BE A SUPERHERO!
Learn how to protect your practice from unnecessary claims

2017 PHYSICIAN RISK MANAGEMENT PROGRAM

Legal Matters  //  Medical Matters
Case in Point III  //  Case in Point II  //  Case in Point
BE A SUPERHERO!
Learn how to protect your practice from unnecessary claims

CME CREDITS
CME Credits can be earned for attending a live education program or taking a home study course.

5% DISCOUNT
You will receive a 5% premium discount on your next professional liability insurance renewal policy.

TIMELY INFORMATION
You will learn how to enhance the Physician-Patient relationship and improve the quality of patient care.
February 2017

Dear Colleague:

Saving and improving lives is the work of superheroes and Doctors. In the world of medicine, protecting yourself and your practice from unnecessary claims is an important part of this effort.

In the fight against claims, knowledge is power. Professionals Advocate’s 2017 risk management education program, Be a Superhero: Learn how to protect your practice from unnecessary claims, is designed to arm you with information that can help reduce liability risks in your practice. We have prepared a selection of topics that address the latest issues in risk management and provide vital insight into your everyday interactions with patients, medical records and more.

Please take a moment to review these in-person and home study programs. Each has been developed by medico-legal experts to offer relevant and timely guidance through the use of case studies and interactive materials. You can register either by returning the included registration form in the postage-paid envelope, or online at proad.com

I urge you to register for these programs today. If you have any questions or need more information, please call our Risk Management Services Department at 410-785-0050 or 800-492-0193. We look forward to seeing you at our 2017 risk management programs.

Sincerely,

George S. Malouf, Jr., M.D.
Chair of the Board
LEGAL MATTERS: RECURRING MEDICAL MALPRACTICE TOPICS – SIX CASE EXAMPLES

Presented by attorneys from the law firm of Hancock, Daniel, Johnson & Nagle, P.C.

This program will review the most common recurring issues that serve as a basis for medical malpractice litigation. These issues include differential diagnoses, informed consent, complications of treatment, poor communication and poor record-keeping. The discussion will include short video vignettes.

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<thead>
<tr>
<th>DATE</th>
<th>CODE</th>
<th>FACILITY</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Thu, April 24</td>
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<td>Hilton Garden Inn</td>
<td>Fairfax</td>
</tr>
<tr>
<td>Thu, May 18</td>
<td>3589</td>
<td>Holiday Inn - Monticello</td>
<td>Charlottesville</td>
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<tr>
<td>Wed, June 14</td>
<td>3590</td>
<td>Washington Hospital Ctr.</td>
<td>Washington, D.C.</td>
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<td>Thu, Sept 7</td>
<td>3591</td>
<td>Courtyard Marriott</td>
<td>McLean</td>
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<tr>
<td>Wed, Oct 4</td>
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<td>Inova Alexandria Hospital</td>
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<td>Thu, Oct 19</td>
<td>3593</td>
<td>DoubleTree by Hilton</td>
<td>Richmond</td>
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Each program begins promptly at 6:00 p.m. and ends at 8:00 p.m. To qualify for the premium discount and CME Credits, you must participate in the entire program.

OBJECTIVES

Upon completion of this live activity, participants will be better able to:

- Recognize the most common recurring issues in medical malpractice litigation
- Understand how these issues play out in malpractice litigation
- Learn techniques to best avoid these issues

ABOUT THE PRESENTER

The backbone of Hancock, Daniel, Johnson & Nagle, P.C.’s litigation practice centers on defending Physicians, hospitals, nurses, nursing homes and other health care providers in medical malpractice actions.
MEDICAL MATTERS: ELECTRONIC COMMUNICATIONS IN HEALTH CARE

Presented by attorneys from the law firm of Hancock, Daniel, Johnson & Nagle, P.C.

Communication processes in health care have undergone dramatic changes through the use of electronic forms of communication. This course will take a look at some of those new means of communication. The focus will primarily be on email exchanges, especially those between patients and health care practitioners and those among providers related to patient care. It will also feature sections on telemedicine and on social media and its use by providers as well as patients.

Presented by attorneys from the law firm of Hancock, Daniel, Johnson & Nagle, P.C.

The backbone of Hancock, Daniel, Johnson & Nagle, P.C.’s litigation practice centers on defending Physicians, hospitals, nurses, nursing homes, and other health care providers in medical malpractice actions.

