

AIMSVARTM 18

HEALTHCARE ON THE HORIZON | ANNUAL CONFERENCE



AIMSVAR Annual Conference

Conference Guide

March 22-24 | San Antonio, TX



AIMSVARTM
Association of Independent Medical Software Value Added Resellers

#AIMSVAR18
www.aimsvar.org

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Are your providers struggling to get paid by patients after their visit?



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1.

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Enter Procedure
Codes

2.

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Estimated Calculations

3.

Estimate &
Collect

Present Estimation &
Collect Payment



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Letter from the President

To AIMSVAR members, speakers, exhibitors, and sponsors: here's a great big *Texas Welcome* to San Antonio and a sincere *thank you* for participating in the 2018 AIMSVAR Annual Conference! The Brobdingnagian efforts by volunteers will create an engaging and valuable experience for all of us. Please join me in thanking the Conference Committee and Board members for their considerable work.

This year's most noteworthy change is new members; we added eight member companies and we bid them a warm welcome to AIMSVAR. In order of joining, they are:

- MAR Solutions, LLC
- EHRMedBilling
- AMB-EHR Services
- Physicians Software Solutions Inc
- Complete HealthCare Solutions, Inc.
- Practice Wise LLC
- Easy Pay Solutions (Affiliate member)
- e-Medical Systems, Inc. (Affiliate member)

Our Treasurer made significant improvements to AIMSVAR's financial foundation and processes. The new discussion tool is functional on Google Groups, so let us collaborate and work smarter, not harder. The Dealer Advisory Committees, or DACs, conduct regular meetings with principals such as Practice Insight and HIPAA Secure Now. The website improvements and quarterly webinars continue; expanded member engagement via attendance, topics, and content will improve communications and the value.



Our unique volunteer organization succeeds with your participation: effort, time, and energy strengthen the AIMSVAR group and the benefits to members, as well as our relations with clients and vendors. We trust that you will have an outstanding conference experience!

