



AMERICAN
COLLEGE *of*
CARDIOLOGY®

Cardiovascular Summit & Leadership Forum

YOUR ACC
**Live
Course**

Finance, Operations, Quality and Data

JANUARY 26-28, 2017

Hilton Orlando Bonnet Creek
Orlando

COURSE DIRECTOR

Howard T. Walpole Jr., MD, MBA, FACC

COURSE CO-DIRECTORS

Cathleen Biga, RN, MSN

Pamela S. Douglas, MD, MACC

A. Allen Seals, MD, FACC

For more
information:

**ACC.org/
CVSummit2017**



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Course Director

**Howard T. Walpole Jr., MD,
MBA, FACC**

Vice President

Clinical Effectiveness

Northeast Georgia Health
System

Gainesville, GA

Course Co-directors

Cathie Biga, RN, MSN

President and Chief Executive
Officer

Cardiovascular Management of
Illinois

Woodridge, IL

Pamela S. Douglas, MD, MACC

Ursula Geller Professor of
Research in Cardiovascular
Disease

Duke University School of
Medicine

Durham, NC

A. Allen Seals, MD, FACC

Chair Board of Governors

American College of Cardiology
Baker & Gilmour Cardiovascular
Institute

Jacksonville, FL

Attendee Profession & Specialty Demographics

Profession	% of Total
Physicians	58%
Executives/Administrators	21%
PAs/NPs/RNs	18%
Other	3%

The American College of Cardiology (ACC) is pleased to invite you to exhibit at the **Cardiovascular Summit and Leadership Forum – Finance, Operations, Quality and Data, January 26-28, 2017 at The Hilton Orlando Bonnet Creek, Orlando, Florida**. This interprofessional course is intended for the entire team of all practices — private, integrated and academic; and presents a unique opportunity to reach a targeted group of over **400 cardiovascular professionals in an intimate setting**.

Today's healthcare environment is changing rapidly and providers are faced with increasing challenges, which necessitate new strategies to respond to the fluid healthcare environment. The *Cardiovascular Summit* is an opportunity for clinical leaders to discuss and share perspectives on approaches that are helping providers to successfully navigate the new normal. Through the *Cardiovascular Summit*, industry has an opportunity to participate in these discussions and share their strategies and products, which are also helping providers achieve success today, and positioning cardiovascular care for success moving forward.

This dynamic course has been designed by Course Director, Howard T. Walpole Jr., MD, MBA, FACC; Co-directors Pamela S. Douglas, MD, MACC, Cathie Biga, RN, MSN and A. Allen Seals, MD, FACC; a Planning Committee and members of the ACC Education Curriculum Advisory Council consisting of:

- American Association for Physician Leadership
- Cleveland Clinic Foundation
- Hancock, Daniel, Johnson & Nagle
- Lindquist & Vennum
- MedAxiom
- Navigant
- The Advisory Board Company

Attendee traffic into the hall has historically been high due to the co-location of exhibits and the breakfast/break services within the hall. ACC considers exhibits to be an important part of this course, providing our registrants the opportunity to gather useful information about products and services related to their interests and responsibilities. Your participation would further enhance attendees' knowledge and their overall experience!

According to a recent membership survey, over 30 percent of ACC members are directly responsible for purchasing products and services for their institutions; and nearly 50 percent of our members participate in the decision-making process.



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Respond now to participate in this year's *Summit* to both share your solutions while also learning about opportunities to align your products with the rapidly evolving challenges and opportunities your customers are facing. Exhibitor space is limited and available on a first come, first served basis, so act now! This Exhibitor Prospectus provides further information and potential ways that you can participate. If you are interested in this opportunity, please contact Teresa Stuckey today at 904-349-1463 or tstuckey@medaxiom.com.