DATE | CODE  | FACILITY                      | LOCATION
---|------|-------------------------------|------
Thu, March 30 | 3582 | Courtyard Marriott           | McLean
Thu, April 13  | 3583 | Kirkley Hotel                | Lynchburg
Wed, May 24    | 3584 | Wyndham Garden               | Manassas
Thu, June 29   | 3585 | Holiday Inn - Tanglewood     | Roanoke
Thu, Sept 28   | 3586 | Sentara Norfolk Gen. Hosp.   | Norfolk
Mon, Oct 16    | 3587 | Hilton Garden Inn            | Fairfax

Each program begins promptly at 6:00 p.m. and ends at 8:00 p.m.
To qualify for the premium discount and CME Credits, you must participate in the entire program.

OBJECTIVES

Upon completion of this live activity, participants will be better able to:

- Provide an overview of the use of the Internet and email in health care
- Describe issues related to use of electronic communication in Physician-Patient as well as Physician-Physician relationships
- Discuss security and privacy issues related to electronic communication

ABOUT THE PRESENTER

The backbone of Hancock, Daniel, Johnson & Nagle, P.C.’s litigation practice centers on defending Physicians, hospitals, nurses, nursing homes, and other health care providers in medical malpractice actions.
CASE IN POINT II: DOCUMENTATION

Case in Point II is our second risk management publication featuring a series of closed-claim scenarios that focus on issues involving medical record documentation. The selected cases serve to provide the reader with situations in which poor or non-existent documentation created patient safety issues and allegations of negligent treatment for the Physician.

Participants who successfully complete Case in Point II will receive the same 5% premium discount that they would receive for attending a live activity.

NOTE
If you have previously completed the Case In Point II home study course, you are NOT eligible to receive a premium discount or CME Credits by taking it again in 2017.

CASE IN POINT III: FAILURE TO DIAGNOSE

Case in Point III examines closed medical malpractice claims that have diagnostic error as their core allegation. The selected cases illustrate an all-too-common theme presented in a variety of clinical situations where a Physician’s failure to diagnose a patient properly led to a lawsuit.

Participants who successfully complete Case in Point III will receive the same 5% premium discount that they would receive for attending a live activity.

NOTE
If you have previously completed the Case In Point III home study course, you are NOT eligible to receive a premium discount or CME Credits by taking it again in 2017.

OBJECTIVES

Upon completion of this live activity, participants will be better able to:

- Identify what constitutes an allegation of failure to diagnose in a malpractice lawsuit
- Recognize the role of the medical record in preventing diagnostic errors
- Increase Physician-Patient communication and participation in their own health care
- Implement changes in practice to minimize delay in diagnosis or failure to diagnose

OBJECTIVES

Upon completion of this live activity, participants will be better able to:

- Identify weaknesses in the medical record that can result in miscommunication and poor patient outcomes
- Understand the role of the medical record as crucial evidence in medical malpractice litigation
- Recognize how strong documentation can prevent litigation

Authored by members of MEDICAL MUTUAL’s risk management, claims, communications, policy information and legal departments
**CASE IN POINT:** COMMUNICATION

Case in Point is a publication consisting of closed medical malpractice claims focusing on the larger issue of communication within the health care setting. The cases serve as illustrations of how good communication might have made the difference in a patient’s ultimate outcome or the defensibility of a claim.

Participants who successfully complete Case in Point will receive the same 5% premium discount that they would receive for attending a live activity.

**NOTE**

If you have previously completed the Case In Point home study course, you are NOT eligible to receive a premium discount or CME Credits by taking it again in 2017.

**HOW CASE IN POINT WORKS**

Interested Physicians can register for a Case in Point home study course by selecting the desired topic online or on the registration form found in the back of this brochure. The cost is $60 PER PERSON.

Participants will receive a copy of the Case in Point book by mail. To satisfy the requirements of the course, participants must read the book and complete a short post-test at the conclusion. Participants will also be asked to complete an evaluation form. The finished post-test and evaluation form should be sent back to MEDICAL MUTUAL in the postage paid envelope included with the book.

Completed tests and evaluations are due no later than September 29, 2017. The cut-off date to register for Case in Point is August 25, 2017.