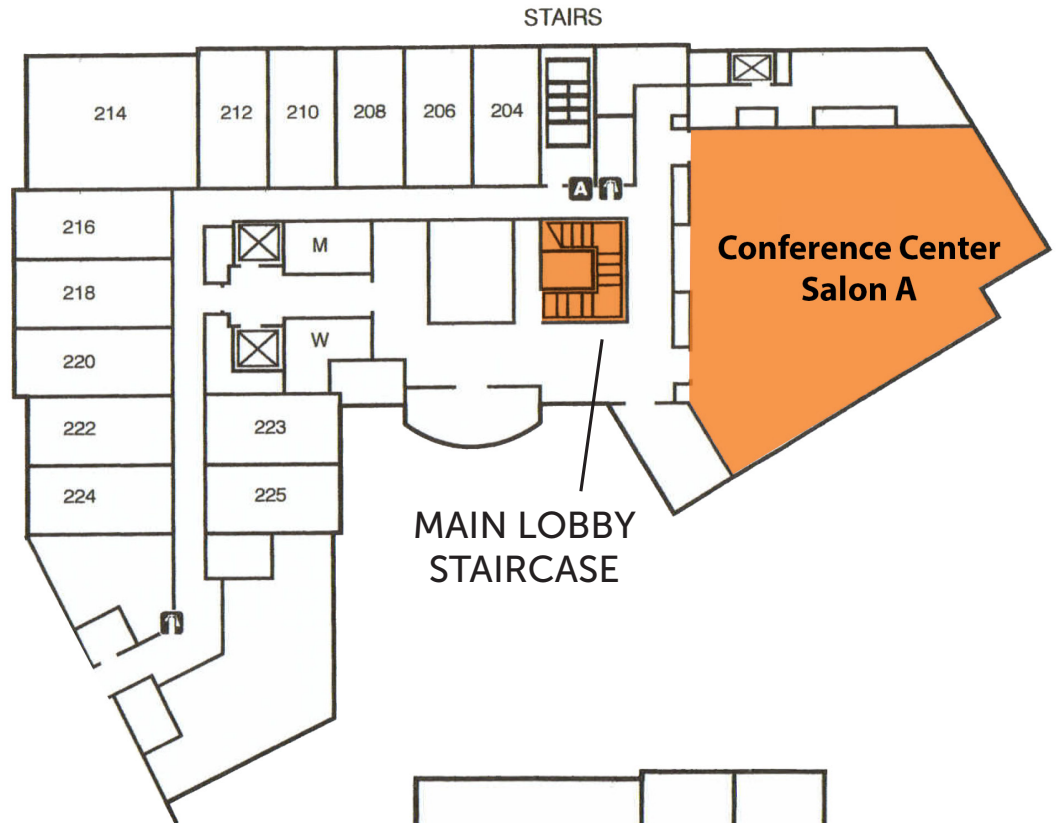
Sincerely yours,

Jim Sherrill
AIMSVAR President, 2018



FLOOR 2

-  Fire Extinguisher
-  Alarm Pull Station



FLOOR 3

-  Fire Extinguisher
-  Alarm Pull Station



**WYNDHAM
GARDEN®**

San Antonio River Walk / Museum Reach
103 9th St. San Antonio, TX 78215

THURSDAY, MARCH 22

Time	Event	Location
5:00-7:00pm	Member-only Reception - sponsored by Practice Insight & EasyPay	Hotel Poolside
5:00-7:00pm	Exhibitor Set Up	Salon A - 2nd floor
7:00-10:00pm	Member-only Supper & Business Meeting	Hotel Dining Room
7:00-10:00pm	Exhibitor Set Up, continued	Salon A - 2nd floor

FRIDAY, MARCH 23

Time	Event	Location
7:00-8:30am	Breakfast, then Conference opens at 8:20am	Salon A - 2nd floor
8:30-9:30am	<i>Roadmap to Becoming Your Client's Trusted Advisor</i> - Kristen Heffernan	Salon A - 2nd floor
9:30-10:30am	Round Table: <i>Ancillary Revenue Enhancement Programs for the Practice and the Reseller</i> - Ed Alumbaugh, Jim Goerlich, Julianne Porter	Salon A - 2nd floor
10:30-11:30am	Exhibitor Time & Break	Salon A - 2nd floor
11:30am-12:30pm	<i>Meeting the Challenge of Cyber Security in the Medical Industry</i> - Cliff Kittle	Salon A - 2nd floor
12:30-1:30pm	Lunch & Exhibitor Time	Salon A - 2nd floor
1:45-2:30pm	<i>Exhibitor Presentations:</i> HIPAA SecureNow 15 min - TotalMD 15 min	Salon B - 3rd floor
2:30-3:30pm	<i>MIPS 2018 and Beyond</i> - Taylor Justice	Salon A - 2nd floor
3:30-4:00pm	Exhibitor Time & Break	Salon A - 2nd floor
4:00-5:30pm	<i>Exhibitor Presentations:</i> HSMS MicroMD 15 min - Practice Insight 30 min - CoreCare Medical 30 min	Salon B - 3rd floor
5:30-6:30pm	Exhibitor Appreciation Social Hour	Hotel
6:30-7:30pm	Trolley to Biga on the Banks	Hotel Lobby
7:30-10:00pm	Exhibitors, Members, & Guests - Awards Banquet	Biga on the Banks
10:00-10:30pm	Trolley back to Hotel	

SATURDAY, MARCH 24

Time	Event	Location
8:15-9:00am	Breakfast and Announcements	Salon A - 2nd floor
9:00-10:00am	CyberSecurity - Tushar Dua	Salon A - 2nd floor
10:00-11:00am	Members Only Business Development 2018-2019	Salon B - 3rd floor
11:00am-12:30pm	Exhibitor Presentations: CareSync 15 min - Webroot 30 min - Care 24/7 15 min	Salon B - 3rd floor
12:30-1:30pm	Lunch & Exhibitor Time	Salon A - 2nd floor
1:30-2:30pm	Elements of the Electronic Health Record - Denisha Torres-Lich	Salon A - 2nd floor
2:30-3:30pm	Protecting Your Clients Profitably in Today's Threat Landscape - Cameron Stone	Salon A - 2nd floor
3:30-3:45pm	Break Refreshments	Salon A - 2nd floor
3:45-5:00pm	Exhibitor Time, Prize Drawings, & Conference Wrap Up	Salon A - 2nd floor
5:00pm	Exhibitor Tear Down	Salon A - 2nd floor



PARTNERING WITH VALUE-ADDED RESELLERS TO TAILOR PROVIDER-BASED POPULATION HEALTH MANAGEMENT, GENERATING UNREALIZED REVENUES WHILE FACILIATING BETTER QUALITY OUTCOMES AT NO COST OR RISKS TO AIMVARS' PROVIDERS

