

THE MONTEREY COUNTY MEDICAL SOCIETY/SANTA CLARA COUNTY MEDICAL ASSOCIATION
AND
THE CALIFORNIA MEDICAL ASSOCIATION
PRESENT

What Every Physician Needs to Know About Their Practice

Two opportunities to attend the FREE seminar by Frank Navarro, Associate
Director of the CMA Center for Economic Services

Wednesday, March 31, 2010
SCCMA, 700 Empey Way, San Jose, CA 95128

or

Thursday, April 1, 2010
Cypress Room, 5 Lower Ragsdale Dr, Monterey, CA 93940

Note: The Cypress Room is located in the rear of the building containing the Keller Institute,
Central Coast Cardiology, and other medical offices.

Office Managers/Administrators: 12:00p.m. - 2:00 p.m. (Lunch Provided)

Physicians: 6:00 p.m. - 8:00 p.m. (Dinner Provided)

Topics include:

- Customer service and the patient experience
- Importance of time management
- Practice assessment
- Important resources
- Finding and keeping qualified staff
- Receptionist is not an entry-level job
- Coding and compliance
- Fine-tuning your accounts receivable
- Appealing is critical and CMA can help

To register, please choose which date and session you plan to attend, fill out the form below, and fax back to 408/289-1064. If you have any questions, please call Membership at 831/455-1008 or 408/998-8850.

Wednesday, March 31, 2010

Thursday, April 1, 2010

Please circle one: Lunch Session (Office Mgr)

Dinner Session (Physician)

PLEASE RSVP FOR EITHER DATE BY MONDAY, MARCH 29, 2010.

Name _____

Address _____

Phone _____ Fax _____

Physician Name _____