Target Audience

This interprofessional course is intended for all practices — private, integrated and academic and the entire team, including:

- Academic and Practice-based Cardiologists, Surgeons, Vascular Specialists, and Pediatric and Adult Congenital Cardiologists
- Fellows in Training (FIT)
- Practice Administrators
- Executives and Physicians from newly integrated groups or practices on the verge of integration
- Hospital Executives, including CFOs and COOs, and Technical Directors of the cardiovascular service line and major laboratories
- Physician Executives
- Nurses and Physician Assistants
- Health Plans/Payers

Who Should Exhibit

- Equipment and Device Manufacturers
- Imaging Companies
- EMR and Healthcare IT Service Providers
- Practice and Hospital Management Consultants
- Financial Analysts and Accounting Consultants
- Legal Consultants
- Database Development Service Providers
- Practice and Hospital Service Providers
- Pharmaceutical Companies



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Course Information

EXHIBIT CONTACT

Teresa Stuckey
Education Exhibits
MedAxiom

Phone: 904-349-1463

Email:
tstuckey@medaxiom.com



COURSE LOCATION

Hilton Orlando Bonnet Creek
14100 Bonnet Creek Resort Lane
Orlando, FL 32821

Phone: 407-597-3600

Hotel Information: [Click Here](#)

Benefits

The American College of Cardiology encourages you to take full advantage of this great opportunity to network with your target market in Orlando, Florida. There will be only a limited number of exhibitors accepted for this course, which increases your opportunity for personalization, interactivity and face-to-face discussions. Exhibiting companies at the **Cardiovascular Summit** will be able to take advantage of the following benefits:

- Meet one-on-one with course attendees to gain customer insights about your products and explore developing trends. A continental breakfast is served in the exhibit hall each morning, increasing your exposure.
- Ample breaks between morning and afternoon sessions allow plenty of time for members to visit your exhibit booth
- Breaks are held in the exhibit area to help increase traffic flow

EXHIBITOR PACKAGES

Each exhibit/spotlight opportunity allows for:

- Signage outside the Exhibit Hall and at the Registration Area during the event (company name and logo to be provided by exhibiting company)
- Exhibit space during the event (2 attendees per company). Additional attendees charged at \$450 each
- Conference registration list
- 100 word company description in the conference course exhibitor handout
- One packet of attendee materials per exhibiting company
- Attendance at Exhibitor Reception on Thursday evening

All exhibit/spotlight opportunities are available on a first come – first served basis and must be paid for through MedAxiom. Please inquire regarding your preferred package and we will let you know of its availability and will update the prospectus document periodically to reflect those packages that are sold and those that remain available. Exhibit space is limited as indicated below.



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Exhibit Opportunities

Educational Spotlights

During the **Cardiovascular Summit** there will be an opportunity for a limited number of companies to deliver an educational presentation to attendees during either: Friday breakfast, Friday lunch or Saturday breakfast. Attendees will have the opportunity to get food from a common area buffet and then proceed into the spotlight session of their choice.

The Educational Spotlight is an opportunity to provide valuable information and insight into a particular issue or trend, to provide a case study for a solution that your company supported. The spotlight sessions allow you a 30-minute presentation and 10 minutes for Q&A.

Platinum Package (Three (3) are available)

\$8,000

The Platinum Package provides your company a **Friday Luncheon Educational Spotlight**, PLUS a traditional skirted 6-foot table and two chairs in the exhibit hall. This unique opportunity allows your company a speaking opportunity as described above.

Diamond Package (Four (4) are available)

\$5,500

The Diamond Package provides your company with a **Friday or Saturday Breakfast Educational Spotlight**, PLUS a traditional skirted 6-foot table and two chairs in the exhibit hall. This unique opportunity allows your company a speaking opportunity as described above.

Both options above include the following:

- One email describing your session (limited to title, speakers and a 100 word session description, featuring your company name) will be sent by ACC to all registered course attendees by 2 weeks prior to the event publicizing your event (content supplied by you). All Spotlight exhibitors will be featured in the same email. Content for the email must be received and approved by January 3, 2017.
- Your event listed online in the agenda on the **Summit** course web page. Limited to company name, session title and speaker names.
- Printed agenda included in the on site course syllabus will feature the same information as listed above.
- Placement of 2 directional signs featuring company name and session name.
- One 8x10 colored advertisement of your session to be included with attendee on site registration materials. Your final copy must be sent to ACC for approval by January 6, 2017. Once ACC has provided approval, exhibiting company must provide all copies to American College of Cardiology, ATTN: Blair Long, 2400 N St. NW, Washington DC 20037 no later than January 11, 2017. An estimated total needed will be provided to you from ACC by January 4, 2017.