CHRONIC CARE MANAGEMENT (CCM)

Staff *virtually* engages patients with chronic conditions monthly and provides on-going care coordination as directed by the patients' provider

ANNUAL WELLNESS VISITS/HEALTH RISK ASSESSMENT

Staff completes health risk assessment with patients and schedules appointment for completion of AWW

TRANSITIONAL CARE MANAGEMENT

Staff *virtually* manages transitions of care between inpatient settings and outpatient providers to prevent gaps in care and readmissions

PROVIDER-BASED POPULATION QUALITY CAMPAIGNS

Other virtual services that allow providers to derive additional revenues, meet quality goals, and/or contain cost with advance (outbound) patient engagement

Why Partner with Care 24/7 to bring these services to your health care clients?

- Our Services are priced to maximize VARs' client revenues and VARs' commission
- Proven clinical outcomes with reference clients
 - Care 24/7 staff can be hired local to client
- Care 24/7 Services can be tailored to synergize with VARs' products and services

Scaling NGFW for data center modernization

Executive Brief: A network-based model for scaling network security to solve complex and demanding data center operations.

Read at: www.sonicwall.com

SONICWALL™

Cybersecurity. It's woven into our DNA.
Collectively Smarter. Exponentially Safer.™

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GUEST SPEAKERS

Roadmap to Becoming Your Client's Trusted Advisor



Kristen Heffernan

Healthcare is evolving at a blistering pace and having a significant impact on practices. Today's healthcare environment demands that providers in private practice know how to manage a profitable business. Typical business concepts that we encounter every day, like change management, project planning, communication, monitoring metrics, and technology efficiencies are not always commonplace experience for doctors and their staff. While challenges and uncertainty continue to mount, this is a great opportunity for you to become a trusted advisor on how to successfully navigate the changes. Join this session for an overview of key practice challenges and impacts paired with a roadmap of ways to become your client's trusted advisor.

With over 20 years of experience with highly-regulated and technical product lines, Kristen's most recent role focused on directing the strategic marketing initiatives. As the Henry Schein MicroMD general manager, Kristen Heffernan is responsible for leading the operational teams that conceive, develop, launch, sell, implement, train and support the simple yet powerful MicroMD solutions. With a focus on helping physician practices get back to the business of healing through their engagement with innovative patient, payment, clinical automation and regulatory compliance solutions and services, her goal is to help practices navigate the ever-changing healthcare landscape.

Protecting Your Clients Profitably in Today's Threat Landscape



Cameron Stone

This presentation will summarize the attacks seen on small to medium size businesses today and will cover the solutions necessary to protect them.

Cameron is a technology enthusiast. He works extensively in the US and Canada on cyber security, technology integrations, and liability mitigation. He currently works with the managed service provider channel in the eastern half of North America. Before working with Webroot he managed VAR relationships with Mercury Payments.

GUEST SPEAKERS

Meeting the Challenge of Cyber Security in the Medical Industry



Cliff Kittle

In this presentation, we will examine the industry challenge relative to cybersecurity, discuss the necessary change in security philosophy to meet the evolving threat and consider the coordination, across all layers of a defense, needed if the HDO is to mitigate the security risk, its impact on the organization's business, and the risk to patient safety as technologies such as medical devices are increasingly implemented to meet the business objective of "Improved Patient Outcome".

Cliff Kittle is responsible for increasing the awareness of SecureWorks' ability to assist healthcare providers and business associates in their efforts to strengthen their security posture. With more than 36 years of experience in technology solutions and more than 10 in information security, Cliff has worked in fields such as biometric authentication, identity access management and single sign-on, privileged user access control, and information security management systems based on ISO 27001.

Prior to SecureWorks, Cliff worked for Xceedium, helping clients meet compliance requirements across multiple industries, including the Payment Card Industry (PCI), HIPAA, Sarbanes Oxley (SOX) and Graham, Leach Bliley (GLBA). Cliff holds a Bachelor of Science in Mechanical Engineering from the U.S. Naval Academy.

CyberSecurity



Tushar Dua

SonicWall has been preventing cyber crime for over 25 years, defending small- and medium-size businesses and enterprises worldwide. Backed by research from the Capture Labs Threat Network, our award winning real-time breach detection and prevention solutions – coupled with formidable resources and expertise around the globe – are the backbone securing more than a million business and mobile networks and their email, applications and data. This combination of products, innovation and partnerships delivers real-time cyber defense solutions, tuned to the specific needs of the more than 500,000 businesses in more than 150 countries around the world. The end result: you can do More Business. With Less Fear. I have around 15+ years of experience in the cyber security space.

