



OFFICE PRACTICUM *Pediatric Software*

[*OPTimize 2010: Beyond-the-Basics* Conference Hits New York City!](#)

Thank you for your patience as we adjusted our location and conference sessions to meet the growing demand for the Office Practicum Client Conference in New York City:

***OPTimize 2010: Beyond-the-Basics*!**

Our first-ever roll-out of this event was held this year over the weekend of May 22-23 in Las Vegas. You can read about the Vegas conference on our [blog](#) and [Facebook](#), and join us for our second showing coming up in NYC!

Now a two-day event, the conference will be held on **Saturday, July 17th** from 8am to 5pm (with a casual evening reception to follow) and **Sunday, July 18th** from 7:30am to 2pm at the [Affinia Hotel Manhattan](#), located at **371 Seventh Avenue, New York, NY.**

How do I sign up?

Perhaps you are one of the 60 clients who have already indicated interest in this conference or made an earlier reservation. If so, please register for your selected Conference Option below by contacting Deanne McEwen at (800) 218-9916 x131 or on email at dmcewen@connexinsoftware.com. **If you haven't registered yet, don't despair! We can accommodate an additional 40 OP users on a first-call, first-registered basis.** A secure credit card payment for the registration fee can be made at the time of registration. **All reservations and payments need to be received no later than July 15th.**

What is the conference schedule?

***OPTimize* your conference experience!** Review the attached session schedule to see which sessions best meet your needs. Each day, there will be an **EMR Track** for physicians and HCP's, and a separate **Practice Management and Billing Track** for Office Managers and Billers. Then simply register for one of the four Conference Options, described below.

We will also have a dedicated **OP LAB**, complete with a number of computers and staffed by trainers. Be sure to drop by during the conference to ask your questions or simply try out what you've learned!

What are my conference options?

Option 1: Full Event: \$400 per person for both Saturday, July 17th & Sunday, July 18th (includes Saturday evening reception). You decide whether or not you would like to attend the Saturday morning EMR Fundamentals sessions, or simply start your day with lunch and meeting your colleagues and the OP staff. These sessions will be available for those clients that would like to review the basics, like Template and Vaccine Fundamentals. Please see the attached session schedules.

Option 2: Saturday, July 17th ONLY (includes evening reception) - \$250/person

Option 3: Sunday, July 18th ONLY (includes Saturday evening reception) - \$250/person

Option 4: Sunday, July 18th ONLY (without Saturday evening reception) - \$175/person

Your registration fee will include all sessions and materials, as well as breakfast, lunch and refreshments for the days you choose to attend. The hosted evening reception will be available from 5:30-7:00 pm on Saturday, July 17th. Guests are welcome at the evening reception for \$75 per guest. Please let us know in advance so we can plan accordingly.

Where should I stay?

We know there is no lack of hotel options for you in NYC! However, we have been able to keep your event fees down by guaranteeing that our clients will stay right at the Affinia Hotel-Manhattan. **Please help us in keeping this commitment by considering a reservation at the Affinia Hotel-Manhattan.** We know you won't be disappointed!

The group rate for these rooms will be **\$209 per night, plus applicable taxes.** Reservations can be made directly with the hotel by contacting the Reservations Department at (866) AFFINIA or (866) 233-4642. Please be sure to identify yourself as part of the Connexin Software group to guarantee the special group rate. **The Cut-Off Date for accepting reservations is Wednesday, June 30, 2010.** Any reservations received after this date, are subject to space and rate availability.

The Affinia Hotel-Manhattan is smack dab in the center of the city's most exciting neighborhoods and most popular attractions!

Step up from Penn Station, step across Seventh Avenue, and you're there or rather, here, where New York starts. Madison Square Garden, the Empire State Building, Fifth Avenue shopping, Chelsea art galleries, Broadway, Times Square – if you want an *authentic* New York experience, you've come to the right place. According to Travel & Leisure magazine, "A stay at the Affinia Manhattan will really make you feel a part of the city!"



What do I need to bring?

Feel free to bring your own computer. We will have a limited number of laptops available for your use in the **OP LAB**. However, should you want to access your own OP database, the hotel will provide internet access from the meeting rooms and OP LAB for a \$14.95 hotel access fee.

What should I wear?

As you know, NYC can be hot this time of year! Hotels often compensate for this heat with a good deal of air-conditioning. We don't want you to freeze, so bring a lightweight jacket or sweater to keep you comfortable in the meeting rooms. Otherwise, your OP Team will be dressed in business casual attire... so keep it comfortable for you, too!

Should you have any further questions about this event, please do not hesitate to contact Deanne McEwen at dmcewen@connexinsoftware.com.