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Exhibit Opportunities Continued

Additional Exhibit Options

Silver Package (Four (4) are available*) \$4,500

The Silver Package offers one event sponsorship including:

- Cocktail Reception
- Friday Morning Break
- Friday Afternoon Break
- Friday Breakfast

PLUS a traditional skirted 6-foot table and two chairs in the exhibit hall

***These sponsorship opportunities are on a first-come/first-served basis. Please select the event you are sponsoring.**

Bronze Package (Eleven (11) are available) \$3,500

A traditional skirted 6-foot table and two chairs in the exhibit hall, suitable for your table top display and collateral.



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Exhibitor Registration

Exhibitor registration is being handled exclusively by MedAxiom. **Contact Teresa Stuckey today at 904-349-1463 or tstuckey@medaxiom.com to register your company and select your package option.**

Exhibit packages must be purchased ahead of time and will not be available for sale on site. Please register all of your exhibitor staff and submit payment prior to the event start time. The official exhibitor badge is required in the meeting rooms.

Displays may not be set-up during exhibit times and may not be broken down early.

You are solely responsible for the set-up and break down of your exhibit display.

Exhibit Location and Hours

The exhibits will be held in Floridian Ballroom Sections G, H, I and Corridor 2 and 3, adjacent to where the General Session will be held. Storage space is limited to what can fit under your skirted tables. All boxes and materials must be removed from the floor immediately after set-up.

Please note, the times below are preliminary. These are subject to change closer to the event.

EXHIBIT HOURS	Thursday, January 26	Friday, January 27
Set Up	8:00 a.m. – 1:00 p.m.	N/A
Tear Down	N/A	4:35 p.m. – 7:00 p.m.
EXHIBIT HOURS	1:00 p.m. – 6:45 p.m.*	7:00 a.m. – 5:00 p.m.*
Registration	11:00 a.m. - 1:00 p.m.	7:00 a.m. - 8:00 a.m.
Continental Breakfast	N/A	7:00 a.m. - 8:00 a.m.
Morning Break	N/A	10:00 a.m. – 10:30 a.m.
Lunch	N/A	12:45 p.m. – 1:45 p.m.
Afternoon Break	3:45 p.m. – 4:15 p.m.	3:15 p.m. – 3:45 p.m.
Reception with Exhibitors	6:15 p.m. - 7:15 p.m.	N/A
Adjournment*	6:15 p.m.*	5:15 p.m.*

*** Exhibitors are asked to remain at their booth until the conclusion of daily exhibit hours.**



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Exhibitor Information/Logistics

Hotel Accommodations

Overnight accommodations are available at the Hilton Orlando Bonnet Creek. You may reserve your room at the [Hilton Orlando Bonnet Creek](#) by calling 1-888-353-2013. Be sure to mention American College of Cardiology – *Cardiovascular Summit* or *Group Code HCAR* to allow the reservations agents to quickly locate the group rate.

You may also book online by going to:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=16037243

Room Rates

The room rate at the Hilton Orlando Bonnet Creek is \$259 plus 12.5 percent state and local taxes (subject to change) per night. The ACC room block is scheduled to be held until **January 2, 2017** but may sell out prior to this date. We advise you to register for the course and reserve your lodging as soon as possible. When you make your reservation, please be sure to ask about early departure fees or cancellation penalties.

In the unlikely event that the course is canceled, the American College of Cardiology and MedAxiom are not responsible for any travel or hotel costs you may incur.

EXHIBITOR SERVICE KIT

An exhibitor service kit containing order forms and prices for on site services including shipping, storage, electrical, Internet and other services will be sent to each exhibitor upon registration and payment for your exhibit space.

Shipping and Receiving Instructions

Exhibitors may ship their freight directly to the hotel. The FedEx Office Business Center and Parcel Management accepts delivery of non-USPS envelopes, cartons, pallets, and miscellaneous items for guests, as well as all non-guests, requiring parcels to be received and delivered. We have the ability to store your shipment before you arrive and deliver upon your arrival. To expedite handling of packages, please ***schedule your packages to arrive at hotel 2-3 days before you need to pick up or request delivery***. We also recommend that you have a packing slip both inside and outside of each package.

Current handling/processing charges assessed (based on weight) on all inbound/outbound packages and freight are in addition to standard shipping rates. All handling fees can be applied to a guest room or billed to a credit card.

