

# 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.



# Invitation from the SIMPD President



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](http://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,

A handwritten signature in black ink that reads "Chris Ewin, MD". The signature is written in a cursive, flowing style.

Chris Ewin, MD, FFAFP  
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](http://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.

# SIMPD 4th Annual Conference

## Preliminary Program Schedule (subject to change)

### Sunday, December 2

**8:00 am - 5:00 pm** Strategies for Starting and Growing a Successful Direct Medical Practice: A "How to" Pre-Conference Seminar *John Blanchard, MD & Marcy Zwelling-Aamot, MD*

**5:00 pm – 6:30 pm** Networking Reception

### Monday, December 3

**8:00 am – 9:00 am** Opening Session  
*Remarks by the President, Chris Ewin, MD, FAAFP  
President-Elect, Thomas W. LaGrelus, MD*

**9:00 am - 10:00 am** The Trust Crisis in Healthcare  
*David A. Shore, PhD, Associate Dean and Founding Director,  
The Trust Initiative, Harvard School of Public Health*

**10:00 am – 10:15 am** Break

**10:15 am – 11:45 am** Direct Practices and HSA's/HRA's/FSA's  
*Moderator: Chris Ewin, MD, FAAFP  
Roy Ramthun, HSA Consulting Services  
Jim Frogue, Center for Health Transformation  
Michael Parkinson, MD, American College  
of Preventive Medicine*

**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, I2I 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

## December 2-4, 2007

Hyatt Regency Crystal City  
Arlington, Virginia

### 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, MDVIP*

**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, I2I MD*

*Ken Hill, RPh; CEO, PDX, Inc.*

*National Health Information Network, Webscript*

*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 – 1:00 pm** Luncheon Discussion

The State of SIMPD/Intro to DMG

Board of Directors Introduction/Awards

**1:00 pm – 1:15 pm** Break

**1:15 pm – 2:15 pm** Legal Issues and Practice Design

*David Hilgers, JD*

**2:15 pm – 2:30 pm** Break

**2:30 pm – 3:30 pm** Practice Builder: "Addiction Medicine"

*Harold Urschel, III, MD, Urschel Recovery Science*

*Institute, Dallas, TX*

**3:30 pm – 4:30 pm** Top Ten Things I've Learned as President,  
Chris Ewin, MD

SIMPD Members Annual Meeting/ SIMPD Future

Questions and Answers with the Board

Exit Questionnaire

# Registration Form

Society for Innovative Medical Practice Design  
4th Annual Conference, December 2-4, 2007  
Hyatt Regency Crystal City, Arlington, Virginia

To register on-line with a credit card, please go to  
[www.consumerhealthworld.com/simpd](http://www.consumerhealthworld.com/simpd).

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

	Early Bird	After 11/5/07	After 12/1/2007
SIMPD member/M.D. & D. O.	\$699	\$799	\$999
SIMPD member/not an M.D. & D. O.	\$799	\$899	\$1,099
Non-member	\$999	\$1,099	\$1,299
SIMPD member/resident or medical student	\$199	\$299	\$399

Total Payment Due: \$ \_\_\_\_\_ Total Payment Enclosed: \$ \_\_\_\_\_

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### Please make checks payable to Transmarx, LLC.

Name on credit card: \_\_\_\_\_

Card No.: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature \_\_\_\_\_

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."

## Questions?

804-266-7422 x7408

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

By Fax:  
804-225-7458

# 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 **S**olutions to the health care crisis.

Hear about **I**nnovative medical practice designs.

Learn about our **M**ember-driven society of direct practice physicians.

Experience **P**atient-physician relationships that benefit everyone.

Understand why **D**irect 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](http://www.simpd.org).



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# Join us...