The Henry Schein Medical Seminar Series offers you the opportunity to earn valuable CEU credits and see the latest equipment and technologies to improve patient care and practice revenue in one convenient location.

At the Medical EXPO you get access to one-on-one consultation with equipment specialists to help you choose the most effective equipment solutions for your practice.

Many new technologies for in-office procedures and testing allow you to provide better patient care and new revenue potential for your practice.

At each EXPO there will be over 40 Market leading Equipment Manufacturers including:

- Clinical Laboratory Solutions for Hematology, Chemistry and Immunoassay from Alfa Wasserman, Siemens, Horiba, and Beckman Coulter.
- CLIA waived Diagnostic Testing from Abbott Point-of-Care, Alere, Masimo, and Roche.
- Cardiology Equipment from Burdick, Midmark, and Welch Allyn
- Imaging Solutions for X-ray, Extremity CT, and Ultrasound
- Exam Room Equipment from Midmark
- Revenue Cycle Management Software Systems
- Bone Density Scanning Solutions from Hologic
- Ambulatory Surgery Center Solutions including C Arms, Scopes, Anesthesia, and OR Tables

Take advantage of Show Specials on equipment with special financing and leasing options from Henry Schein Financial Services.

Sign up today to attend this Special Practice enhancement event.

To register, visit www.henryschein.com/events

Complimentary lunch, plus other refreshments and snacks will be available all day.
**Henry Schein Medical Seminar Series**

These seminars focus on the needs of today’s health care professionals. Henry Schein has brought together industry experts, manufacturers, and educators with the goal of providing additional value to your practice.

- Earn CEUs
- Explore Patient-Centered Revenue Enhancing Opportunities
- Access Financing, Special Pricing, and Flexible Leasing Options
- Discuss Equipment, Testing, and Strategy Options Face-to-Face with Equipment and Lab Experts

We look forward to seeing you and discussing any additional special topics.

### Schedule

**EXPO Hours: 11:00am–3:00pm**

9:00am –11:30am  ICD 10 - Temporarily Delayed
But It's Not Going Away – Carol Mahon

12:00pm–2:00pm  Complimentary Lunch

12:30pm–1:30pm  A 360° Approach to Infection Prevention in the Ambulatory Care Environment. PDI

2:00pm–5:00pm  Health Care Reform Can Be Great for Your Practice
Carol Mahon

For more information, e-mail: medicalevents@henryschein.com

Please click on the event you would like to attend, the link will take you to our on-line registration system.

### COURSE DESCRIPTIONS

**“A 360° Approach to Infection Prevention in the Ambulatory Care Environment”** 12:30pm–1:30pm

Discuss the role/elements of the CDC recommendations for the prevention of Health Care-Associated Infections in the outpatient ASC environment. Review the core elements of the revised AORN Recommended Practices for the Prevention of Transmissible Infection. And discuss evidence-based approaches to surgical and vascular access skin antisepsis

PDI will be able to offer FREE: 1 CEU for Registered Nurses and a certificate of attendance/participation for Medical Assistants or other unlicensed medical professionals
ICD-10 has been postponed for another year, but it is NOT going away. Currently, ICD-10 is used in many countries. The switch to ICD-10 from ICD-9 poses one of the most challenging transitions ever for providers. Smaller physician practices will be hit the hardest. Henry Schein has partnered with the Medical Business Institute to help you understand and prepare for the impact the changes will have on your practice.

This seminar will explain the ICD-10 regulation and HIPAA’s wide-ranging administrative simplification provisions. Physician practices must transition from the current Version of ICD-9 to Version ICD-10 by October 1, 2015. As health care reform becomes entrenched, it is more critical now than ever before that you are prepared for this change. Implementing a plan for 2015 should not be delayed, as physicians need to proactively plan for the future. Just as physician practices are adjusting to the new HIPAA electronic transactions platform, they must transition from a diagnosis reporting system that has been in use for decades to a brand new system that is currently being used in many countries. These changes are intertwined, expensive, and will complicate things for medical practices. We will cover the differences between ICD-9 and ICD-10, how to navigate the new ICD-10 format, and how to live with having to use two different coding systems simultaneously. This seminar will describe these changes, as well as provide tools so your practice can prepare to meet these challenges.

Critical issues to be discussed include:
• The key elements of ICD-10
• Compliance dates your practice will have to meet
• The new ICD-10 code set components
• Expected implementation costs for your practice
• Critical testing and implementation steps to avoid cash flow disruption

In addition, we will address how physician practices can effectively face challenges in:
• Documentation changes you will need to make
• Staff training and training timeline
• Collection and use of research and benchmarking data
• Clinical workflow adaptations
• Strategies for working with your vendors and payers
• Payer negotiations_contracting
• Understanding the critical components of both the ICD-10
• Recognizing the major impact areas on your practice and the timeframes for implementation, testing, and compliance
• Identifying the necessary steps practices will need to take to comply with these complex federal mandates
• Recognizing the potential costs and benefits associated with adoption of ICD-10

Who should attend?
Physicians, Medical Directors, Nurses, other Allied health professionals, and Practice Administrators
“Health Care Reform Can Be Great for Your Practice”
2:00pm–5:00pm: AAPC accreditation 3 CEU’s, Fee: $75.00

For most medical practices, the Patient Protection and Affordable Care Act (PPACA) brings a mixed bag of challenges and opportunities. While experts continue to sort through the details of this wide-reaching legislation, physicians need to know what is most likely to, and, in many cases, already has affected their practices.

