of creating and managing a successful Patient-Centered Medical Home (PCMH) within your practice. Learn about both the upfront and transitional time, staff, EHR investment costs, and how to facilitate practice change.
Physician Advocacy that Works***
Faculty: Michael Fraser, PhD; Larry Light
Do your legislators really hear your concerns? Are you a reluctant advocate, hoping to get more politically engaged? To be an effective political advocate for your patients and profession, you need to apply relevant strategies in your conversations with legislators and their aides. This hands-on session will give you the tools to build better relationships in the political arena.

Match-a-Member Mentor Orientation and New Member Reception
Hosts: PAMED and County Staff
Want to be a mentor or find a mentor? Join us for a short orientation program followed by a networking reception to welcome new members to PAMED. (Pre-registration is appreciated).

4:30-6 PM
Resident Poster Contest Judging***
Faculty: You!!!
Conference participants are invited to help evaluate poster presentations by members of PAMED’s Residents and Fellows Section. Come chat with the presenters and give your feedback as a contest judge.

6 PM
Conference Adjourns
CME ACCREDITATION AND DESIGNATION

*Extended-Release and Long-Acting Opioid Analgesics Risk Evaluation and Mitigation Strategies (REMS)

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education and the American Osteopathic Association Council on Continuing Medical Education through the sponsorship of The University of Nebraska Medical Center, Center for Continuing Education, The France Foundation, the Federation of State Medical Boards, the FSMB Foundation and the American Osteopathic Association of Medical Informatics.

The University of Nebraska Medical Center, Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Nebraska Medical Center, Center for Continuing Education designates this live activity for a maximum of 3 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The American Osteopathic Association Council on Continuing Medical Education, through its accredited CME sponsor, the American Osteopathic Association of Medical Informatics, has designated this live activity for a maximum of 3 AOA Category 2B credits. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Leading Transformational Change—The Physician-Executive Partnership

The American College of Physician Executives (ACPE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

ACPE designates this live activity for a maximum of 3 AMA PRA Category 1 Credit(s)™. Physician should claim only the credit commensurate with the extent of their participation in the activity.

***All other sessions designated for CME credit as part of the 2014 Annual Education Conference:

The Pennsylvania Medical Society (PAMED) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

PAMED designates this live activity for a maximum of 5 AMA PRA Category 1 Credit(s)™. Physician should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure of Relevant Financial Relationships:

Dr. Michael Ashburn has disclosed that he served as the principal investigator or co-investigator on grants awarded to the University of Pennsylvania by GW Pharma and Medtronic and served as a consultant to Insys Therapeutics, Maruishi, and Teva.

No one else involved in the planning or delivery of this activity has any relevant financial relationship to disclose.
FACULTY

Martin Abo, CPA, ABV, CVA, CFF – Martin Abo of Abo and Company, LLC has comprehensive experience in individual and corporate financial, business and tax planning. His previous experience includes several years with the tax department and audit staff of a Big Four CPA firm as well as regional firms before he founded the present enterprise.

Marty had previously served as a director of a local bank and, fourteen times, has been one of 150 participants selected by the S.E.C. from CPAs, lawyers, bankers, venture capitalists and economic development experts, from across the nation for its annual conference on issues relating to Small Business Capital Formation. He was elected to serve as a New Jersey delegate to the White House Conference on Small Business under two U.S. Presidents. The Small Business Administration also named Marty Accountant Advocate of the Year.

A graduate of Syracuse University, Mr. Abo is an active member and has chaired for two years the Litigation Services Committee of the New Jersey Society of CPA's and serves on the Litigation Support & Forensic Accounting Interest Group of NJSCPA. Marty holds the professional designation of Certified Valuation Analyst from the National Association of Certified Valuators and Analysts.

Michael A. Ashburn, MD, MPH, MBA – Dr. Ashburn is professor of Anesthesiology and Critical Care, and a Senior Fellow of the Leonard Davis Institute of Health Economics at the University of Pennsylvania. He is the Director of the Penn Pain Medicine Center and Co-Director of the Palliative Care Program at the Abramson Cancer Center. Dr. Ashburn was president of the American Pain Society from 2000 - 2002.