GUEST SPEAKERS

The Roadmap of QPP & MIPS Reporting



Taylor Justice

This presentation will highlight the roadmap to CMS's current Quality Initiative, the QPP program with the main emphasis being on the MIPS Track of QPP. This presentation will focus on what providers can expect when reporting under MIPS in 2018, changes imposed for the second year under MIPS (reporting threshold requirements, performance categories, etc.), timelines they will want to be cognizant of and other exemptions/hardships that were recently introduced.

Taylor Justice, RDCS, Training and Implementation Specialist for Practice Insight, LLC., has worked in the healthcare industry since 2009 as both a licensed technician and a training and implementation specialist. She recently joined the Practice Insight team in May of 2017 as a new member of their product development team. Familiar with the various quality initiative programs mandated from CMS/Medicare, QCDR, qualified registry reporting, revenue cycle management, coding/compliance, and other regulatory guidelines, she works to provide unparalleled support to her clients by delivering various training offerings through Practice Insight's EDI Clearinghouse solutions.

Elements of the Electronic Health Record



Denisha Torres-Lich

During the presentation, Denisha will discuss documentation requirements and how to make efficient use of the tools provided within an electronic health record system. The goal of the presentation is to provide you with methods to utilize the tools available to promote compliance and obtain appropriate reimbursement within your organization.

Denisha M. Torres-Lich, MS, RHIA, LHRM is president of Torres-Lich & Associates, Inc., providing coding, compliance, and consulting services. Mrs. Torres-Lich has over 30 years of experience in the HIM field including holding positions such as Vice President of Compliance and HIPAA Solutions for a national healthcare software company and Corporate Compliance Officer of a 900+ bed integrated healthcare delivery system and Consultant. One of her most interesting projects dealt with assisting a 22-hospital international healthcare system initiate billing to third party payers. She has served as an instructor for ICD-9-CM, ICD-10-CM, CPT coding and other health related courses at both the University of Central Florida and St. Petersburg College and as a member of the Advisory Board of the HIM program at St. Petersburg College, St. Petersburg, Florida. Throughout the years, Denisha has been active with national, state and local healthcare organizations to include the health information management organizations, participated on the Compliance Task Force and Program Committee of American Health Information Management Association (AHIMA) and has held the position of President of the Florida Health Information Management Association in 1999.

EXHIBITORS



Since its inception, Core Care Medical has completed more than 100,000 preventive assessments for Medicare patients and is considered a national leader in offering Medicare preventive assessments such as AWV, IPPE, ADS, AMS, and ACP. Our intuitive cloud-based software and turnkey offerings are designed with the patient, provider, and practice in mind, combining an individualized approach with high efficiencies. Our assessments also accelerate a practice's readiness for QPP / MIPS compliance. Our Care Suite™ solution unifies the preventive and chronic care management (CCM) benefits through a partnership with a national CCM leader. We give prospective clients an opportunity to communicate with a similar practice/physician group to learn first-hand why our approach works, and how it improves patient care and bottom lines.



We Turn Data Chaos into Business Opportunity. The ever-increasing flood of data, and how we manage it, is one of the greatest opportunities facing organizations in the 21st century. Kodak Alaris helps clients transform data into a powerful competitive advantage. Our Unique Value: Science + Technology + Partnership. Kodak Alaris Information Management combines the science, technology and partnerships required for companies large and small to use data to drive business efficiency, growth and profitability. Digital transformation is possible at any scale. Kodak Alaris scanners, software, support and services deliver end-to-end capture solutions to solve business challenges.



Reimagine Reimbursement. Alpha II empowers precision across the reimbursement process so you can experience reduced cost, improved cash flow, and increased revenue. Our software-as-a-service (SaaS) solutions support: coding, compliance, claims editing, value-based quality reporting, and revenue analysis for healthcare professionals, clearinghouses and government entities.



HIPAA Secure Now! was founded in 2010 to provide HIPAA compliance services to small and mid-sized organizations. Our stated goal is to provide our clients with the fastest, easiest and most cost effective path to HIPAA compliance. HIPAA Secure Now! is a recognized leader in our industry; our management is regularly sought out by relevant news publications and we have authored numerous articles on HIPAA compliance and cybersecurity. We have over 4,000 clients. Our clients are involved in all areas of the healthcare industry and we have clients in all 50 states.

