

# AGENDA

## The Business of Diabetes Education

DAY ONE	
6:00pm	Welcome Reception
6:30pm	Dinner and Opening Session: Who Moved the Cheese? Diabetes Education on a Changed Playing Field
	<ul style="list-style-type: none"> <li>• All the Things That DON'T Protect You From Business-Related Cuts               <ul style="list-style-type: none"> <li>○ Coverage &amp; Reimbursement</li> <li>○ High Demand for Service</li> <li>○ Program Quality &amp; Recognition</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>• Follow the Cheese               <ul style="list-style-type: none"> <li>○ Optimize What You Do: Effectiveness &amp; Efficiency</li> <li>○ Track Your Outcomes and Toot Your Horn</li> <li>○ Assure the Profitability of Your Service</li> </ul> </li> </ul>
9:00pm	Adjourn
DAY TWO	
8:30am	Being Nonprofit Doesn't Mean You're Supposed to Lose Money!
9:00am	Minimizing Expense <ul style="list-style-type: none"> <li>• Facility</li> <li>• Staff</li> </ul>
10:15am	Break
	<ul style="list-style-type: none"> <li>• Managing Other Expenses</li> <li>• What is Your Business Case for Program Recognition?</li> </ul>
	Your Business Plan: Part I
	<ul style="list-style-type: none"> <li>• Current expenses</li> <li>• Action Planning Required</li> </ul>
Noon	Lunch on Your Own
	Maximizing Revenue
	<ul style="list-style-type: none"> <li>• Setting a Profitable Price: Mick Jagger Understood!</li> <li>• Understanding Reimbursement Terms and Options</li> <li>• Contracting with Payers</li> <li>• Patient Revenue: Beyond Coding to Collecting</li> </ul>
2:30pm	Break
	<ul style="list-style-type: none"> <li>• Research and Other Sources of Revenue</li> </ul>
	Your Business Plan: Part II
	<ul style="list-style-type: none"> <li>• Current Revenue Sources and Projections</li> <li>• Action Planning Required</li> </ul>
4:40pm	Adjourn
DAY THREE	
8:30am	Guerilla Marketing: Bringing in the Business
	<ul style="list-style-type: none"> <li>• Promoting Referrals and Working with Providers</li> <li>• Working with Industry</li> </ul>
10:15am	Break
	Developing Your Marketing Plan
11:45am	Adjourn: Safe Journey Home