Please contact FedEx Office Business Center at:

Chris Dawe - Events Solutions Consultant

Office: 407.787.0276; Mobile: 407.989.8361

christopher.dawe@fedex.com



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When shipping materials to the hotel, please include the following information on all packages to insure proper delivery and storage. It is recommended that you affix a label with the below information on each piece of your shipment in addition to the air bill.

Hilton Orlando Bonnet Creek

ACC CV Summit- Arrival 1/26

Hold for Guest (Guest Name) (Guest Cell Number)

(Guest Company Name)

14100 Bonnet Creek Resort Lane

Meeting Room: Floridian Ballroom Sections G,H,I

Orlando, FL 32821

Electrical Exhibition Services:

All electrical distribution must meet National Electrical Code and Orange County safety requirements. Edlen Electrical can assist you to ensure compliance. All power hookups will be the responsibility of the Hilton Bonnet Creek and Waldorf Astoria through Edlen Electrical. Backstage cabling across exits and walkways must be covered with rubber mats and taped down to ensure safe egress. Frequently, the Fire Marshal representative will visit the hotel during productions to ensure these requirements are met.

All power cords must be clear of doorways and bridged or otherwise secured. Back-of-the-house entrances/exits are used by the Banquet Staff for service purposes. The Hotel requires the use of beige tape to tape down all cords on the floor. Black tape should be used for riser sections only.

Please contact Edlen Electrical Exhibition Services at:

Meghan Kennedy - Event Manager

Office: 407 854 9991; Mobile: 407 948 8047; Fax: 407 854 9992

mkennedy@edlenelectrical.com

Internet Services:

The Hilton Orlando Bonnet Creek provides numerous Internet Services. Please contact XpoNet as the Internet Service Provider for all you exhibiting needs and questions at:

Aymee Sanchez - Event Technology Account Executive

Mobile: 407.201.0205

aymee@xponet.net

Audio Visual and Rigging Services:

PSAV® Presentation Services is the on-site preferred Supplier Partner for the Waldorf Astoria Orlando and the Hilton Orlando Bonnet Creek. Presentation Services provides complete in-house event technology with state of the art equipment and professional technicians.

Please contact PSAV at:

Office: 407.641.7066

Sales.Bonnet.Creek@psav.com

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Thursday, January 26

PRE-CONFERENCE WORKSHOPS (Choose 1 of 2)

7:30 a.m. - PRE-CONFERENCE WORKSHOP I: Priming Your Learning: Cardiology Business Basics

11:30 a.m. At the end of the four hours, participants will be able to identify:

- Cardiovascular Business Alphabet Soup: Acronyms and Core Concepts
- Basics of Cardiovascular Service Line Development
- Basics of Contract Negotiations
- MACRA 101: An overview of the Medicare Access And Chip Reauthorization Act

7:30 a.m. - PRE-CONFERENCE WORKSHOP II: Growing Leaders: Empowering Healthcare

11:30 a.m. **Professionals to Improve Our Healthcare**

At the end of the four hours, participants will be able to identify:

- Basics of Leadership
- Proven Examples of Success in Healthcare Leadership Training

Thursday, January 26

GENERAL SESSION I

1:00 p.m. **Welcome, Introductions and Course Overview**

1:15 p.m. **The Value Mandate: Understanding How Care Delivery Must Change**

2:15 p.m. **Workshops**

1. **National Aim:** The Basics of MACRA: What Is MIPS? What Is APM?
2. **Operational Excellence & Leadership:** Culture Trumps Strategy...ALWAYS!
Navigating the Hidden Barriers
3. **Business of Medicine:** Current State of Cardiovascular Service Line: Why You Need One Regardless of Your Employment Status – Employed or Independent
4. **Business of Medicine:** Medicare or Concierge: Do We Opt In or Opt Out? The Great Payment Reform Debate

3:00 p.m. **Workshops**

1. **National Aim:** MIPS: Understanding the Quality and Cost Categories **MR*
2. **Operational Excellence & Leadership:** Stronger Together: Essential Partnerships Between Doctors and Administrators
3. **Quality & Efficiency:** Perhaps You're Further Along Than You Think: Using Your NCDR Data for Quality Reporting

3:45 p.m. **Break with Exhibitors**

4:15 p.m. **Workshops**

1. **National Aim:** MIPS: Understanding MU and Clinical Practice Improvement Categories **MR*
2. **Operational Excellence & Leadership:** Managing Change: Essential Skills for Every Leader
3. **Business of Medicine:** Does My Documentation Matter in MIPS? Do You Even Know You Have a "Risk Score"? The Basics of Risk Adjustments

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4. **Quality & Efficiency:** Do You Understand How CMS Is Tracking the Cost and Quality of Care That You Deliver?

