

### Accreditation

The activity has been planned and implemented in accordance with the Essential and Standards of the Accreditation Council for Continuing Medical Education through the joint sponsorship of North Carolina Medical Society and Dixon Hughes PLLC. NCMSE is accredited by the ACCME to provide continuing medical education for physicians.

### Credit Designation

The North Carolina Medical Society designates this educational activity for a maximum of 20 AMA/PRA Category 1 Credits™. Physicians should discuss with their sponsors with the extent of their participation in the activity.

### Disclosure

The North Carolina Medical Society adheres to ACCME financial and public reporting industry support of continuing medical education. Commercial support for the program and faculty relationships within the industry will be disclosed at the activity. Faculty will also state when utilized or experimental use of drugs or devices is incorporated in their presentations.

### Americans With Disabilities Act

NCME is fully committed to the principle of equal educational opportunities for all individuals and does not discriminate on the basis of any characteristics protected by federal or state law. If you require any of the auxiliary aids or services identified in the American with Disabilities Act in order to participate in this conference, please call Alex Child at 1-877-424-6294 no later than six business days before the date of the activity.

You will gain extensive knowledge from our important educational sessions, open discussions and one-on-one conversations with our industry leaders.



## Conference Agenda

Thursday, July 10, 2008	
6:30 PM - 8:30 PM	Welcome Reception and Dinner, Westfield Terrace
Friday, July 11, 2008	
7:30 AM - 8:30 AM	Breakfast Buffet
8:30 AM - 9:45 AM	Welcome Reception and Opening Statements
9:45 AM - 9:45 AM	Accounts Receivable - A Tax Through Engagement, Know How and Metrics to Improve Patient Service *
9:45 AM - 10:45 AM	Compliance - Lessons Learned in Government Audits and How to Stay Safe and Provide Appropriate Patient Care*
10:45 AM - 11:00 AM	Break
11:00 AM - 12:00 Noon	Contracts and Compensation - What Physicians Need to Know to Provide Optimal Patient Services*
12:00 Noon - 1:30 PM	Lunch and General Session: Leadership
1:30 PM - 2:30 PM	Specialty Investment Management - The Sweet Spot Between Active and Passive Investing
2:30 PM - 3:00 PM	Networking Break and Refreshments
3:00 PM - 4:15 PM	Key Issues in Tax and Accounting Decision with Panel Discussion
4:00 PM - Until	Dinner & Entertainment, Westfield Terrace
Saturday, July 12, 2008	
8:00 AM - 9:00 AM	Breakfast Buffet
9:00 AM - 10:00 AM	Don't Just See More Patients... Utilize Health Enhancements and Prevention Strategies
10:00 AM - 11:00 AM	Keynote Presentation: Dr. Kevin Soder: The 10 Most Important Lessons Learned from the Best Doctors
11:30 AM - Until	Activities: Tour of The Blower Park Inn

\*AMA/PRA Category 1 Credit

To read more about these valuable sessions, visit [www.dixon-hughes.com/08Physicians](http://www.dixon-hughes.com/08Physicians)

Valuable Information.  
Professional Advice.  
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The challenges you face are endless.

Our Physician Services Group will teach you how to meet your everyday challenges while capitalizing on every available opportunity to improve your bottom line.

## Presenters

Daniel S. Holmberg, M.D., MBA, DPH, FACP, FIDP  
Sr. Manager Dixon Hughes PLLC

Caryn L. Conard, Attorney  
Partner, Van Winkle Law Firm

Daniel Davis Jacobson, M.D., MBA, DPH  
Manager Dixon Hughes PLLC

Elizabeth T. Black Thomas, Attorney  
Myersburgh Taylor Boyd, P.A. Law Firm

Michael Crawford, CPA  
Member Dixon Hughes PLLC

Jim Bowman, Senior Business Advisor  
Healthcare Consultant, Dixon Hughes PLLC

Frederick Kramer, M.D.  
Chief Investment Officer, Wealth Advisor Group LLC

Robert S. Guterman  
President, Wealth Management Strategies, Inc.

The panel discussion will also include the following Dixon Hughes PLLC tax and consulting professionals:

July R. Alexander, CPA, AICPA

Larry Sperry, CPA

Rebecca Lewis, CPA

Paul Triggs, CPA

Tim Francis, CPA

Melanie Johnson, CPA, CMA

## Keynote Speaker

Dr. Kevin Soder, MD, MPH  
Physician, Medical Correspondent,  
Author Speaker



Dr. Kevin Soder has been a health journalist for over 20 years and has been seen on the TV news of 10 stations, a daily half-hour medical show on the Internet, and a weekly radio show for ABC News Channel and has also appeared regularly on NBC's Today Show. He is also a regular on the nationally syndicated golf show, *Go for the Green*.

He currently serves as the worldwide Medical Director for "Goody's Instruments" and the Clinical Health Corporation and has been a visiting Professor at the State of Florida College of Medicine.

## Registration Information:

Remember! This is an invitation only event. Attend for only the cost of your travel and lodging.

### Conference Registration:

Register online at:  
[www.dixon-hughes.com/08Physicians](http://www.dixon-hughes.com/08Physicians)  
Or call Alex Child at 1-877-424-6294

### Lodging Registration:

To reserve your room, and receive the special group rate of \$179 per night, register online at:  
[www.groupinnc.com](http://www.groupinnc.com) and input the group identification code: 08PH/08  
Or call The Grove Park Inn at 1-800-438-3810 and mention "the Dixon Hughes Conference"

Prescription for Profitability - Plan, Prepare and Partner with Dixon Hughes PLLC

[www.dixon-hughes.com/08Physicians](http://www.dixon-hughes.com/08Physicians)

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Cordially Invited

Prescription for Profitability Conference  
July 10-12, 2008 The Grove Park Inn, Asheville, NC

# Plan, Prepare & Partner

with Dixon Hughes PLLC

Save the Date!

