

## YAHOO! FINANCE

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# 'The Medical Entrepreneur' Educational Symposium for Physicians Draws Biggest Names in Technology, Health Records, Wealth Management and Cosmetic Medicine

Citrix GoToMeeting, ADP AdvancedMD, Bernstein Wealth Management, Allergan Cosmetic, Merz Aesthetics, Obagi and BTL Exilis Named as First Sponsors



Press Release: The Medical Entrepreneur Symposium – 1 hour 14 minutes ago

DELRAY BEACH, Fla., Feb. 28, 2012 /PRNewswire/ -- The Medical Entrepreneur Symposium, a unique educational business meeting for physicians and executives in healthcare, has drawn some of the biggest names in healthcare, technology and wealth management as initial sponsors.

The first in a growing list of symposium sponsors include Citrix GoToMeeting, ADP AdvancedMD, Bernstein Wealth Management, Allergan Cosmetic, Obagi, Merz Aesthetics and BTL Exilis.

"This meeting is the only venue of its kind where physicians can interact with leading companies in technology, electronic health records, practice management, billing services, cosmetic medicine, entrepreneurship, insurance, finance, payroll services and even companies that enable medical practices to innovatively add additional revenue streams," says Dr. Steven Hacker, Founder & Course Director of The Medical Entrepreneur Symposium. The symposium is being held at the Delray Beach Marriott in Delray Beach, Florida, from March 29 through April 1, 2012.

"We have brought together leading experts on every aspect of practice management, healthcare technology, business, finance, cosmetic medicine and entrepreneurship solely for the purpose of teaching doctors what they never learned or had the opportunity to learn in medical school," he says.

The pioneering symposium is based on the popularity of Dr. Hacker's top-selling physician business book, *The Medical Entrepreneur Pearls, Pitfalls & Practical Business Advice for Doctors* (Nano 2.0 Business Press, 2010).

In two intense sessions over two and a half days, the conference covers issues physicians face in private practice. The meeting will be kicked off with a keynote speaker sponsored by Citrix GoToMeeting discussing how their technology is transforming healthcare. The meeting also includes lectures from experts on integrating leading healthcare technologies, software and hardware, as well as health records into a practice; billing and getting paid; Medicare and third-party payors; hospital privileges; payroll and human resources; and compliance with new federal regulations. Physicians will be educated on how to add incremental revenue streams and increase patient loyalty through elective and cosmetic medical services. Additionally, physicians are taught how to protect their assets and personal property with lectures on asset protection, wealth preservation, and insuring their personal exposures and understanding their corporate and malpractice risk exposures. A guest speaker from Bernstein's Wealth Management Division in New York will be flying in to share research and educate physician entrepreneurs on retirement and defined benefit plans.

The second part of the symposium is focused on a new breed of physician: the physician entrepreneur. Doctors often have little training and thus no idea how to raise capital, negotiate a term sheet, deal with institutional and angel investors, create a business plan, incorporate or protect intellectual property. "We cover all of these topics so physicians can feel more comfortable competing on an even playing field with other entrepreneurs looking to raise capital or start a new entrepreneurial venture," says Dr. Hacker.

Physicians and healthcare executives can register for the meeting online at [www.TheMedicalEntrepreneur.com](http://www.TheMedicalEntrepreneur.com). Space is limited. Corporate sponsors may contact Karen Dennis at 877-809-7525 for more information. More information available for media and corporate sponsors through the online press kit at <http://www.virtualpressoffice.com/kit/g4sx>.

### About The Medical Entrepreneur Symposium

The Medical Entrepreneur Symposium (March 29-April 1, 2012 at Delray Beach Marriott) was founded by Dr. Steven Hacker to help physicians become better entrepreneurs in their business and their practice. Dr. Hacker, a phi beta kappa, was barely 20 when he was one of 12 students selected to enter medical school through the prestigious Junior Honors Medical Program. For the last 14 years he has been listed as a Castle Connolly Florida "Top Doctor." He is the top-selling author of the business book, *The Medical Entrepreneur* ([www.TheMedicalEntrepreneur.com](http://www.TheMedicalEntrepreneur.com)), and is published in more than 20 peer-reviewed medical journals. While still practicing medicine in Colorado and Florida, Dr. Hacker has started and sold many well known companies including Skinstore.com and PassportMD. He currently serves as a consultant for many medical device companies.

For more information about The Medical Entrepreneur Symposium, visit [www.TheMedicalEntrepreneur.com](http://www.TheMedicalEntrepreneur.com) or call 877-809-7525.

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