

Physician Payment Sunshine Act and Its Effect on Hospital Medical Education

Tuesday, June 11, 2013 ~ 1:00-2:00 p.m. Eastern

A price-conscious, value-packed teleconference

The Centers for Medicare & Medicaid Services (CMS) recently released the final rules to implement the Physician Payment Sunshine Act. In general, the Sunshine Act requires applicable manufacturers of drugs, devices, biologicals, or medical supplies to report annually to the U.S. Secretary of Health and Human Services (HHS) certain payments or other transfers of value to physicians and teaching hospitals (covered recipients). This will mean payments made from manufacturers directly to your facility will need to be closely watched and monitored for compliance purposes.

Companies will have to begin collecting data on August 1, 2013, and report this data through the end of December 2013 to CMS by March 31, 2014. CMS will release the data on the public website by September 30, 2014.

Having a clear understanding of these regulations is critical to ensuring compliance with the final Sunshine regulations, avoiding problems with the data industry may ask your hospital to provide in exchange for payments you receive, and guaranteeing consistency in any documents submitted to companies who have to report to CMS. Therefore, we encourage you to join us for this teleconference as we explore the rules of the Physician Payment Sunshine Act together.

Objectives:

At the end of this teleconference session, the learner should be able to:

- Understand compliance and penalties for the Physician Payment Sunshine Act
- Review the effect on hospital medical education departments
- Analyze the impact the rule will have on your physicians and institutions
- Recognize what constitutes a covered recipient and how this relates to your residency program
- Discuss strategies for compliance with this new regulation

Speaker: Thomas Sullivan is President of Rockpointe Corporation. Founded in 1995 to provide continuing medical education to physicians around the world, Rockpointe, and its ACCME-accredited subsidiary, Potomac Center for Medical Education (PCME), are among the nation's leading medical education companies. Rockpointe works with over 500 US based hospitals to deliver continuing medical education programs. Mr. Sullivan is the editor/author of the popular website Policy and Medicine (www.policymed.com) which covers important regulatory issues affecting the pharmaceutical and device industry, and for five years Policy and Medicine has ranked #1 by Google as an information source for the Physician Payment Sunshine Act. He is also one of the founders of the Association of Clinical Researchers and Educators, a non-profit education foundation dedicated to showing the value of industry-physician relationships, and a co-founder of the CME Coalition, a lobbying organization for CME Providers that has been successful in educating stakeholders in Washington on the value of CME.

Moderator: Scott Hershman, MD, CCMEP, is Chair-Elect of AHME's Council on Continuing Medical Education.

Register online now at www.ahme.org

AHME Members: Only \$100 by May 28 -- \$125 after 05/28/13

Non-Members: Only \$125 by May 28 -- \$150 after 05/28/13

* Session fee includes one phone line for multiple people.

Contact AHME Headquarters with questions – 724-864-7321 or sandi@ahme.org



**Teleconference Registration Form
 “Physician Payment Sunshine Act and
 Its Effect on Hospital Medical Education”
 Tuesday, June 11, 2013, 1:00-2:00 p.m. Eastern**

Institution Name _____

Representative Name: Main Contact for Registration

Name _____ Degree _____

Title _____ Department _____

Address _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

SESSION FEE*:

AHME Members:

\$100 (by 05/28/13) OR \$125 (after 05/28/13)

Non-Members:

\$125 (by 05/28/13) OR \$150 (after 05/28/13)

*Session fee includes one phone line for multiple people. Include your staff members and colleagues!

METHOD OF PAYMENT

NOTE: If registering by check/mail, be sure to fax your registration as well!

Credit Card: ___ Visa ___ MasterCard ___ American Express

Card # _____ Exp. Date _____ Total Cost to Charge to Card _____

Signature _____ Print Name _____

Check Enclosed: Made payable to **AHME** – mail to: **AHME, PO Box 725, Indiana, PA 15701**

If you register and plan to send a check later as noted above, please be sure to provide a copy of your registration form or list your institution and all attendee names on the check so it may be matched to the correct registration.

Check to Follow: Fax a copy of your internal check request to 724-864-6153

If you register and plan to send a check later as noted above, please be sure to provide a copy of your registration form or list your institution and all attendee names on the check so it may be matched to the correct registration.

Cancellation Policy: Cancellations made up to 3 business days before the conference date are subject to a 25% service fee. Registrants who do not dial in to the session, and those who do not cancel before 3 business days before the conference date are liable for the full fee. Only written requests for cancellation will be accepted. Cancellations must be made by fax at 724-864-6153 or by email (sandi@ahme.org).