

SOUTH CAROLINA  
MEDICAL ASSOCIATION'S

# SIXTH ANNUAL HEALTH LAW SYMPOSIUM

February 17, 2012  
Columbia, SC



Medical  
Law

Sponsored by

SCMA LEGAL  
RESOURCE CENTER



South Carolina  
Medical Association  
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CONTINUING LEGAL EDUCATION

# SCMA'S LEGAL RESOURCE CENTER'S 6TH ANNUAL HEALTH LAW SYMPOSIUM

## SYMPOSIUM AGENDA February 17, 2012

At the end of each Educational Session, the attendee should be able to do the objectives listed after the topic. All presentations will have a 5-10 minute question and answer session.

8:00 am – 8:15 am	Registration
8:15 am – 9:15 am	<b>Patient Protection and Affordable Care Act (PPACA)</b> Steve Williams, Esquire – Haynsworth Sinkler Boyd, P.A. <ul style="list-style-type: none"><li>• Describe the basic components of the Patient Protection and Affordable Care Act</li><li>• Discuss opportunities for physicians and patients</li></ul>
9:15 am – 10:15 am	<b>PPACA: A South Carolina Perspective</b> Joseph L. “Lee” Pearson, MS, DrPH, Director of Operations South Carolina Institute of Medicine and Public Health <ul style="list-style-type: none"><li>• Describe state-level actions around implementation of the Patient Protection and Affordable Care Act</li><li>• Explain key components of the Patient Protection and Affordable Care Act related to the expansion of insurance coverage</li><li>• Recognize the linkage between components of the Patient Protection and Affordable Care Act and efforts to improve health outcomes</li></ul>
10:15 am – 10:25 am	Break
10:25 am – 11:25 am	<b>The Risks and Ethics of Participating in Medicare/Medicaid Incentive Programs</b> Ira Bedenbaugh, Firm Principal, Medical Consulting Services Director Elliott Davis, LLC <ul style="list-style-type: none"><li>• Describe and explain governmental incentive programs</li><li>• Understand the ethical issues and risks associated with governmental incentive programs</li><li>• Understand reporting options and attestation of reporting</li></ul>
11:25 am – 12:25 pm	<b>Consent, Communication, and Decision-Making for the Seriously Ill in South Carolina Hospitals</b> Mark O’Rourke, MD Cancer Center of the Carolinas <ul style="list-style-type: none"><li>• List three shortcomings of the South Carolina statutory advance directives</li><li>• List three approaches to improved consent, communication, and decision-making for seriously ill patients in South Carolina Hospitals</li><li>• List three features of the POLST paradigm that differ from current statutory advance directives</li></ul>
12:25 pm – 1:00 pm	Lunch – Catered by Hudson’s BBQ
1:00 pm – 2:00 pm	<b>Workforce in South Carolina</b> Jimmy Walker, Senior Vice President, Regulatory and Workforce South Carolina Hospital Association Susan Outen, Associate Director, Staffing Services South Carolina Hospital Association <ul style="list-style-type: none"><li>• Identify the variety of issues which are impacting the South Carolina healthcare workforce</li><li>• Identify some of the key issues within the PPACA which are impacting health care</li></ul>
2:00 pm – 3:00 pm	<b>Social Media as it Pertains to Employees</b> Nikole Setzler Mergo, Esquire Nexsen Pruet <ul style="list-style-type: none"><li>• Discuss the implications of online social networking and blogging for employee hiring, discipline, and litigation</li></ul>

### Continuing Legal Education (CLE)

This course has been approved for 6 CLE credit hours. Course #120176

### Continuing Medical Education (CME)

The South Carolina Medical Association (SCMA) designates this educational activity for a maximum of 6 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The SCMA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

To be compliant with the AMA’s “Physician’s Recognition Award and Credit System,” we require physicians to attest to the amount of time they are claiming credit – which should be commensurate with the extent of time they participate in a CME activity. To assure compliance, we now require all physicians attending or participating in an accredited CME activity, to complete the “contact information” portion of the evaluation and, specifically, sign where indicated on the evaluation.

EDUCATIONAL CREDIT



## REGISTRATION

As an attendee of this year's symposium, you have the option to purchase the SCMA Legal Resource Center's premier legal reference guide at special pricing. *SCMA's Practical Guide to South Carolina Health Law*, 2nd edition, serves as an invaluable reference guide for medical practices and health law offices.

*(Per attendee—please copy this form for additional attendees.)*

### Registration Fee:

**I plan to attend the Symposium Only** (Includes Lunch)

\$125 SCMA Members (Must provide SCMA Account #: \_\_\_\_\_)

\$175 Non-Members

-or-

**I would like to attend the Symposium and receive the *SCMA's Practical Guide to South Carolina Health Law - Second Edition***

\$199 SCMA Members

\$265 Non-Members

### Attendee Info:

Name: \_\_\_\_\_

Practice/Firm Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Attorney Bar Number: \_\_\_\_\_

### Payment Method:

Check enclosed (payable to SCMA Legal Resource Center)  Visa  MasterCard

Number of Attendees: \_\_\_\_\_ Total Amount enclosed: \_\_\_\_\_

*Credit Card Information if applicable*

Cardholder Name: \_\_\_\_\_

Card Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Number: \_\_\_\_\_ 3-digit Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

### Return Registration to:

Mail or Fax to: SCMA-Health Law Symposium  
P.O. Box 11188  
Columbia, SC 29211  
or Fax (803) 772-6783

### For questions:

Call Rebecca Dickson at 1-800-327-1021 ext. 412

www.scmedical.org

## LOCATION

### South Carolina Medical Association

132 Westpark Blvd.  
Columbia, SC 29210

## CANCELLATION POLICY

**Registration deadline is  
Friday, February 10, 2012.**

If cancellation is received in writing no later than 5 business days before February 17, 2012, a refund will be made, less a \$25.00 processing fee. No refunds will be granted after February 10, 2011. Substitute attendees, however, are welcomed and encouraged.

## HOW DID YOU HEAR ABOUT THIS EVENT?

- Brochure
- Internet
- Colleague
- SCMA Website
- SCMA MEDWeek
- CME Office
- South Carolina Bar Website
- South Carolina Bar E-Blast
- Other \_\_\_\_\_

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