- 5:00 p.m.** Workshops:
1. **Business of Medicine:** An Introduction to QRUR, s-QRUR and VBPM
 2. **Business of Medicine:** MACRA: APM Track – Understanding Alternative Payment Models – MSSP, Track 1, Track 2 and 3, BPCI, Next Gen, Pioneer
 3. **Operational Excellence & Leadership:** Putting Change Management to Work: Step by Step Approach to MACRA Readiness **MR*
 4. **Quality & Efficiency:** How Choosing the Right Quality Metrics Can Affect Your Bottom Line
- 5:45 p.m.** PLENARY Session – Dollars and Cents, The Reality of MACRA **MR*
- 6:15 p.m.** Adjournment
- 6:15 p.m. – 7:15 p.m.** Networking Reception with Exhibitors and Faculty

Friday, January 27

- 7:00 a.m. – 7:45 a.m.** Optional Breakfast Educational Symposia

SESSION II

- 8:00 a.m.** Summary of Day One and Preview of Day Two
- 8:15 a.m.** PLENARY Session: Episodes of Care: An Introduction to the New Cardiac Episodes of Care – What to Take Back When You Travel Home
- 9:00 a.m.** PLENARY Session: Leading in 2017: Designing Your Team for the Best Patient Outcomes and Financial Viability
- 9:45 a.m.** Q&A Session/Panel Discussion
- 10:00 a.m.** Break with Exhibitors
- 10:30 a.m. – 12:45 p.m.** Mini Intensive: Bundles of Joy or Bundles of Sorrow: A Deep Dive into Episodes of Care
- 10:30 a.m.** Workshops
1. **Operational Excellence & Leadership:** Building a Successful Financial Model for Team-based Care
 2. **Business of Medicine:** Designing Service Line Compensation
 3. **Quality & Efficiency:** Staying on the Payment Reform Track: Deadlines You Can't Miss
 4. **Quality & Efficiency:** How Do You Prove Your Worth? Demonstrating to Patients and Payers Your High-quality, High-value Care

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- 11:15 a.m.** **Workshops**
1. **National Aim:** Late Breaking Topics
 2. **Operational Excellence & Leadership:** 10 Strategies to Improve Patient Access: Scheduling Templates, Star Physician, Walk-ins
 3. **Business of Medicine:** Episodes of Care: How Do I Get My System Ready for This?
Quality & Efficiency: What Matters Most to Patients (And Should Matter More to Us): An Introduction to Patient Reported Outcome Measures (PROMs) and Patient Relationship Codes – Are They Kidding?
- 12:00 p.m.** **Workshops**
1. **Operational Excellence & Leadership:** Cardiovascular Service Line Management in a Post-MACRA World
 2. **Business of Medicine:** Coding, Documentation and Attribution: How This Impacts the Deployment of Your Team Members
 3. **Business of Medicine:** Clinician Decision Support for Imaging: The AUC Mandate – What Is It? How Do I Implement It? The Final Rule
 4. **Quality & Efficiency:** Data Transparency in Service to Cost Reduction: A Case Based Discussion
- 12:45 p.m.** **Lunch**
- 12:55 p.m. – 1:40 p.m.** **Optional Industry Lunch Symposia**

SESSION III

- 1:45 p.m. -** **PLENARY Session: Cardiovascular Forecast: What Is Happening?**
- 2:30 p.m. - 5:30 p.m.** **Mini Intensive: Early Career/Leadership Academy Session: Essentials for Leading in Your Early Career**
- 2:30 p.m.** **Workshops**
1. **Operational Excellence & Leadership:** Radical Transformation: Creating the Patient-centric Organizational Chart
 2. **Operational Excellence & Leadership:** Optimizing Service Line Teams: Which Services Should Be Provided by Physicians vs. APPs? How Do You Assess Financial Viability
 3. **Business of Medicine:** Working Well with Others: Playing Nice in the Sand Box: How to Prepare for Bundles
 4. **Quality & Efficiency:** Tackling Unexplained Variation in Care: How to Carefully Move One's Cheese
- 3:15 p.m.** **Break with Exhibitors**
- 3:45 p.m.** **Workshops**
1. **Business of Medicine:** Basics of Physician Compensation Models: How Much Should Be "At Risk"?
 2. **Business of Medicine:** Leading Your MACRA Task Force: Who Needs a Seat at the Table – Single Specialty, or ?