EXHIBITORS



Aprima has been named the 2018 Best in KLAS in the Small Practice Ambulatory EMR/PM Category (1-10 physicians). Aprima serves physicians in primary care and more than 70 specialties with a fast, flexible design that adapts automatically to a physician's workflow and sets the benchmark for ease-of-use, speed and flexibility. Aprima is one of the few EHRs providing innovative EHR, PM, population health and RCM solutions under one roof. With a 20-year track record of success, Aprima has a long history of meeting government certifications, has been awarded pre-validation status for NCQA PCMH recognition and won the Frost & Sullivan 2017 Award for Product Leadership. Built on a single database, the Aprima EHR and PM systems are fully integrated. Based in Richardson, Texas, the company performs all development, support and implementation from within the U.S. For more information, call 704.904.2811 or email dshaw@aprima.com.



Henry Schein MicroMD, a subsidiary of Henry Schein, Inc., provides simple yet powerful EMR and Practice Management solutions that facilitate the delivery of superior patient care, automate incentive and quality reporting activities, and streamline operations for today's busy providers. Full-featured, time-tested, and budget-friendly, MicroMD EMR is 2015 Edition CEHRT certified software that helps small practices, large medical groups, community health centers, and billing services accelerate progress toward a paperless environment and health information exchange with minimal disruption and stress. Learn more at www.micromd.com.



Easy Pay Solutions is the simple, patient-friendly payment tool designed to avoid past due balances even with high deductible insurance plans. Since 1997, Easy Pay has been working with practices to address the patient receivables challenge. Not only does our tool help take payment at the time of service, but more importantly to make arrangements for any anticipated balances. With thousands of clients and a retention rate of over 90%, we are well positioned to help you and your clients collect more from Patients faster in a Patient friendly way.



Bank SNB is a 120 year old bank who has spent the last 40 years focused on providing revenue optimization tools for the healthcare industry. Our services allow resellers across the country to expand their product offering to increase revenue while improving cash flow and efficiency for their clients.

EXHIBITORS



Care 24/7 is the technology-enabled service company that facilitates provider-based population health management. Care 24/7 facilitates value-based initiatives and new revenue streams without any upfront cost to your organization. Our services enhance patient engagement via 24/7 concierge customer service, world-class video educational content, and workflow automation ensuring your patients and their caregivers have the best patient experience possible month after month.



Designed with MSPs, resellers, and distributors in mind, the Webroot® Channel Edge® Program offers competitive margins, recurring revenue, lower operational costs, improved productivity, and innovative enablement tools. Through its web-based management console and integration with RMM and PSA platforms, Webroot provides easy-to-deploy next-generation security for endpoint, mobile, and web. Partnering with businesses of all sizes, Webroot secures your clients against sophisticated threats—no matter how or where users connect. For more information, visit www.webroot.com/partners.



One Healthcare Solution, Inc. is helping practices stay independent and vibrant. We partner with providers to help take steps toward pay for performance and transition from fee for service.



PHILIPS

Dictation

Nuance®

**Dragon® Medical
Practice Edition**

eDist Business is your Value-Added distributor for the leading speech recognition solutions from Nuance and Philips. Nuance has just recently released its latest version of the on premise speech recognition software, Dragon Medical Practice Edition 4. If you have customers looking for the flexibility of dictating anywhere, the latest cloud based Dragon Medical One is the product for you. Philips has released a new wireless SpeechMike Air Premium which works great with either version of Dragon Medical. It allows the flexibility to migrate from room to room seamlessly. Don't forget about their other USB handheld microphones, foot pedals and digital recorders available. The Speech Air Wi-Fi enabled digital recorder has become very popular for your providers on the go. Stop by our table to speak with representatives from eDist Business, Nuance and Philips today!

EXHIBITORS



TotalMD is an on-premise and cloud-based electronic health record (EHR) and practice management solution suitable for small and midsize practices. Primary features include patient records, scheduling and charting, and reporting. TotalMD allows users to create patient charts, e-prescribe, sign documents, and manage workflow. Other features include insurance reimbursement management, pre-designed templates, claims management, email and text reminders, and employee time clocks. TotalMD provides a direct flow of patient chart information to the billing module. TotalMD is available via subscription or one-time pricing.



