

- RISK MANAGEMENT STRATEGIES -

Solving the Puzzle of Liability Risks in Your Practice



PHYSICIAN RISK MANAGEMENT PROGRAM – 2020

Legal Matters • Medical Matters • Opioid Prescribing • HIPAA Modules • Mock Trial
Case in Point IV • Case in Point III • Case in Point II



- RISK MANAGEMENT STRATEGIES -

Solving the Puzzle of Liability Risks in your Practice

Dear Colleague:

As a Doctor, you are on the front line of health care. Puzzling through how to effectively minimize liability risk in your medical practice can be challenging. But, the Professionals Advocate risk management education program can make a difference!

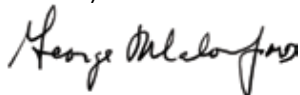
Now more so than ever, our Physicians are piecing together the intricacies of new technology, balancing heavy administrative burdens while continuing to provide the highest quality of patient care. Our insightful programs are specially curated by our knowledgeable medical, legal and risk management experts each year to ensure that your practice has the information and tools needed to continue managing and reducing risk.

Please take a moment to review these in-person, online and home study programs and register today. Attendance is limited at our live, in-person sessions, so we encourage you to respond quickly to ensure you get the program and location you prefer. It is easy to register online at proad.com or use the enclosed postage-paid envelope to return your registration form.

As a reminder, Physicians who complete an eligible program can earn CME credits and a 5% discount on their 2021 professional liability renewal policy.

If you have any questions or require more information, please call our Risk Management Services Department at 410-785-0050 or 800-492-0193. We look forward to supporting your practice in 2020.

Sincerely



George S. Malouf, Jr., M.D., FACS
Chair of the Board

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

TIMELY INFO
You will learn how to enhance the Physician-patient relationship and improve the quality of patient care.

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

ALL COURSE MATERIALS FOR IN-PERSON PROGRAMS WILL BE ONLINE.

Folders with printed materials will no longer be distributed at the programs. Your registration confirmation will contain a link to your online materials. We recommend you download or print them before attending your program so you can reference them during the presentation. Our hope is to make it easier for you to keep the materials in your electronic files for future reference.

PROGRAM ICON KEY



Live program
at location



Online program,
Internet-based



Home study program,
book-based



Legal Matters:

You've Been Served!

Presented by attorneys from our Virginia defense team

This seminar will review the anatomy of a lawsuit – from clinical setting to suit being filed through deposition and trial. Short video vignettes will be shown to illustrate issues that frequently lead to lawsuits as well as deposition and trial concepts and tactics.

DATE	CODE	FACILITY	LOCATION
Mon, April 13	3648	Hilton Garden Inn	Fairfax
Thu, May 21	3649	Holiday Inn - Monticello	Charlottesville
Thu, Sept 10	3650	Courtyard Marriott	McLean
Mon, Oct 12	3651	Double Tree by Hilton	Richmond

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. Course materials provided online.

OBJECTIVES

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

- Recognize issues that frequently lead to litigation
- Understand the litigation process including the importance of the deposition of the Physician-defendant
- Be familiar with ancillary legal issues such as Board of Physician matters and responding to subpoenas





Medical Matters:

Laws Virginia Physicians Need to Know

Presented by attorneys from our Virginia defense team

This new program will update participants on those laws and regulations that may impact Physician practices on a regular basis – some that may be familiar, others that may not.

DATE	CODE	FACILITY	LOCATION
Tue, March 31	3644	Courtyard Marriott	McLean
Thu, June 25	3645	Holiday Inn - Tanglewood	Roanoke
Thu, Aug 27	3646	Sentara Norfolk Gen. Hospital	Norfolk
Thu, Oct 22	3647	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. Course materials provided online.

OBJECTIVES

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

- Discuss relevant laws that affect them in relationship to their patients and that are required by the state
- Identify resources on various state laws and regulations pertinent to the practice of medicine

RISK MANAGEMENT TOOLS & RESOURCES

Newsletters

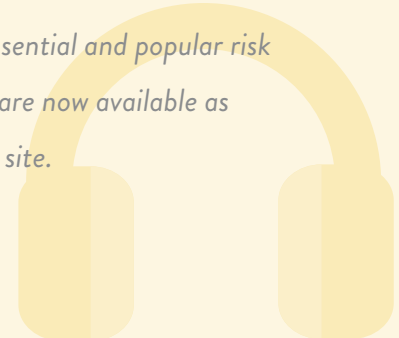
Our risk management experts curate a timely and insightful newsletter, Doctors Rx, twice each year on a relevant topic to offer guidance on ways to minimize the risk of a malpractice lawsuit. Visit proad.com to review the latest issue.