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3. **Business of Medicine:** What Role Should Cardiologists Play in an ACO and How Should They Be Compensated for That Role?
4. **Quality & Efficiency:** Care Pathways and Care Teams: A Blueprint for Delivering High Quality, Low Cost Care

4:30 p.m. **PLENARY Session: Compensation in a Non-RVU World**

5:00 p.m. **Q&A/Panel Discussion**

5:15 p.m. **Adjournment**

Saturday, January 28

6:30 a.m. – **Optional Breakfast Educational Symposia**

7:15 a.m.

SESSION IV

7:30 a.m. **Summary of Day Two and Preview of Day Three**

7:45 a.m. **PLENARY Session: Your Future as a 'Value Provider' – A Call to Action**

8:15 a.m. **Workshops: MACRA Readiness Checklists for Success: Top 10 Things You Need to Have in Place for the Next 6 Months and Beyond** **MR (Repeated at 9:45 a.m.)*

1. **MIPs Awareness**
2. **APM Awareness**
3. **Change Management: Who the Heck Is Going to Lead This MACRA Process?**
4. **Nuts and Bolts** – Open forum to discuss any topic such as succession planning, wind down issues, compensation, dyad relationship building, call issues, restrictive covenants, etc.

9:00 a.m. **Workshops**

1. **Deep Dive into s-QRUR: How to Use the Data as a Road Map**
2. **MIPS Pathways: Finding My True North - I Have the Tools Now and I Can Head Home to Implement Them**
3. **Last Call: Doubts/Questions/Concerns on MACRA and Bundles? This Will Answer Them**

9:45 a.m. **Workshops: MACRA Readiness Checklists for Success: Top 10 Things You Need to Have in Place for the Next 6 Months and Beyond** **MR (Repeated from 8:15 a.m.)*

1. **MIPs Awareness**
2. **APM Awareness**
3. **Change Management: Who the Heck Is Going to Lead This MACRA Process?**
4. **Nuts and Bolts** – Open forum to discuss any topic such as succession planning, wind down issues, compensation, dyad relationship building, call issues, restrictive covenants, etc.

10:30 a.m. **Chat with the Experts One Last Time**

11:00 a.m. **Course Adjournment**



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EXHIBIT CONTRACT

Between MedAxiom and the ACC and the Following Company

Please type or print clearly

1. Exhibiting Company's Name: _____
2. Exhibit Contact Name: _____
3. Address: _____
4. Phone: _____ Fax: _____ Email: _____
5. Website URL: _____
6. On-site Contact Name *(If different from above)*: _____
7. Phone: _____ Fax: _____ Email: _____
8. The above-named company will be provided with the following:

Total: \$ _____

☐ **Pledged** (Payment must be received 1 week prior to activity start date)

☐ **Payment Enclosed** (Payable to *MedAxiom* or via credit card form below)

9. Invoice/Payment Contact Name *(If different from above)*: _____
10. Phone: _____ Fax: _____ Email: _____
11. Activity/Course Title: Cardiovascular Summit
12. Location: Hilton Orlando Bonnet Creek, Orlando, FL
13. Exhibit Date(s): January 26-28, 2017
14. Activity/Course Number: 2017-1713

* Additional exhibitors require registration. Please contact tstuckey@medaxiom.com for more information.

PLEASE READ THE FOLLOWING CONDITIONS AND GUIDELINES CAREFULLY AND PROVIDE A COPY TO YOUR COMPANY'S ON SITE EXHIBIT REPRESENTATIVES

➤ Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for the CME activity.

➤ Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after the CME activity.

➤ Representatives of commercial supporters and exhibiting companies can attend the CME activity at ACC's/MedAxiom's discretion but cannot engage in sales or promotional activities while in the space or place of the CME activity and must remove their company name badges while in the meeting room. When space and materials are limited, company representatives need to defer to non-commercial registrants.

➤ Exhibit fees are not considered commercial support and will not be acknowledged as educational grants. Exhibit fees do not apply towards the ACC Industry Alliance Awards.