He has been active in clinical research, mainly centered on the development of outcome measurement systems for chronic pain and palliative care, the integration of specialty care into primary care practice through the patient-centered medical home model of care, the study of non-invasive drug delivery systems, and the conduct of safety and efficacy trials intended to evaluate a drug or device for the treatment of pain.

Michael T. Baer, MD – Dr. Baer is the Network Medical Director for AmeriHealth Caritas. In this position, Dr. Baer serves as the plan’s physician liaison to the provider community, DPW, and medical associations.

A Board Certified Family Medicine physician by trade, Dr. Baer has made Central Pennsylvania home for the past 40 years beginning with his primary education at the Milton Hershey School, college at Gettysburg College, medical school at Penn State’s Milton S. Hershey College of Medicine, and residency at the Reading Hospital and Medical Center.

Since his training, Dr. Baer has practiced throughout the area in various positions in urgent care and family medicine with the Capital Health System, Family Physicians of New Cumberland, New Cumberland Army Depot Health Clinic, Lebanon VA Hospital and Medical Center, and Holy Spirit Hospital’s Spirit Physicians.

Dr. Baer worked with the Pennsylvania Department of Welfare's Bureau of Fee- For-Service from 2005 to 2012 where he gained invaluable experience with Pennsylvania’s Medicaid program, as a medical director.
Stephen Beeson, MD – Dr. Beeson is a nationally recognized speaker who has provided tools and tactics for engaging and training physicians for hundreds of medical groups and hospitals and thousands of physicians throughout the country. In 2009, he released the book, Engaging Physicians: A Manual to Physician Partnership. This critically acclaimed book takes system leaders on a staged journey to physician enrollment in organizational change efforts.

Dr. Beeson is a board-certified family medicine physician practicing with Sharp Rees-Stealy Medical Group. In 2001, he was selected by Sharp HealthCare leadership to serve as the Physician Director for the Sharp Experience, an organizational commitment to service and operational excellence. Dr. Beeson’s patient satisfaction ranks him in the 99th percentile nationwide, and Sharp Rees-Stealy Medical Group is currently ranked the #1 medical group in California in service and quality for the third consecutive year. San Diego County Medical Society voted Dr. Beeson as one of San Diego’s best physicians for five consecutive years. Recently, Dr. Beeson was a recipient for the Center of Recognized Excellence Award for Individual Service Excellence.

Dr. Beeson graduated magna cum laude from the University of California, where he also completed his medical school and residency training.

John “Jack” R. Boulet, PhD – Dr. Boulet is Associate Vice President, Research and Data Resources, for the Foundation for Advancement of International Medical Education and Research (FAIMER) and Assistant Vice President, Research and Evaluation, for the Educational Commission for Foreign Medical Graduates (ECFMG).

For the past 15 years, Dr. Boulet has worked on the development of performance-based credentialing assessments in medicine. He has published extensively in the field of medical education, focusing specifically on measurement issues pertaining to performance-based assessments. As part of ongoing FAIMER research activities, he is coordinating the development, linking, and mining of data resources that can help inform national and international policies concerning health workforce distribution.

Dr. Boulet currently serves on the editorial boards for Advances in Health Sciences Education, Education for Health, and Simulation in Healthcare. He is the deputy editor for Medical Education.

Steven Cartun, MD - Steve Cartun, MD is board certified by the American Board of Psychiatry and Neurology. He completed his psychiatry residency at Yale University, where he was selected to be Chief Resident.

He worked as a Medical Director at Family Behavioral Resources and Family Services of Western PA. He has been a consultant to the health care advertising division of Saatchi & Saatchi for over ten years where he mentors account executives in understanding the practical applications of mental health to pharmaceutical marketing. Dr. Cartun has been an instructor for Yale Medical students in both psychiatry and in laboratory medicine and has taught and mentored medical students from several educational programs. He also served as a consultant to Yale Law School for the Moot Court Competition.

Dr. Cartun is passionate about helping physicians to combat burnout and develop resilience and devotes many hours to presenting or writing on these topics. He is currently working with Perkins Will, the largest international global health care design and architecture firm in the world, to develop a retail-based model for the implementation of resilience training and evidence-based mental illness prevention tools.
Michael J. Consuelos, MD, MBA – serves as the Senior Vice President for Clinical Integration for the Hospital and Healthsystem Association of Pennsylvania. In this role he will work to engage physician leaders, support hospital and health system leaders in developing new payment models, improve quality and clinical care, and support integration of care across the continuum.