RISK MANAGEMENT TOOLS & RESOURCES

Podcasts

Stay up-to-date even when you are on-the-go. For your convenience, insightful information and advice on more than two dozen of our most essential and popular risk management topics are now available as podcasts on our web site.





Opioid Prescribing:

Avoid the Pain 2.0

Presented by John Sly, Esquire of Waranch & Brown, LLC

This Internet activity enduring material will focus on the history of opioid use as well as the potential risks and benefits of opioids and when and how to initiate, maintain, modify, continue or discontinue opioid therapy.

PROGRAM CODE: 3654 • REGISTER FOR THIS PROGRAM AT PROAD.COM

ABOUT THE PRESENTER

John T. Sly is a trial attorney and partner at Waranch & Brown, LLC. His practice focuses on the aggressive defense of Physicians, health care facilities, and other businesses throughout Maryland. He has successfully tried to verdict numerous high-dollar cases and has argued before state and federal appellate courts.

OBJECTIVES

Upon completion of this Internet activity enduring material, participants will be better able to:

- Understand the use of opioids to treat pain
- Recognize the laws governing opioids
- Identify patient risks for dependency
- Limit risks to your patient and your practice in prescribing opioids

RISK MANAGEMENT TOOLS & RESOURCES

Call An Expert

You can call our Risk Management specialists with any questions you have about liability issues. Contact us today at 410-785-0050 or toll free at 800-492-0193.





Build a Culture of Compliance with the HIPAA Modules

Created by members of MEDICAL MUTUAL's Risk Management Department

These training modules address the essential elements of maintaining the privacy and security of sensitive information and protected health information (PHI) within the medical practice.

PROGRAM CODE: 3652 • REGISTER FOR THIS PROGRAM AT PROAD.COM

OBJECTIVES

Upon completion of this Internet activity enduring material, participants will be better able to:

- Discuss the HIPAA Privacy, Security and Breach Notification Rules
- Recognize identifiers that create protected health information (PHI)
- Recognize situations in which confidential and protected health information can be mishandled
- Identify practical ways to protect the privacy and security of sensitive information, including PHI
- Recognize the consequences of improperly handling confidential information or PHI
- Understand how to comply with the Breach Notification Rule

RISK MANAGEMENT TOOLS & RESOURCES

Physician Burnout

Take advantage of the Physician Wellness information and links on our web site to help you address the persistent threat of burnout. Visit proad.com/wellness





Mock Trial:

Order in the Court!

Presented by attorneys from the law firm of Armstrong, Donohue, Ceppos, Vaughan & Rhoades, Chtd.

This online course will feature a “mini” medical malpractice trial from opening statements to closing arguments. The defendant Physician and expert and fact witnesses for both the plaintiff and defense will be examined and cross-examined. The courtroom drama will also highlight the elements of a successful defense to a malpractice suit and illustrate how medical record-keeping plays a key role in how cases are won or lost at trial.

PROGRAM CODE: 3653 • REGISTER FOR THIS PROGRAM AT PROAD.COM

ABOUT THE PRESENTERS

Since its inception, the focus of the law firm of Armstrong, Donohue, Ceppos, Vaughan & Rhoades has been primarily on the defense of medical negligence cases, representing countless Physicians across the broadest possible spectrum of medical specialties. Along with their defense work, the firm has provided educational sessions on a number of relevant medico-legal topics.

OBJECTIVES

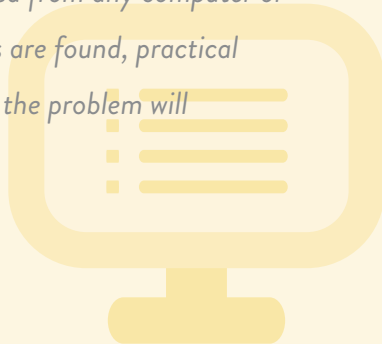
Upon completion of this Internet activity enduring material, participants will be better able to:

- Understand how medical malpractice trials are conducted
- Recognize how medical record-keeping and deposition testimony play out in malpractice trials
- Understand the key elements of a successful defense of Physicians at the trial level