➤ **Exhibit Information** - Contact Education Exhibits about logistical information (hours, shipping, registrations, etc.): email: tstuckey@medaxiom.com; telephone: 904-349-1463.

➤ **Exhibit Staffing** - All exhibit representatives are expected to contribute to the professional environment of the CME activity and must conduct themselves in a professional manner. ACC/MedAxiom reserve the right to make on site judgments regarding any conduct that detracts from the professional environment of the CME activity and to take appropriate steps to curtail such conduct, if necessary.

➤ **Exhibit Display** - Exhibits are limited to tabletop displays.

➤ **Exhibit Contests** - Drawings, lotteries, raffles or other games of chance are not permitted. Booth signage referring to post-course contests is not allowed.

➤ **Hospitality Events** - Exhibits are allowed during hospitality events only if more than one company is exhibiting upon approval of ACC/MedAxiom.

➤ **Social Events** - Social events or meals at the CME activity cannot compete with or take precedence over the CME activity. Industry-sponsored social events must be approved by ACC/MedAxiom, even if the events are off-site and do not compete with the CME activity. All funds for social events must be administered by ACC/MedAxiom.



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➤ **Insurance** - Exhibiting companies must carry comprehensive general liability insurance, with combined single limits of not less than \$2 million. It is mutually agreed that ACC/MedAxiom and the meeting site shall not be liable to exhibiting companies for any damage to or for the loss or destruction of exhibits or the property of exhibiting companies or injuries resulting from any cause. The above-named exhibiting company expressly waives all claims for any such damage, loss or injury.

➤ **Safety** - All exhibited material must comply with all applicable fire laws, Insurance Underwriter and Hotel Safety Regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibit space upon completion of set-up. Exhibiting companies are restricted to materials that pass inspection. Exhibits cannot block aisles and fire exits.

➤ **Care of Building and Equipment** - Exhibiting companies or their representatives must not injure or deface the building's walls or floors or the exhibits' displays or equipment. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by responsible exhibiting company. Exhibitors are responsible for disposing of their own packing material waste, including empty boxes.

➤ **Services** - All electrical, telecommunications and internet services are to be provided exclusively by the hotel.

➤ **Negligence** - Exhibiting companies severally agree to pay any and all claims arising out of their own negligence or that of their representatives.

➤ **Cancellation by Exhibiting Companies** - Exhibiting companies must send *written* notice of cancellation to MedAxiom. The date on which the notice is received is the official cancellation date. Cancellations sent via fax or emails are accepted. If the cancellation is received 45 or more days before the activity start date, 50% of the contracted exhibit fee will be refunded. If the cancellation is received less than 45 days before the activity start date, 100% of the contracted exhibit fee will be retained.

➤ **Cancellation by ACC/MedAxiom** - ACC/MedAxiom reserve the right to refuse exhibit space or close an exhibit for any reason. In addition, any representatives who conduct themselves unethically or outside the guidelines provided by ACC/MedAxiom may be asked to remove their company's exhibit. No refund is made as a result of such action.

➤ **Adherence to Exhibitor Guidelines** - It is the responsibility of exhibiting companies to distribute these conditions and guidelines to all representatives attending the CME activity and/or working the exhibit space.

PLEASE COMPLETE THE BOX BELOW:

I have read the above conditions and guidelines and agree to abide by these conditions and guidelines for this contract.

Authorized Representative's Name: (Please type or print clearly) _____

Title: _____

Signature: _____ Date: _____

MedAxiom Signing Authority: (Please type or print clearly) _____

Title: _____

Signature: _____ Date: _____

Please return the fully executed exhibitor agreement to Teresa Stuckey at 904-349-1463 or tstuckey@medaxiom.com.

IF YOU WISH TO PAY BY CREDIT CARD, PLEASE COMPLETE THE FORM BELOW

Cardholder Name _____ Card Number _____

Expiration date _____ Security code _____ Signature _____

NEED HELP? HAVE QUESTIONS? For additional logistics and payment information or assistance, please contact:

Teresa Stuckey

MedAxiom Ventures

2050 Kings Circle South

Neptune Beach, FL 32266

Tel: 904-349-1463

tstuckey@medaxiom.com

To pay by check: Please send checks to MedAxiom, Attn: Erin Poirier, 2050 Kings Circle South, Neptune Beach, FL 32266