**ACCREDITATION STATEMENT**

MEDICAL MUTUAL Liability Insurance Society of Maryland, which is affiliated with the Professionals Advocate Insurance Company, is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

**DESIGNATION STATEMENT**

MEDICAL MUTUAL Liability Insurance Society of Maryland designates this enduring material for a maximum of two (2) AMA PRA Category 1 Credit(s).™ Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**OBJECTIVES**

Upon completion of this live activity, participants will be better able to:

- Understand how communication breakdowns can lead to patient injury and medical malpractice lawsuits
- Gain added insight into the prevention of communication errors
- Implement strategies to improve communication skills
FREE ONLINE RISK MANAGEMENT RESOURCES

**HIPAA RESOURCE CENTER**

The Health Insurance Portability and Accountability Act (HIPAA) is a complex and wide-reaching federal law, with regulations that present opportunities and concerns for health care professionals. The law adopts national standards for identifiers, transactions, claims attachments, health data privacy and security and medical records. Another provision of this law, administrative simplification, standardizes the electronic transmission of health data and facilitates the transition from paper to electronic claims. The Professionals Advocate HIPAA Resource Center will help you understand the key aspects of both the Privacy and Security rules and assist you in making sure your practice is in compliance.

HIPAA Resource Center offerings include:
- Privacy Rule/Security Rule Information
- Breach Notification Information
- Training Information and Podcasts
- Sample Forms and Agreements
- HIPAA Glossary

To view the HIPAA resource center, visit proad.com and enter your Username and Password to access the “My Account” section. If you are not already registered, click on “Create a new account.”

**EMR RESOURCE CENTER**

Although the benefits of Electronic Medical Records can be significant — including improved safety and quality of care, convenience for patients and, potentially, better outcomes — the challenges of implementing and using an EMR system can prove daunting for many medical practices. There is potential for confusion or errors that can be frustrating, costly and even dangerous. To assist you, ProAd offers an EMR resource center on our web site. This comprehensive content area is designed to help your practice navigate through the many complex issues that can arise with the adoption and use of an EMR system.

EMR Resource Center offerings include:
- Introductory information about EMR selection and implementation
- Government incentives and risks associated with EMR usage
- Privacy and Security of EMR
- CMS Guidance Documents: HIPAA Security Series
- Risk Issues with EMR
- EMR Glossary, Newsletters, Podcasts

To view the EMR resource center, visit proad.com and enter your Username and Password to access the “My Account” section. If you are not already registered, click on “Create a new account.”
SECURITY RISK ASSESSMENT ONLINE SURVEY

Is the electronic Personally Identifiable Information (PII) stored by your practice secure? With guidance from cyber liability and security risk experts, ProAd has produced a free, 40-question online survey to help you assess the status of your electronic PII protection planning. After each question is answered, participants receive a response indicating whether the answer is correct or incorrect, and additional information is offered regarding the topic area. At the end of the test, the participants are provided a final score and given the answers to all questions.

Security Risk Assessment topic areas:
- Physical Security and Access Controls
- Network Security
- Employee Access
- Storage and Backup Security
- Policies and Procedures


eDELIVERY PAPERLESS OPTION

Professionals Advocate’s eDelivery option gives you a quick and easy way to get all company documents and publications, including risk management information, delivered via email. By eliminating excess paper, you reduce paperwork clutter in your office, help the environment, and gain more control over how and where you read, file and reference these materials. Digital content can be viewed at any time and in any place using a desktop computer, laptop, tablet or smartphone. Digital content is easier to archive and retrieve compared to paper files, and most digital reading software also includes helpful search features.

ProAd eDelivery:
- eDelivery is free and optional and you can opt out at any time
- Opting-in to eDelivery means you will not receive printed documents and publications
- Allow five business days for eDelivery to take effect
- Additional information on eDelivery available at proad.com

To register for eDelivery, visit proad.com and click on the “Sign up for eDelivery” link. Read the detailed description of eDelivery and follow the prompts to register.

VISIT PROAD.COM FOR MORE INFORMATION!
How far in advance should I register?
Walk-in registration is permitted on the day of the program on a space-available basis. However, some program locations have limited seating and may close to registration weeks or months in advance. We urge you to register early in the program season to have the best chance to attend the program, date and location of your choice.

Can I reschedule or cancel?
If you have already made a payment for a program and would like to reschedule, we will apply your payment to another program you choose. Due to program commitments for facilities, catering and workbook materials, program fees are non-refundable in the event you are unable to attend.