Dr. Consuelos has held multiple physician leadership positions, encompassing physician practices and pediatric service lines since 1997. He has extensive experience leading health system capital planning, strategic business ventures, physician compensation plans, and community pandemic response. For the past nine years he has also coached physician leaders and lectured on a variety of leadership competencies.

Dr. Consuelos received his undergraduate degree from Princeton University and his medical degree from the University of Pennsylvania. He completed his pediatric training at Children’s Hospital of Pennsylvania and the Walter Reed Army Medical Center. He received his Executive MBA from the Pennsylvania State University Smeal College of Business and is a Fellow of the American Academy of Pediatrics.

Tamara Fierst, MD – Dr. Fierst graduated from Temple University School of Medicine and is currently a fourth year resident in the Department of Neurosurgery at Temple University Hospital. Presently she is working on low grade glioma treatment in the Storm/Resnick Research Lab at Children’s Hospital of Philadelphia. Dr. Fierst is a past chair of the Resident and Fellows Section of Philadelphia County Medical Society. She resides in North Wales, Pennsylvania with her husband.

Michael R. Fraser, PhD, CAE – Dr. Fraser has over 15 years of experience supporting and serving Federal, state, and local public health and health care agencies. He assumed the position of Executive Vice President and Chief Executive Officer of the Pennsylvania Medical Society (PAMED) in August 2013 after serving for six years as Chief Executive Officer at the Association of Maternal and Child Health Programs (AMCHP), a national association based in Washington D.C.

Dr. Fraser has been recognized nationally for his leadership and management acumen, most recently having been awarded the 2014 Maternal and Child Health Bureau’s Director Award and nominated for CEO Update Magazine’s “Top CEO” award in 2013 by his coworkers and peers. In 2009 he received a “Young and Aspiring CEO” award from Association Trends magazine and in 2010 he earned his Certified Association Executive (CAE) credential. Dr. Fraser received his doctorate in sociology from the University of Massachusetts at Amherst in May 1997 and his M.A. in sociology in 1994.

Dr. Fraser has served on several national boards and advisory committees throughout his career. He is currently a board member of Family Support of Central Pennsylvania, dedicated to supporting families and preventing child abuse. Dr. Fraser has published several research articles and professional publications.

Julia E. Gabis, JD – Ms. Gabis practices law through the firm of Julia E. Gabis & Associates in Conshohocken. She received her B.S. from The Pennsylvania State University and her J.D. from Temple University School of Law. Before entering private practice, Ms. Gabis served as University Counsel for Hahnemann University and as assistant counsel for the Pennsylvania Department of Health. She has concentrated her practice in health law since 1980 and has lectured and written frequently on a range of health law topics. Ms. Gabis serves as a consultant to the Pennsylvania Medical
Society’s Member Engagement, Education & Outreach division, reviewing agreements for physicians upon request.

**Gaspere “Gus” Geraci, MD** – Dr. Gus Geraci has more than 30 years of clinical, administrative and teaching experience in the healthcare world. As a consultant, Dr. Geraci is helping others, including the Pennsylvania Medical Society as Consulting Chief Medical Officer, achieve the goal of positioning physicians to lead and shape health care delivery to assure that the evolving system provides quality and value to patients and the community.

Clinically, Dr. Geraci has practiced emergency, occupational, and family medicine including inpatient care and continues to practice part time. Dr. Geraci has garnered many years of medical management experience while serving in roles as diverse as a solo Family Physician in a fully computerized office to a Medical Director in Commercial and Medicaid health plans, to a Chief Medical Officer in a Fortune 15 health care vendor. His special interests include IT in Medicine, Physician Management and Profiling, and Quality Improvement.

**Leonardo Geraci, DO** – Dr. Geraci was born and raised in Central Pennsylvania. Graduating from McDaniel College in Maryland, he earned his medical degree at the Philadelphia College of Osteopathic Medicine. Dr. Geraci then returned to the area to complete his general surgery residency at Pinnacle Health’s Community General Osteopathic Hospital. He is now in private practice as a general and bariatric surgeon. He also serves as director of the surgical skills lab at Community General Osteopathic Hospital.