RISK MANAGEMENT TOOLS & RESOURCES

Risk Assessment

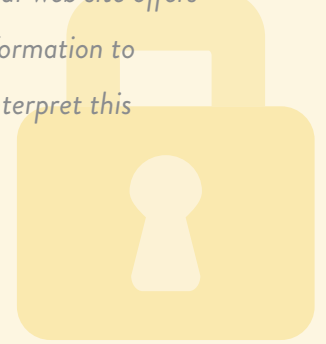
Evaluate the strength of your practice’s cyber security. We offer a 40-question online survey that can be completed from any computer or device. If weaknesses are found, practical advice on correcting the problem will be provided.



RISK MANAGEMENT TOOLS & RESOURCES

HIPAA Guidance

Ensuring your practice is in compliance with the many provisions of the HIPAA Security Rule can be challenging. Our web site offers extensive resources and information to help you understand and interpret this federal mandate.





Case In Point IV:

Informed Consent

According to the American Medical Association's Code of Medical Ethics, informed consent to medical treatment is fundamental in both ethics and law. Patients have the right to receive information and ask questions about recommended treatments so that they can make well-considered decisions about their care. This new online course will help Physicians navigate the process of informed consent and appreciate the importance of the documentation of a patient's consent or refusal.

PROGRAM CODE: 3655 • REGISTER FOR THIS PROGRAM AT PROAD.COM

RELEASE/REVIEW DATE

This educational activity was released on March 1, 2020 and will expire on March 1, 2023. Please note that once you have completed the program, it will not be made available to you again during the release period of three years.

OBJECTIVES

Upon completion of this Internet activity enduring material, participants will be better able to:

- Discuss the concept of informed consent
- Know what should be included in the discussion with the patient about a recommended treatment or procedure
- Understand the need for documentation of the informed consent process and patient discussion

- 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 mailed back to Professionals Advocate in the postage-paid envelope included with the book.

The cut-off date to register for *Case in Point* is **December 1, 2020**.

Completed tests and evaluations are due no later than **December 15, 2020**.

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

All *Case in Point* courses are authored by members of our risk management, claims, communications, policy information and legal departments.

ACCREDITATION STATEMENT MEDICAL MUTUAL Liability Insurance Society of Maryland 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 and Internet 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



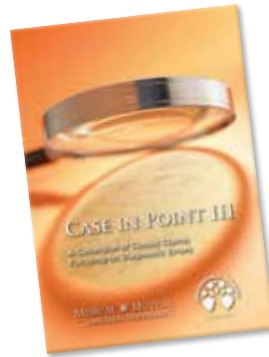
Case in Point III: Failure To Diagnose

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.

PROGRAM CODE: HSCIP320V
REGISTER FOR THIS PROGRAM AT PROAD.COM

RELEASE/REVIEW DATE

This educational activity was reviewed on February 1, 2019. It was released on February 1, 2016 and expires on February 1, 2022. Please note that once you have completed the program, it will not be made available to you again during the release period of three years.



OBJECTIVES

Upon completion of this enduring material, 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 patient participation in his/her own health care
- Implement changes in practice to minimize delay in diagnosis or failure to diagnose



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.

PROGRAM CODE: HSCIP120V
REGISTER FOR THIS PROGRAM AT PROAD.COM

RELEASE/REVIEW DATE

This educational activity was reviewed on February 1, 2019. It was released on February 1, 2013 and expires on February 1, 2022. Please note that once you have completed the program, it will not be made available to you again during the release period of three years.



OBJECTIVES

Upon completion of this enduring material, 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

HOW TO REGISTER

PROGRAM FEE

The first program costs \$60 PER PERSON. If you wish to attend more than one program, each additional program costs \$30 PER PERSON, a savings of 50%!

REGISTER ONLINE

You can register online at proad.com and pay on our secure server with an American Express, Visa, MasterCard or Discover credit card. Our web site also provides driving directions to each program location.

REGISTER BY MAIL

Select the program desired and complete the rest of the form. Please print clearly! Enclose the form and a check with full payment in the envelope provided and mail to the address specified below.

CHECKS PAYABLE TO:

Med•Lantic Management Services, Inc.

