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present

## Optimizing Core Measures and Implementing the Medical Home Model Through the Use of Health Information Technology

**Thursday, March 18, 2010**

**5:45 pm - 8:00 pm**

**Beth Israel Medical Center  
PACC Auditorium**  
10 Union Square East, 2nd Floor  
New York, NY 10003

### PROGRAM:

A new initiative from the New York State Department of Health (NYSDOH) requires the reporting of outpatient quality measures, known as Core Measures. These measures will effect reimbursement to hospitals, private physician offices and other ambulatory care settings. The legislation also includes the implementation of the Medical Home Model. To meet these new regulations, HIT systems will need to be updated and integrated to enable the timely flow of data to New York City Department of Health and Mental Hygiene (NYCDOHMH) for analysis and forwarding to NYSDOH.

*At this session you will learn:*

- NYCDOHMH's guidelines on core measures for both adult and pediatric populations
- NYCDOHMH's rules on how to qualify as a Medical Home Provider
- The use of HIT in reporting core measures and medical home readiness

### SPEAKERS:

**Amanda Heron Parsons, M.D., M.B.A.**

*Assistant Commissioner*  
Primary Care Information Project  
New York City Department  
of Health and Mental Hygiene

Amanda Parsons joined the NYC Department of Health & Mental Hygiene (DOHMH) in January 2008. She is the Assistant Commissioner, overseeing all of the activities of the Primary Care Information Project. Previously, Dr. Parsons was the Director of Medical Quality, and was responsible for creating and leading the Quality Improvement, Billing Consulting and EMR Consulting teams deployed to PCIP's small practice physicians.

Prior to joining PCIP, Dr. Parsons spent 4 years at McKinsey & Company, ultimately as an Engagement Manager serving clients in the Pharmaceutical & Medical Products and Global Public Health sectors. She has her M.D. and M.B.A from Columbia University and did medical post-graduate training at Beth Israel Medical Center in Internal Medicine. She did her undergraduate studies at Boston College where she was a Presidential Scholar.

She serves on the Board of Directors of VIP Community Service in the Bronx, and is on the Advisory Board of the Touch Foundation.

**Jesse Singer, D.O., M.P.H.**

*Executive Director of Development*  
Primary Care Information Project  
New York City Department  
of Health and Mental Hygiene

Jesse Singer, DO, MPH is currently Executive Director of Development for the Primary Care Information Project (PCIP) at the New York City Department of Health and Mental Hygiene. He is board certified in Public Health/Preventive Medicine.

Dr. Singer is responsible for the overall public health technology vision, software development, deployment, quality assurance and data validation at the PCIP. Specifically, he is responsible for developing prevention and public health oriented electronic health records that incorporate functions such as utilization measurement, quality measurement, syndromic surveillance, point-of-care clinical decision support, population management tools, health information exchange with local and state agencies and interfaces with public health entities such as the City Immunization Registry.

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## ABOUT NYMGMA

The New York Medical Group Management Association is an active non profit association of more than 500 (Active, Affiliate and Sponsor members) professional medical group managers from all across New York. We are dedicated to the advancement of group practice management through educational programs, information exchange, networking and fellowship.

## ABOUT NYAAC

The New York Association for Ambulatory Care (NYAAC) is a voluntary, nonprofit organization of professionals from various disciplines who have a strong professional commitment to the delivery of ambulatory health care services in its various settings and have a responsibility to the people served in these different health care environments. The commonality of the membership centers on the issues that arise from the delivery of ambulatory care services. Members are employed in the health care industry in various facilities, organizations, companies, and private and governmental agencies, the majority of which are located in the metropolitan New York City area.

Formed in 1966, NYAAC is an organization that fosters professional collegiality among its members through a series of programs featuring speakers whose presentations cover key health care issues. Along with its newsletter and a developing website, NYAAC offers its members a forum to enhance their knowledge and skills, to network, to share ideas, and to stay current in an ever-changing environment.

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**WHEN:** Thursday, March 18, 2010

**TIME:** 5:45 pm - 8:00 pm

5:45 pm Registration, Reception  
and Networking

6:30 pm Program

## LOCATION:

**Beth Israel Medical Center  
PACC Auditorium**  
10 Union Square East,  
2nd Floor Auditorium  
New York, NY 1000

## TRANSPORTATION:

This meeting is easily accessible by:

**subway:** 4, 5, 6 or N, R to Union Square  
(14th Street).

**parking:** parking garage is located under the  
building-enter on 15th Street

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## REGISTRATION INFORMATION

Complete the registration form below.

*(please print)*

*Or register directly on our website at:*

*www.nyaac.org*

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

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

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

\_\_\_\_\_ NYAAC/NYMGMA

2010 member.....no charge

\_\_\_\_\_ Non-Member

pre-registered.....\$25.00

at the door.....\$35.00

### **Registration deadline**

Friday, March 12, 2010

*Please mail or fax registration form and  
payment (if applicable) to:*

**Debra Goldman**

**Executive Director**

**NY Association for Ambulatory Care**

**30 Jericho Turnpike, #165**

**Commack, NY 11725**

**Phone (631) 864-8392**

**FAX (631) 864-8397**

**e-mail [dgoldman@nyaac.org](mailto:dgoldman@nyaac.org)**

Please make checks payable to **NYAAC**.

Or pay by credit card (master card or visa)

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card number exp.

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signature

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