In this seminar, you will learn how to:
• Determine which aspects of the Patient Protection and Affordable Care Act (PPACA) may have an impact on your practice
• Recognize the potential impacts and opportunities presented by the pilot projects called for in the Affordable Care Act (ACA)
• Identify the major reimbursement changes likely to emerge from the ACA and their potential influence on physician reimbursement and medical practice ownership
• Learn how these changes can affect your revenue, including:
  ~ Medicare bonus payments
  ~ Stark law disclosures
  ~ Demonstration Pilots and New Models
  ~ Quality Metrics
  ~ Imaging referrals
  ~ Medicaid expansion
  ~ Health Insurance Exchanges
  ~ Payer Specialty Practices

These are issues that are going to impact every physician’s practice and the more you know the better you can make these changes work for you and your practice.

Who should attend?
Physicians, Medical Directors, Office Managers, and Practice Administrators

About the Speaker

Carol Mahon, PhD
is the President and CEO of Medical Business Institute (MBI) and has over 47 years of experience in the medical field.

MBI educates physicians, and other health care professionals on the business aspects of medicine including CPT/ICD-9 coding basics and specialties, insurance contracting and processing, accounts receivable management, OSHA, CLIA and Medicare Compliance, and many other issues. Dr. Mahon, an adjunct professor at Harvard and Columbia, has instructed residents at many medical schools throughout the U.S. in practice management, business and health care regulations.

Dr. Mahon enjoys national recognition as an expert speaker for Medical Group Management Association (MGMA), The American Heart Association, AMA, Kessler Rehabilitation Institute, The Cleveland Clinic, and many others in the areas of coding and advanced specialty coding, as well as the business of medicine. Dr. Mahon proudly serves as a volunteer professional on the U.S. Senate Select Advisory Panel for Coding and Nomenclature in Washington D.C. along with officials from DHHS and the AMA to advise and offer field/anecdotal input for proposed new codes in the CPT system.
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* 2013 Best in KLAS Awards: Software & Services." January, 2014. © 2014 KLAS Enterprises, LLC. All rights reserved. www.KLASresearch.com
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You may also complete the registration form below and return it to your Sales Consultant. (Save a copy for your reference.) Indicate which seminars you will be attending. Reminder: There is no fee to attend the Equipment Expo; however, registration is requested.

Practice Name: _______________________________ Specialty: __________________

Address: ________________________________________________________________

City: ______________ State: ________ Zip: _________ Phone: ___________________

Attendee's Name: _____________________________ E-mail: ____________________

Medical Expo □  Medical Seminar Series □  Both □
(Specify which sessions you will attend)

Will you join us for: Lunch □

Henry Schein Sales Consultant's Name: ______________________________________

Expo Location/Date: ______________________________________________________

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Reg.Fee</th>
<th>Sign Up</th>
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<tbody>
<tr>
<td>11:00am–3:00pm</td>
<td>Medical EXPO</td>
<td>FREE</td>
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<tr>
<td>9:00am–11:30am</td>
<td>ICD-10—Temporarily Delayed But It’s Not Going Away</td>
<td>$75</td>
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<td>Health Care Reform Can Be Great for your Practice</td>
<td>$75</td>
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☐ I am unable to attend. Please contact me to schedule an in-office consultation.
### 2014 Medical Seminar Series

#### EDUCATION AND MEDICAL EXPO

**2014 SCHEDULE**

<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Birmingham, AL</td>
<td>Tuesday, August 19th</td>
<td>Renaissance Ross Bridge 4000 Grand Avenue</td>
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<tr>
<td></td>
<td></td>
<td>Birmingham, AL 35226 Phone: 205-916-7677</td>
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<tr>
<td>Chicago, IL</td>
<td>Wednesday, August 27th</td>
<td>Hyatt Regency O'Hare 9300 Bryn Mawr Avenue</td>
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<td></td>
<td>Rosemont, IL 60018 Phone: 847-663-4473</td>
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<td>Greensboro, NC</td>
<td>Thursday, September 4th</td>
<td>Grandover Resort &amp; Conference Center 1000</td>
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<td>Club Road Greensboro, NC 27407 Phone: 336-294-1800</td>
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<td>Houston, TX</td>
<td>Friday, September 12th</td>
<td>Houston Marriott Westchase 2900 Briar Park</td>
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<td>Drive Houston, TX 77042 Phone: 713-978-7400</td>
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<tr>
<td>Los Angeles, CA</td>
<td>Thursday, September 18th</td>
<td>Pacific Palms Resort &amp; Conference Center 1</td>
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<td>Industry Hills Parkway City of Industry, CA</td>
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<td>91744 Phone: 626-854-2315</td>
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<tr>
<td>Melville, NY</td>
<td>Wednesday, October 22nd</td>
<td>Melville Marriott Long Island 1350 Old Walt</td>
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<td></td>
<td>Whitman Road Melville, NY 11747 Phone: 631-673-4324</td>
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To register, visit www.henryschein.com/events Please click on the event you would like to attend, the link will take you to our online registration system.