MAIL TO:

Med•Lantic Management Services, Inc.
P.O. Box 64100
Baltimore, MD 21298-9134

TEXT ALERTS

When you register for a live risk management education program, you can opt in to a convenient text alert option that will let you know if there are any last minutes changes in the program's date, time or location.

CONFIRMATION

A confirmation notice will be sent to you once we have received your registration. This confirmation will contain a link to your program materials. Please download or print these materials before the program and bring them with you. Folders with these materials will not be provided at the program.

PROGRAM SCHEDULE

- 5:30 p.m.** Registration and light dinner
- 6:00 p.m.** Program begins
- 6:30 p.m.** Grace period ends – **no one will be admitted after this time**
- 8:00 p.m.** Program ends

DINNER

For your convenience, a light dinner is served before each program. If you require a Vegetarian or Kosher meal, please note this request on your registration form. Special dietary needs cannot be accommodated at all locations.

You MUST participate in the entire program to qualify for a 5% discount and CME credits. We will count in attendance only those participants who are signed in within the first 30 minutes of the program. Late arrivals or early departures will not be considered present for satisfaction of the premium credit or CME and will be expected to attend a later program to qualify for the premium credit or CME.

CME CREDITS & PREMIUM DISCOUNT

CME CREDITS

Each program is worth a maximum of two CME Credits, commensurate with the extent of your participation in the program.

PREMIUM DISCOUNT

Professionals Advocate Insureds earn a 5% premium discount on their next medical professional liability renewal policy by attending one of our Physician risk management programs.

FAQ

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 and catering, 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

ACCREDITATION STATEMENT

MEDICAL MUTUAL Liability Insurance Society of Maryland is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

DISCLOSURE POLICY

It is the policy of Professionals Advocate to ensure balance, independence, objectivity and scientific rigor in all its sponsored educational activities. All faculty participating in activities sponsored by Professionals Advocate are expected to disclose to the program participants any relevant financial relationships related to the content of their presentation(s).

DESIGNATION STATEMENT

LIVE ACTIVITY

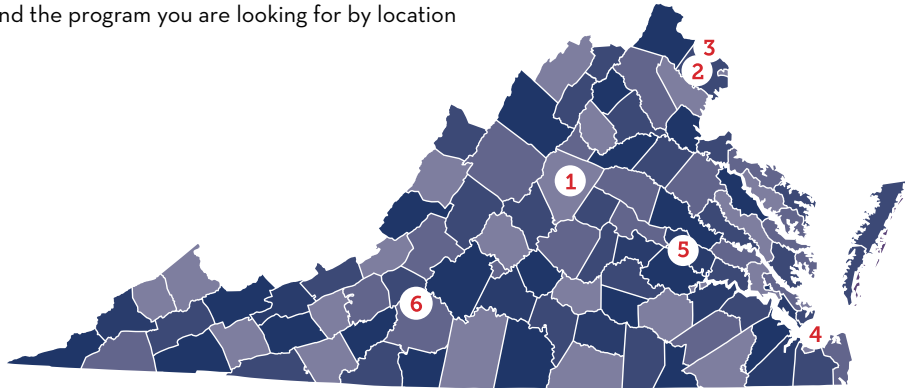
MEDICAL MUTUAL designates this live activity for a maximum of two (2) AMA PRA Category 1 Credit(s).™ Physicians should claim only the credit commensurate with the extent of their participation in the activity.

INTERNET ACTIVITY ENDURING MATERIAL

MEDICAL MUTUAL designates this internet activity 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.

PHYSICIAN TOPICS BY LOCATION

Find the program you are looking for by location



PROGRAM KEY

PHYSICIAN PROGRAMS

LM Legal Matters

MM Medical Matters

1. CHARLOTTESVILLE

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

2. FAIRFAX

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

3. MCLEAN

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

4. NORFOLK

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

5. RICHMOND

Double Tree by Hilton
1021 Koger Center Blvd
804-379-3800
(LM)

6. ROANOKE

Holiday Inn – Tanglewood
4468 Starkey Road
540-774-4400
(MM)



2020 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

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

TEXT ALERT

Please send me a text alert if there are schedule/location changes to my registered program.

Mobile Phone #: _____

Date and code number of session(s) you wish to attend:

Legal Matters

Medical Matters

Opioid Prescribing

HIPAA Modules

Mock Trial: Order in the Court!

