Advance Your Practice at ADVANCE 2023: The Anesthesiology Business Event

Lilian Kanai, MD, MBA, FASA, FACHE

From scope of practice concerns and workforce shortages to unionization efforts and new legislation, the world – and the business of medicine – moves fast. As anesthesiologists, it’s critical that we keep up in order to grow our practices and protect our patients. Clinical work is at the heart of what we do, but understanding the business of medicine is increasingly essential if we’re to thrive in this evolving landscape.

ADVANCE 2023: The Anesthesiology Business Event is here to help. A robust weekend of learning, sharing, and evolving, the event is shaping up to be our best practice management conference yet. Set to take place January 27-29, 2023, at the Hyatt Orlando, the program has been reimagined and rebranded to address the range of issues that keep you up at night. A wealth of education and information will be available for one all-inclusive fee and offered in person. For those unable to attend, the program will be available on-demand for purchase.

Each of us has been affected by the pandemic – in the way we live, work, and set priorities – and CME educational opportunities were not immune. As part of our iterative process, the Practice Management Oversight Committee (PMOC) did a deep dive into the 2022 attendee feedback and used that data to drive the content and format for 2023. We heard your concerns, and we plan to address them by reviving popular sessions and events and introducing new elements to level-up the event.

Keynote speaker Professor Bernie Banks will kick off the conference on Friday, January 27, with his presentation, “Leading Through Turbulent Times.” Professor Banks is Associate Dean for Leadership Development and Inclusion and Clinical Professor of Management and Organizations at the Kellogg School of Management at Northwestern University. He’s also a lecturer at the ASA Executive Physician Leadership Program.

Professor Banks will return Saturday, January 28, to lead off the day with a talk on diversity, equity, and inclusion (DEI). Other popular sessions, such as the President’s Address, Legislative Updates, and the Townhall with ASA Leadership, will return in addition to the popular Quality & Payment Updates with Matt Popovich, ASA Quality and Regulatory Affairs Executive, and Helen Olkaba, ASA Director of Payment and Practice Management.

For ADVANCE 2023, we’ve tweaked and augmented plans to make the event even better.

1. Roundtables are back with smaller, more intimate tables. Expert speakers will join Committee on Practice Management members, so you have access to event and thought leaders. Based on feedback, the sessions will again take place in the middle of the day rather than at the end.

2. Simultaneous sessions will be limited, usually to a maximum of three sessions. You told us there were too many concurrent sessions in 2022, so we have retooled the schedule.

3. For the first time, we will offer dedicated time for great networking opportunities. On Saturday afternoon, from 4:15-5:15 p.m., you can select your own networking adventure. Choose from Small to Medium Groups, Large Groups, Academic, Anesthesia Practice Administrators and Executives, or Resident Groups to connect with colleagues new and old. A cash bar will be available.

Throughout the weekend, we’ll cover a host of relevant and timely hot topics so you’ll leave Orlando up to speed on the issues the specialty faces today and will face in the years ahead.

**Workforce shortage:**
The supply and demand imbalance affects our ability to cover cases. This is not just a short-term issue. It has potential long-term consequences. We will devote two sessions to this topic. Drs. Peterson, Schulman, and Miller will look at trends and share potential solutions. In addition, Jake Poore, a popular American College of Healthcare Executives speaker, will address this topic from a different perspective.

**Unionization:**
According to Becker’s, 74% of physicians are hospital or corporate employees. As a result of this, there is increasing interest in unionization for physicians. We’ve invited a well-informed ER physician and labor attorney to discuss the pros, cons, and pitfalls of unionization.

**Comparison of different types of practices:**
To tackle the breadth and depth of the many types of practices, we’ll include a session on different routes to scalability in different practice types, comparing academic, a private equity-backed group and a non-private equity-backed group. We will take a look at the opportunities and challenges in remaining active on the advocacy front from an economic perspective.

**No Surprises Act:**
Being forced out of network, navigating the independent dispute resolution (IDR) process, and understanding the Qualified Payment Amount (QPA) are concerns voiced by ASA members. To address this evolving issue, Manny Bonilla, ASA Chief Advocacy Officer, and Jonathan Gal, MD, FASA, chair of the Committee on Economics, will lead a session on the No Surprises Act with both a didactic and Q&A session.

“**As part of our iterative process, the Practice Management Oversight Committee (PMOC) did a deep dive into the 2022 attendee feedback and used that data to drive the content and format for 2023.**”

In addition to this great content, the exhibit hall will once again be bursting with opportunities to learn and network. All coffee breaks and lunches will be hosted in the exhibit hall, along with the Friday evening Opening Reception. The Foundation for Anesthesia Education and Research presentation will also take place in the exhibit hall. Center Stage talks will augment the learning as exhibitors share the latest trends and innovations during lunch breaks. These exhibitor presentations were a huge success in 2022, and we look forward to more great material in 2023.

The PMOC recognizes the challenge of juggling the many competing concerns today’s anesthesiologists are forced to grapple with. To help prepare you for these real-world scenarios and arm you to implement strategic and tactical solutions designed to protect and grow your practices, ANESTHESIOLOGY 2023: The Anesthesiology Business Event will bring you the most recent, most timely, and most salient information. Visit asahq.org/advance to learn more and register today.