We look forward to seeing you in New York City!

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OPTimize 2010 NYC SCHEDULE EMR Track for Physicians & HCP's

Saturday, July 17th

EMR Fundamentals: The Saturday morning EMR Fundamentals sessions for physicians and HCP's below are optional. They are being offered prior to the start of the conference for those who would like to review the fundamentals of the templates and vaccine modules.

Don't need to review the basics? Simply start your day with lunch and registration at 11:45!

- 8:00-9:00 am *****Registration & Breakfast*****
- 9:00-10:30 **TEMPLATE FUNDAMENTALS: Creating and Editing Templates**
Rena Lefkowitz
- 10:45-11:45 **VACCINE FUNDAMENTALS: Borrowing/Paybacks/Vaccine Code Table/Vaccine Reports/New features in 2010 Release**
Rena Lefkowitz
- 11:45-12:45 *****Lunch & Registration*****
- 12:45-1:00 **Welcome & Introductions**
Fred Pytlak & Greg Anderson
- 1:00-1:45 **ePRESCRIBING: Benefits to You & Your Patients**
Greg Anderson
- 2:00-3:00 **MEDICAL REPORTS: Patient Recalls, Event Chronology, Demographic Analysis, Prescription Analysis**
Rena Lefkowitz
- 3:00-3:15 *****Break*****
- 3:15-4:15 **MEANINGFUL USE**
Greg Anderson
- 4:15-4:45 **ROUNDTABLE DISCUSSION: How Will Meaningful Use Impact Your Practice?**
Greg Anderson
- 4:45-5:00 **Closing**
- 5:00-6:30 *****Evening Reception*****

OPTimize 2010 NYC SCHEDULE EMR Track for Physicians & HCP's

Sunday, July 18th

- 7:30-8:30 *****Breakfast & Registration*****
- 8:30-8:45 **Welcome**
Fred Pytlak & Greg Anderson
- 8:45-9:45 **NEW 2010 RELEASE: New EMR/Inbox Features**
Greg Anderson
- 9:45-10:30 **NEW 2010 RELEASE: Coding Changes**
Greg Anderson
- 10:30-10:45 *****Break*****
- 10:45-11:45 **SURVEYS & FLOWSHEETS**
Rena Lefkowitz
- 11:45-12:45 *****Lunch*****
- 12:45-2:00 **STREAMLINING YOUR CHARTING**
Sue Kressly MD, Connexin Software Medical Director
- 2:00-2:15 **Closing: What Does the Future Hold for OP?**

OPTimize 2010 NYC SCHEDULE Practice Management & Billing Track

Saturday, July 17th

NOTE: Office Managers & Billers will want to attend ALL sessions on Saturday & Sunday.

- 8:00-9:00 am **Registration & Breakfast**
- 9:00-10:30 **BILLING REPORTS: Monitor Your Practice Productivity & Financial Health**
Melissa Habar
- 10:45-11:45 **INTERFACE OPTIONS: Labs, Patient Web Portals and More!**
Melissa Habar
- 11:45-12:45 *******Lunch*******
- 12:45-1:00 **General Welcome & Introductions**
Fred Pytlak & Greg Anderson
- 1:00-1:45 **PATIENT PORTAL: For Fun & Profit**
Greg Anderson
- 2:00-2:30 **OP SUPPORT RESOURCES: The Forum, Template & Survey Sharing**
Greg Anderson/ David Palmer
- 2:30-3:00 *******Break*******
- 3:00-4:00 **VACCINE INVENTORY & EFFICIENCY: Maintaining Your Vaccine Inventory and VacLogic™, NY Bidirectional Registry**
Fred Pytlak/ Rena Lefkowitz
- 4:00-4:45 **ROUNDTABLE DISCUSSION**
Rena Lefkowitz
- 4:45-5:00 **Closing**
- 5:00-6:30 *******Evening Reception*******

OPTimize 2010 SCHEDULE Practice Management & Billing Track

Sunday, July 18th

7:30-8:30 *****Breakfast & Registration*****

8:30-8:45 **Welcome**

8:45-9:45 **NEW 2010 RELEASE: New Billing Features**
Melissa Habar

9:45-10:30 ***OPTimizing* Your Billing Workflow**
Melissa Habar

10:30-10:45 *****Break*****

10:45-11:45 **ICD-10: How Will It Be Integrated with OP?**
Fred Pytlak

11:45-12:45 *****Lunch*****

12:45-2:00 **BEST BILLING PRACTICES**
Greg Anderson / Melissa Habar

2:00-2:15 **Closing: What Does the Future Hold for OP?**