Case in Point IV

Case in Point III

Case in Point II

For First Program Selected:

For Each Additional Program:

Date _____ Code _____

Date _____ Code _____

Register at **proad.com**

Register at **proad.com**

Register at **proad.com**

Register at **proad.com**

Send

Send

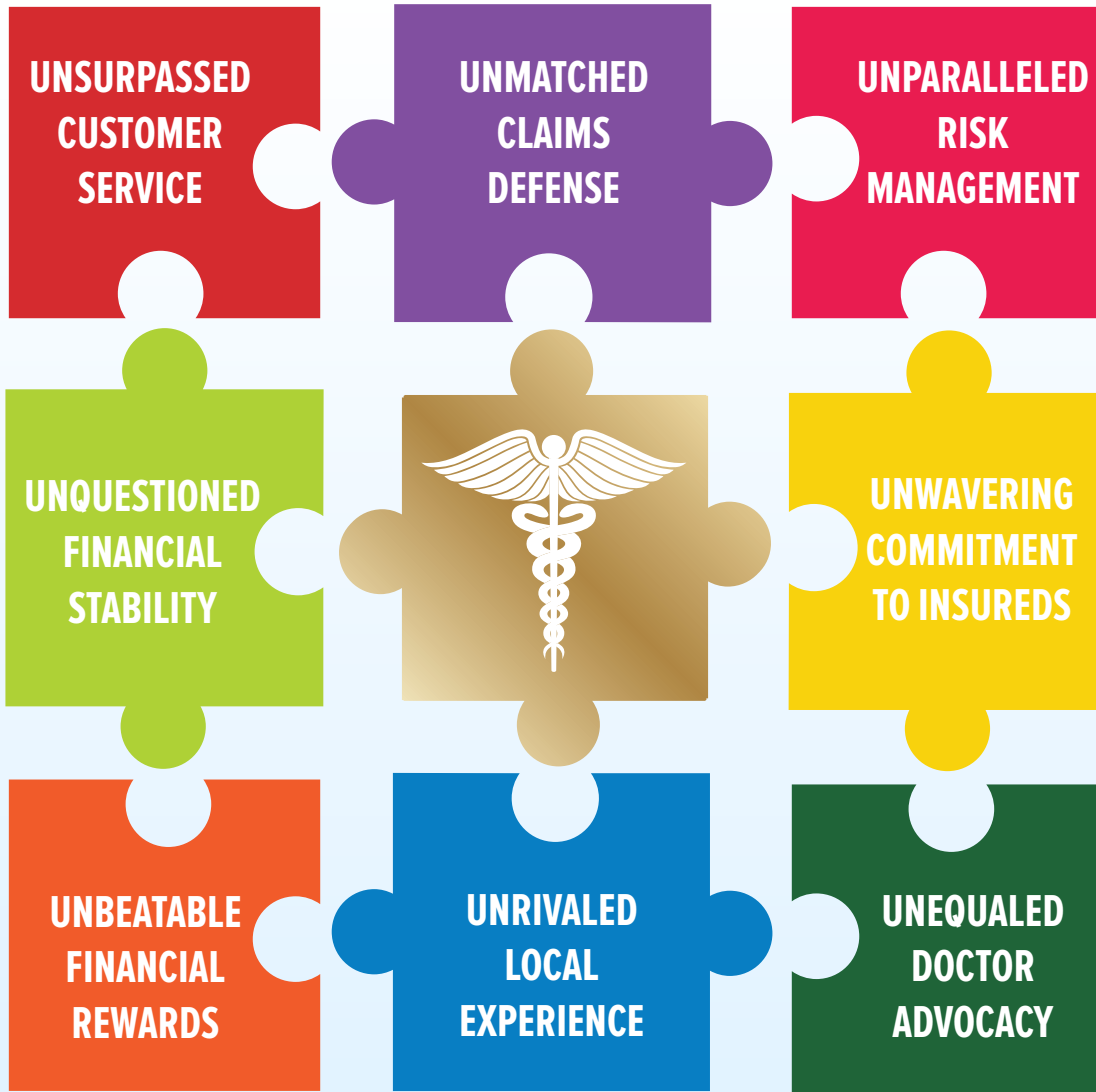
\$60 per person _____

\$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.

- PROFESSIONALS ADVOCATE IS THE SOLUTION -



Professionals Advocate and only Professionals Advocate provides the gold quality claims defense, support and service your practice needs.

HOME OFFICE

225 International Circle, P.O. 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