**John D. Goldman, MD** – Dr. Goldman is the Administrative Director and Vice Chairman for the Department of Medicine at PinnacleHealth Hospitals. He is also serving as the Interim Director of Pinnacle Health’s Hospitalist program. Dr. Goldman served as the Internal Medicine residency program director at PinnacleHealth Hospitals for over 10 years and has extensive experience working with and supervising residents and dealing with residency challenges. He is the Designated Institutional Officer (DIO) for the GME program and is Chair of the Graduate Medical Education Committee.

Dr. Goldman is board certified in internal medicine and infectious disease. He is a graduate of Dartmouth College and the University of Chicago Pritzker School of Medicine. He completed his residency and fellowship at the New England Medical Center.

**Paul Gurny, MBA, MS** – Paul Gurny is the Managing Director of Essential Seminars for Physicians, LLC (ES4P). ES4P provides educational seminars to physicians on a number of business issues ranging from finance and accounting to leadership and management. Paul is also a professional faculty member of the Johns Hopkins University School of Medicine and Carey School of Business. He was the chief architect of the *Hopkins Business of Medicine*, a program jointly offered by the School of Medicine and the Carey School of Business.

Most recently, Mr. Gurny was Vice President of Quality Measurement and Performance Outcomes for InforMed, a database warehouse and care management firm. Prior to joining InforMed, he was the Deputy Secretary for Health Care Financing in the Maryland Department of Health and Mental Hygiene. He oversaw Maryland’s Medicaid program.
Mr. Gurny holds a bachelor’s degree in zoology from the George Washington University. He also holds a master’s degree in business administration with a concentration in health care and a master’s of science in finance, both from Loyola University in Maryland.

David Joyce, MD, MBA – Dr. Joyce is the Director of Physician Education Programs for Essential Seminars for Physicians, LLC. He is a physician and business consultant with special interests in strategic planning and marketing of physician practices at all levels in the health care network. He shares experiences with physicians at all levels of practice, from a solo practice provider to large group high volume organizations. He has a unique insight into the business needs of physicians and provides a valuable resource to aiding physicians to maintain a successful and sustainable business model.

Dr. Joyce received his Bachelors’ Degree from Fairfield University in Connecticut and went on to graduate studies in Biology and Bacteriology at Boston College. He received his MD degree at Georgetown University School of Medicine while under scholarship from the U.S. Army. He completed and internship and residency in Obstetrics and Gynecology at Walter Reed Army Hospital in Washington D.C. and went on to obtain board certification with the American Board of Obstetrics and Gynecology.

Currently Dr. Joyce is devoting his full time to the use of his unique skill set to consult physician’s practices and to develop an educational initiative that will enable all health care professionals to maintain a successful and satisfying practice environment. In his spare time he has an active family life with his wife of 28 years and his three college age children.

Marc L. Leib, MD, JD – Dr. Marc Leib practiced medicine in the private practice sector for over 20 years, mostly in Tucson, Arizona. Dr. Leib was a founding member of a group of anesthesiologists that began with twelve members and had over 60 active partners when he left the practice. Dr. Leib served as the Chair of the Department of Anesthesia for six years in one of the large hospitals in Tucson. During his last few years of active practice, Dr. Leib attended the University of Arizona College of Law. After graduation he worked at a large law firm in Washington, D.C., primarily on health law issues involving the Centers of Medicare and Medicaid Services and the Food and Drug Administration.

After several years in D.C., Dr. Leib returned to Arizona to serve as the Chief Medical Officer of the Arizona Health Care Cost Containment System (AHCCCS), Arizona’s Medicaid Program. In that position he was responsible for the determining the clinical policies governing the care provided to over 1.5 million Arizona Medicaid recipients. Dr. Leib served in that position for just over 10 years, the longest serving CMO in the history of the Arizona Medicaid program.

Dr. Leib serves on numerous national committees for the American Society of Anesthesiologists (ASA), is Chair of the ASA Committee on Economics, one of that organization’s largest committees, and serves on a number of other ASA committees. In addition, Dr. Leib serves on the American Medical Association/ Specialty Society RBRVS Update Committee, commonly known as the RUC. He has served as the Chair of the Medicaid Medical Directors Network, a national organization of Medicaid Medical Directors and Chief Medical Officers from each state Medicaid program.