What if the program is cancelled?
Professionals Advocate reserves the right to cancel a scheduled program due to insufficient registration. If a program is cancelled, your payment will be refunded or applied to a new date.

For additional questions...
If you need additional information, or have questions about our programs, call our Risk Management Services Department at 410-785-0050 or toll free at 800-492-0193. Current program information, driving directions and online registration are also available at proad.com
PROGRAM TOPICS: BY LOCATION
Find the program you are looking for by location

1. ALEXANDRIA
Inova Alexandria Hospital
Health Education Center
Auditorium
4320 Seminary Road
703-504-3000
(LM)

2. CHARLOTTESVILLE
Holiday Inn – Monticello
1200 5th Street Southwest
434-977-5100
(LM)

3. FAIRFAX
Hilton Garden Inn
3950 Fair Ridge Drive
703-385-7774
(LM, MM)

4. LYNCHBURG
Kirkley Hotel & Conference Center
2900 Candlers Mountain Road
434-237-6333
(MM)

5. MANASSAS
Wyndham Garden
10800 Vandor Lane
703-335-0000
(MM)

6. McLEAN
Courtyard Marriott
1960-A Chain Bridge Road
703-790-0207
(LM, MM)

7. NORFOLK
Sentara Norfolk General Hospital
Brickhouse Auditorium
600 Gresham Drive
757-388-3000
(MM)

8. RICHMOND
DoubleTree by Hilton
1021 Koger Center Blvd
804-379-3800
(LM)

9. ROANOKE
Holiday Inn - Tanglewood
4468 Starkey Road
540-774-4400
(MM)

10. WASHINGTON, D.C.
Washington Hospital Center
Siegel Auditorium
110 Irving Street, NW
202-877-7000
(LM)

Please print clearly and include your check for the correct amount payable to:
Med•Lantic Management Services, Inc.
P.O. Box 64100 • Baltimore, MD 21298-9134

2017 RISK MANAGEMENT PROGRAM

Name: ____________________________ Please print your name as it appears on your policy
Address: __________________________
City: __________________ State: __________ Zip: __________
Phone #: __________________ Fax #: __________________
Medical License #: ____________________________
Specialty: ____________________________
Dietary Needs: ☐ Vegetarian ☐ Kosher*
*Not available at all locations

Date and code number of session(s) you wish to attend:
Legal Matters
Date _____ Code _______
Medical Matters
Date _____ Code _______
Case in Point III
☐ Send
Case in Point II
☐ Send
Case in Point
☐ Send
For First Program Selected:
$60 per person _______
For Each Additional Program:
$30 per person _______
TOTAL ___________

These are popular programs and some sessions fill up early. Please register early in the
program season. A confirmation letter will be sent once your registration has been received.
Registration is permitted the day of the session on a space-available basis. All fees are per
person. Thank you.
RISK MANAGEMENT NEWSLETTERS

*Doctors RX* examines important risk management issues and offers timely advice on ways to lower the risk of a medical malpractice lawsuit.

LIVE EDUCATION PROGRAMS

Knowledgeable medical, legal and claims management experts present live education programs utilizing case studies, interactive materials and handouts.

EDUCATION WEBINARS

Online webinars or on-demand programs on selected topics are offered to provide convenience for Doctors not near our live seminar locations.

HOME STUDY COURSES

Our series of *Case in Point* publications features closed medical malpractice claims on a common theme, such as documentation or communication.

OFFICE STAFF RESOURCES

This web site section provides support for office staff on patient care, government regulations, EMR, HIPAA and other practice management topics.

TELEPHONE ASSISTANCE

Our risk management experts are ready to provide you with personalized support and practical advice for any potential liability risk question you may have.

AUDIO PODCASTS

Our web site features a library of informative risk management, claims, communication and other topics of interest in a convenient audio-only format.

RISK MANAGEMENT TOOLS

Risk management tools are available to assist your practice including a “Security Risk Assessment Tool,” sample forms, letters and more.

For more information, visit [proad.com](http://proad.com)

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HOME OFFICE

225 International Circle, Box 8016, Hunt Valley, Maryland 21030
410-785-0050 / 800-492-0193

VIRGINIA OFFICE

804 Moorefield Park Dr., Suite 105, Richmond, Virginia 23236
804-320-6790 / 888-411-0444 / 866-579-1948