Society for Innovative Medical Practice Design

4th Annual Conference

December 2-4, 2007 | Hyatt Regency Crystal City | Arlington, Virginia

Join us and put the future of medical practice design in your hands.
Dear Colleagues,

Welcome to the premier conference designed especially for medical practitioners who want to put the destiny of their medical practices in their own hands!

The Society for Innovative Medical Practice Design (SIMPD) was founded by a group of healthcare innovators who promote a direct financial arrangement with their patients in order to restore the integrity of the patient-physician relationship. Bring your curiosity, your creativity and your questions to this important gathering of entrepreneurial physicians and learn how they are incorporating a system that is a throw-back to the days when there was a medical marketplace and physicians served their patients with direct medical practices.

Advocates of the SIMPD mission are those physicians who realize their practices have been regulated and imposed upon by third party payers for too long. If you have been working for the wrong employer (the insurance industry and government) and want to learn from the creativity and resourcefulness of practitioners and industry leaders in the vanguard, this is the conference for you. Learn how to promote easy access to preventive services and provide a higher quality of life for your patients, while making your life more fulfilling and rewarding.

For more information on SIMPD and the conference, visit our website, www.simpd.org. You can register on-line or use the attached registration form to make your plans today. I look forward to meeting you in December!

Sincerely,

Chris Ewin, MD, FAAFP
President

For sponsorship and exhibitor information, call Charles Collie at Transmarx, LLC, 804-266-7422, extension 7409.

Enjoy a convenient meeting location

Hyatt Regency Crystal City
2799 Jefferson Davis Highway
Arlington, VA 22202
Phone: 703-418-1234
Direct Dial Reservations:
1-800-233-1234
www.crystalcity.hyatt.com

The SIMPD 4th Annual Conference is located just 5 minutes from Ronald Reagan Washington National Airport in Arlington, Virginia, and an easy Metro ride to Washington, DC. Please make your reservations directly with the Hyatt Regency reservations department at 1-800-233-1234. Please advise them that you are a SIMPD or CDHCC (Consumer Directed Health Care Conference) attendee so you can take advantage of the discounted rate of $225.00 per night.

Reservations must be made by November 9, 2007 in order to receive the discounted group rate!

United Airlines is the official airline of SIMPD and CDHCC. To take advantage of the special discounts being offered by United Airlines, you may contact United Airlines Meeting and Convention Plus Planning Office at 1-800-521-4041. Refer to CHW, Meeting Number 529TY. United Airlines Meetings and Convention Plus Customers may take advantage of negotiated rates with Avis and Budget. You will receive 10% off the lowest promotional rate presently advertised.
Tuesday, December 4

8:00 am – 9:30 am Legislative Issues
Health Care Policy Review:
- Moderator: Garrison Bliss, MD, Qliance
- Grace-Marie Turner, Galen Institute
- State Issues: Garrison Bliss, MD, Washington and Vic Wood, MD, Doctors Urgent Care, West Virginia
- National Issues: Darin Engelhardt, MD

9:30 am – 9:45 am Break

9:45 am – 11:45 am Central Patient Record: What Works and What Doesn’t Work
- Chris Ewin, MD, 121 MD
- Ken Hill, RPh; CEO, PDX, Inc.
- David C. Kibbe, MD, MBA, Principal, The Kibbe Group LLC and Senior Advisor, Center for Health Information Technology, American Academy of Family Physicians

11:45 am – 12:00 pm Break

12:00 pm – 1:15 pm Luncheon Discussion – “Sick and Sicker”: A Consumer’s Perspective on Health Care Reform
- Logan Clements, Producer, film clips of “Sick and Sicker”, a movie in response to Michael Moore’s ‘Sicko”
- Greg Scandlen, Consumers for Health Care Choices

1:15 pm – 1:30 pm Break

1:30 pm – 3:00 pm General Session: Presidential Candidate Healthcare Policy Review
- Moderator: Newt Gingrich, former Speaker of the House; CEO, Center for Health Transformation

3:00 pm – 3:15 pm Break

3:15 pm – 5:00 pm Direct Practices: The Changing Face and Future Direction of Patient Driven Medical Care
- Chris Ewin, MD, 121 MD (Retainer model)
- Darin Engelhardt, MDVIP (Fee for non-covered services)
- Vern Cherewatenko, MD, MEd (Fee for service)
- Michael Cantor, MD, JD, Dovetail (Fee for service, home health)
- Michelle Eads, MD, Pinnacle Family Practice (Micropractices)
- Chairman, Garrison Bliss, MD, Qliance, (Patient-financed business model)

5:00 pm – 7:00 pm Reception in the Expo Hall
Please print or type information exactly as you want it to appear on your badge.

Name (with degree)________________________________________________________________

Nickname for badge________________________________________________________________

Affiliation_______________________________________________________________________

Address________________________________________________________________________

City/State/ZIP____________________________________________________________________

Phone_____________________________________ Fax__________________________________

Email address____________________________________________________________________

Pre-Conference Seminar
Sunday, December 2, 2007
“Strategies for Starting and Growing a Successful Direct Medical Practice”

SIMPD member/M.D. & D. O./resident or medical student $400
Non-member/M.D. $600
Consultant $999
Additional attendee $300

Name of an additional attendee from your practice/company who will be attending the pre-conference seminar at the special $300.00 rate: ___________________________

SIMPD 4th Annual Conference
Monday – Tuesday, December 3-4, 2007

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Questions?
804-266-7422 x7408

By Mail:
SIMPD
c/o Transmarx, LLC
PO Box 448
Richmond, VA 23219

By Fax:
804-225-7458

Please contact the Hyatt Regency Crystal City directly at 1-800-233-1234 to make your hotel reservations.

Cancellation Policy: No refunds given for cancellations or no-shows. Substitutions can be made with an administrative fee of $150.00. Registration constitutes a binding agreement between the parties which shall be honored by registrant’s bank, Credit Card Company and other third parties. Your credit card charge will appear as “Transmarx Conferences.”
Join us at the SIMPD 4th Annual Conference and come away with information and solutions for your important and innovative medical practice.

Be introduced to Solutions to the health care crisis.

Hear about Innovative medical practice designs.

Learn about our Member-driven society of direct practice physicians.

Experience Patient-physician relationships that benefit everyone.

Understand why Direct practice models are a simpler and more responsible solution to today’s over-regulated medical practices.

Take this important opportunity to network with leaders who are changing healthcare design and take home new, innovative ideas that will improve your practice and your life.

To learn more about SIMPD and the annual conference, visit www.simpd.org.
Join us...

Hyatt Regency Crystal City, Arlington, Virginia
December 2-4, 2007