TARGET AUDIENCE
This conference is specifically for young physicians and/or physicians new to practice who wish to expand their expertise in anesthesia business practice and management, and others who may have been under-represented in anesthesia business practice leadership for any reason, such as women and minorities.

STATEMENT OF EDUCATIONAL NEED:
Anesthesiology is a dynamic specialty with significant changes expected on several fronts in the years to come. This includes new clinical technologies and practices, regulatory changes, business process changes, and overall changes in the healthcare environment. In addition to covering the changing anesthesia business practice environment, this program seeks to prepare participants for leadership positions in their own anesthesia practices, with an emphasis on the business skills necessary for success.

COMMERCIAL SUPPORT ACKNOWLEDGMENT:
This CME activity may be supported by educational grants. A complete list of supporters will be available online in the course syllabus.

RESOLUTION OF CONFLICTS OF INTERESTS:
In accordance with the ACCME Standards for Commercial Support, the CSA adheres to strict guidelines and processes to identify and resolve conflicts of interest for all individuals in a position to control content of this CME activity.

ACCREDITATION AND CREDIT DESIGNATION
The California Society of Anesthesiologists is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The California Society of Anesthesiologists designates this live format for a maximum of 5.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
AT THE CONCLUSION OF THIS ACTIVITY PHYSICIANS SHOULD BE ABLE TO:

1. Understand and define how business practice in anesthesia works and implement this knowledge in relationship to anesthesia practice and personal finance.

2. Understand the basics of business negotiation and implement this knowledge in real life professional negotiation activities.

3. Demonstrate by personal examples how skills and expertise in anesthesia business management may be used to attain leadership positions in anesthesia practice and the medical community.

THIS CONFERENCE IS DESIGNED to provide education for any physician anesthesiologist who has a knowledge gap in business and management practices in anesthesiology. It is specifically for young physicians and/or physicians new to practice who wish to expand their expertise in this area, and others who may have been under-represented in anesthesia business practice leadership for any reason, such as women and minorities.

UNLESS OTHERWISE NOTED, OUR FACULTY HAS NO RELEVANT FINANCIAL INTERESTS TO DISCLOSE

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Amy Lu, MD
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Margaret Neale, Ph.D
Adams Distinguished Professor of Management at the Graduate School of Business at Stanford University

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Judy Semo, JD
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UNLESS OTHERWISE NOTED, THE FOLLOWING MEMBERS OF THE EDUCATIONAL PROGRAMS DIVISION (EPD) HAVE NO RELEVANT FINANCIAL RELATIONSHIPS TO DISCLOSE AND HAVE APPROVED THIS PROGRAM

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Roya Safrany, MD
Narendra Trivedi, MD
Jeffrey Uppington, MD
Steve Yun, MD
Mark Zakowski, MD

PROGRAM SCHEDULE

Linda Hertzberg, MD, FASA Moderator

12:00 - 12:50PM
Anesthesia Business Practice and its Relationship to Finances for Every Career Stage
Judy Semo, JD, Semo Law Group

12:50 - 1:00PM
Q&A

1:00 - 2:30PM
Basics of Successful Negotiation in Anesthesia Negotiation Skills – Practical Small group exercises
Margaret Ann Neale, Ph.D, Stanford Graduate School of Business

2:30 PM BREAK

2:30 - 4:00PM
Basics of Successful Negotiation in Anesthesia cont.

4:00 - 5:15PM
Panel – “Navigating the Business of Anesthesiology to a Successful Leadership Position”
Dena Janigian, MD
Amy Lu, MD
Asha Padmanabhan, MD
Sam Wald, MD, MBA, FASA
Smitha Warrier, MD

5:15 - 5:30 PM
Q&A and Final Remarks
Method of Payment (CHECK ONE)

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