Larry L. Light – Larry Light is Senior Vice President Physician Advocacy & Political Affairs for the PA Medical Society. Mr. Light came to PAMED in 1981 after 8 years on the State Senate staff. After 28 years as a lobbyist, he assumed responsibility for leading the PAMED physician advocacy effort at both the state and federal levels and directing the PAMED political action committee, PAMPAC. He is also responsible
for liaison with the PA Congressional Delegation. Mr. Light serves on the Executive Committee of the AMA’s Advocacy Research Center and the Scope of Practice Partnership.

**Peter A. Mercuri, MBA** – A certified healthcare technology specialist, Mr. Mercuri has spent almost a decade in the health information technology field, providing consultant support to numerous medical specialties, hospitals, and rehab, long term care and behavioral health facilities.

He serves as the Health Information Technology Outreach, Implementation & Workflow Coordinator for Quality Insights of PA/PA Reach. Mr. Mercuri helps Primary Care providers with their transition to electronic medical records and has assisted more than 150 providers with Meaningful Use Stage 1 attestation. Currently he is working with 16 practices as they strive to attain the status of a Patient Centered Medical Home.

Mr. Mercuri completed his undergraduate studies at Lehigh University and earned an MBA in Management from West Chester University.

**Elizabeth B. Metz, JD** – Elizabeth Metz, JD is the General Counsel for the Pennsylvania Medical Society. She received her B.A. from The College of William and Mary and her J.D. from Dickinson School of Law, which is now part of The Pennsylvania State University. Ms. Metz has been involved in developing products and services to assist PAMED members on legal matters involving the practice of medicine for over 30 years.

**Thomas W. Rowan, CLU, ChFC, CLTC** – Mr. Rowan has more than 35 years of experience in the financial services industry. Tom is a graduate of Penn State University with a B.S. in Finance. He also received a Charter Life Underwriter (CLU) degree and a Chartered Financial Consultant (ChFC) degree from the American College. He is also certified in Long Term Care.

Mr. Rowan entered the insurance industry with Prudential in 1977 as a Special Agent. He was promoted in 1988 to the position of Managing Director and ran Prudential’s Central PA Operations for 8 years. In 1996 Tom started his own firm, Rowan Associates, located in Camp Hill, PA. He currently works with the Pennsylvania Medical Society Foundation and has conducted numerous “Asset Protection Strategies” seminars for many county medical societies.

Tom resides in Harrisburg and has 3 children.

**Heather A. Wilson, MSW, CFRE** – Ms. Wilson serves as deputy executive vice president of the Pennsylvania Medical Society responsible for operations and administration. She concurrently serves as executive director of the Foundation of the Pennsylvania Medical Society – the charitable arm of PAMED. Prior to her work with the Foundation, Wilson spent 12 years with Lancaster General Health System and eight years with The Salvation Army.

Ms. Wilson’s experience includes more than two decades of leadership in the health and human services field holding executive and senior-level positions. She focuses on meeting critical human needs, maximizing community impact and brokering effective resources and partnerships.

Ms. Wilson earned a Master's degree in Social Work and a Bachelor of Science degree in Early Childhood/Elementary Education at Temple University, Philadelphia. She is a Certified Fundraising Executive. Ms. Wilson resides in Lancaster with her family.
Hotel Reservation Information

Hotel reservations may be made on-line at https://resweb.passkey.com/go/PMS2014 or by calling the Hershey Lodge reservations line at 717-533-3131.

ROOM RATES ARE PER ROOM PER NIGHT

<table>
<thead>
<tr>
<th>Room Type</th>
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<tbody>
<tr>
<td>Single</td>
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</tr>
<tr>
<td>Double</td>
<td>$195.00 per room per night</td>
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European Plan: This 2014 rate includes overnight accommodations per room per night only and is subject to 6% PA occupancy tax and 5% local tax.

Check-in time: 4:00 PM  Check-out time: 12:00 PM

The hotel reservation deadline is September 15, 2014. Please note that Hershey Park in the Dark will be taking place the same weekend as our meeting, so make your reservations early!

HERSHEY LODGE
325 UNIVERSITY DRIVE, HERSHEY, PA 17033

For additional information about the hotel and its amenities, restaurants, etc., please visit www.hersheylodge.com

For additional information about area attractions please visit www.visithersheyharrisburg.org

Register online at www.pamedsoc.org/educationconference