Prescription for Profitability Conference  
July 10-12, 2008 Grove Park Inn, Asheville, NC

Join us for The 2008 Dixon Hughes Construction Executive Conference -  
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**Co-founder of the Law**  
will introduce you to the  
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Mintze: Risk on the flight of  
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# Plan, Prepare & Partner

with Dixon Hughes PLLC

Prescription for Profitability Conference  
July 10-12, 2008

The Grove Park Inn, Asheville, NC

ANNOUNCING NEW KEYNOTE SPEAKER

The summer is almost here and that means our second annual Physician Conference is right around the corner! If you haven't already registered, don't miss this opportunity to join us for two days of education and relaxation at one of the South's most famous resorts, The Grove Park Inn. To help us celebrate this event, we are pleased to announce Dr. Mark Braunstein as our new keynote speaker.

For more about this event or to register online, visit [www.dixon-hughes.com/08Physicians](http://www.dixon-hughes.com/08Physicians)

## Attack profit loss from the inside out

The challenges you face are endless.



Insurance regulations, federal red tape, Medicare and Medicaid audits, and complex IRS rules to name just a few. It is increasingly difficult to eke out a profit with these wolves all vying for a piece. This year's conference will teach you the skills you need to keep your practice alive despite these daily obstacles.

## The skills for survival in a complex world

Targeted sessions, peer discussion & knowledge.



Our tested professionals have crafted sessions that directly target the challenges you face as a physician. These sessions in subjects such as **Accounts Receivable, Compliance, Contracts and Compensation, Leadership and Key Issues in Tax and Accounting**, will empower you with the knowledge and tools that you need to survive in today's challenging world.

## Renewal - Relaxation - Recreation

It's waiting for you.



Immerse yourself in all that the Grove Park Inn has to offer. After the seminar, enjoy your choice of a complimentary afternoon of golf or join us for a tour of the **Billmore Estates**, one of Asheville's most beautiful attractions.

Attend for **only the cost of your travel and lodging**. Your registration covers all educational sessions, materials, meals, and the optional golf or tour outings. **Register by May 1st and receive \$100 toward the Grove Park Inn's accommodations, services, or products.**

For more information and to find out how to register for this restful and invaluable weekend

visit [www.dixon-hughes.com/08Physicians](http://www.dixon-hughes.com/08Physicians)

Join us July 10-12 in Asheville, NC

 **DIXON HUGHES** PLLC  
Dedicated Public Accountants and Attorneys

## Session Summary

Friday, July 11, 2008  
8:45AM - 9:45AM  
General Session:

Accounts Receivable:  
Know How and Metrics  
(Doral Davis Jacobsen)

This session focuses on  
(AR) processes through  
process and provide  
approach a wide variety  
will be able to learn  
information on "best  
AR monitoring strategy  
practice.

\*AIA PRA Category 1

## Conference Agenda

Prescription for Profitability Conference  
July 10-12, 2008 Grove Park Inn, Asheville, NC

### Thursday, July 10, 2008

6:30 PM - 8:30 PM Welcome Reception and Dinner, Vanderbilt Terrace

### Friday, July 11, 2008

7:30 AM - 8:30 AM Breakfast Buffet

8:30 AM - 8:45 AM Welcome

8:45 AM - 9:45 AM General Session: Accounts Receivable - A Tale Through Empowerment, Know How and Metrics to Improve Patient Service (Doral Davis Jacobsen, Dixon Hughes)

9:45 AM - 10:45 AM General Session: Compliance - Lessons Learned in Government Audits and How to Stay Safe and Provide Appropriate Patient Care (Dorosh Holzmark and Carolyn Coward, Attorney with Van Winkle Law Firm)

10:45 AM - 11:00 AM Break

11:00 AM - 12:00 Noon General Session: Contracts and Compensation - What Physicians Need to Know to Provide Optimal Patient Services (Jim Bowron, Dixon Hughes and Attorney)

12:00 Noon - 1:15 PM Lunch and General Session: Leadership (Michael Crawford, Dixon Hughes)

1:30 PM - 2:30 PM General Session: Wealth Management Strategies (Rick Kramer, Wealth Advisor Group)

2:30 PM - 3:00 PM Networking Break and Refreshments

3:00 PM - 4:15 PM General Session: Key Issues in Tax and Accounting Overview with panel Discussion (Panel Members: Michael Crawford, Judy Alexander, Larry Byerly, Rebecca Isaacs, Pete Taague, Lynne Karrison, Tim Novak, Melanie Johnson)

6:00 PM - Until Dinner & Entertainment, Vanderbilt Terrace

### Saturday, July 12, 2008

8:00 AM - 9:00 AM Breakfast Buffet

9:00 AM - 10:00 AM General Session: Asset Protection (Bob Gutherman)

10:00 AM - 11:00 AM Keynote Presentation Dr. Kevin Soden

11:30 AM Activities - Tour of Biltmore Estate or Golf at GPI



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## Presenter Bio

Prescription for Profitability Conference  
July 10-12, 2008 The Grove Park Inn, Asheville, NC

**Robert S. Gutherman**  
President Wealth Management Strategies, Inc.

Bob has spent his entire career in the financial services arena. Initially, as a principal and owner of a large property and casualty underwriter Insurance Services and went on to develop programs for A&A around the country. Subsequently, he developed marketing programs for Citibank's residential mortgage business before joining Fortress Financial Services in Asheville, NC, where he served as President of their subsidiary, Financial Planning.

Bob established Wealth Management Strategies, Inc. in Asheville and has successfully marketed many sophisticated strategies in this area, including such strategies as "Pension Rollover" and "Qualified Money Conversion".