Practice Insight's powerful EDI solutions are integrated with our PM's suite of solutions. Practice Insight processes clinical and financial transactions including Institutional, Professional, and Dental. The software enables users to track every transaction real-time, manage workflows, customize claim edits, verify patient eligibility, receive prior authorizations, and pre-certifications. We also have the ability to process electronic and printed statements, post payments, retrieve ERAs, and convert paper EOBs to ERAs. Each year we make adjustments based on Medicare changes to help customers comply with MIPS. Our analytics enable users to monitor staff productivity, run report analytics for their data, and view dashboard reports for all EDI transactions. Collecting payment from patients is simplified with the Patient Cost Estimation Tool which estimates a patient's responsibility at time of visit and enables the provider to collect payment before discharge.



CareSync, founded in 2011, is the leader in chronic care management, serving over 1,000 healthcare providers at more than 300 locations that span the United States. We're successful because we partner with our clients, following their preferences and protocols to deliver exceptional care coordination services to their patients on their behalf. The CareSync platform includes industry-leading technology and clinical support, enhanced by our proven patient and caregiver engagement tools and workflows such as our Remote Enrollment Program, educational onboarding tools, personalized member cards, pharmacy discount cards, and more. Patients benefit from 24/7/365 phone and online access to CareSync Health Assistants who can answer healthcare questions, provide clinical support, and help eliminate barriers to patient care, such as finding transportation to appointments, identifying special programs like smoking cessation classes, or locating discounts for prescribed medications. The scope of care coordination services offered by CareSync is broad with a goal to not just meet Medicare's requirements, but exceed them. And the combination of our technology, integrations, services, patient engagement tools, and partnerships, all wrapped in a HITRUST, Drummond-certified, secure framework, position CareSync to remain the leader in care coordination services for the foreseeable future. To learn more, visit <http://www.caresync.com/ccm>.

SAN ANTONIO ATTRACTIONS



THE ALAMO

The Alamo is a “must see” for all who come to San Antonio. This 4.2 acre complex is where a small band of Texans held out for 13 days against the Centralist Army of General Santa Anna. Although the Alamo and the 189 defenders fell, the Alamo has come to symbolize courage and sacrifice for the cause of Liberty. Located on Alamo Plaza, the Alamo represents nearly 300 years of Texas history and features exhibits on the Texas Revolution and Texas History.



THE SAN ANTONIO RIVER WALK

Every year millions of visitors come to the San Antonio River Walk, an urban sanctuary that winds along the river and offers a unique cultural and relaxing experience like no other. The lush landscapes and relaxing atmosphere can be explored by foot or boat. Learn about San Antonio’s rich history aboard a river cruiser from a storyteller who is also the boat captain. Be sure to check out the new River Walk Museum Reach, the 1.3 mile extension that connects the existing River Walk to the San Antonio Museum of Art and the Pearl Brewery.



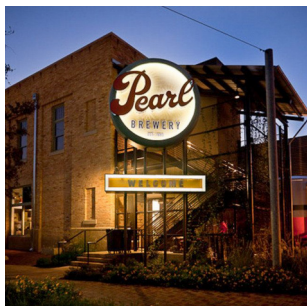
TOWER OF THE AMERICAS

The 750-foot tower was originally built in 1968 for the World’s Fair. After a multi-million dollar renovation, a historical exhibit and theater ride, Skies Over Texas, was added. Don’t miss a 360-degree view of San Antonio that will take your breath away.



MARKET SQUARE

Market Square, or El Mercado, is one of San Antonio’s most exciting shopping, dining and entertaining experiences. It is the largest Mexican Market in the nation, with over 100 shops selling an array of goods.



PEARL BREWERY

Pearl, located north of downtown San Antonio, provides a unique experience as a top culinary and cultural destination. The mixed-use space features retail, dining, picturesque green spaces, paseos riverside amphitheater, and the third campus of The Culinary Institute of America. As a former brewery operating from 1883 to 2001, Pearl reflects a vivid past while embracing the future with LEED-certified complexes mixed with historic architecture.



Cybersecurity Choice of the Top 500 MSPs

Industry-leading MSPs worldwide choose Webroot for cybersecurity. Why? Because Webroot SecureAnywhere® solutions are built on a foundation of multi-vector protection and designed to maximize efficiency for MSPs. Simply put, Webroot keeps clients safer and profits higher.

Learn more at www.webroot.com/MSP