

2025 SCMA Annual Meeting

Continuing Medical Education (CME) Agenda

Friday, April 25, 2025

9:00 a.m. – 11:00 a.m.

SCMA Education Session: Hot Topics

The Future of Healthcare Delivery in Rural South Carolina

Moderated by: Gabe Simpson, MD, SCMA CME Committee

The Future of Healthcare Delivery in Rural South Carolina – Primary Care

Travis Novinger, MD, Palmetto Family Medicine

At the end of this session participants should be able to:

- Discuss current telehealth technologies and their effectiveness in rural healthcare
- Explore recruitment and retention strategies for rural primary care providers
- Discuss innovative approaches including: collaborative care models with specialists, loan forgiveness and incentive programs, international medical graduate recruitment strategies, community health worker support models

Physician Leadership, Hospital Relationships, and the Importance of Both on the Care of our Communities

Matthew Logan, MD, MHCM, President & CEO, Self Regional Healthcare

At the end of this session participants should be able to:

- Explore the financial challenges facing hospitals
- Discuss the impact of hospital closures on rural community health and local economies
- Discuss innovative models such as: hybrid care models combining inpatient and outpatient services, collaborative networks with larger health systems and payors, alternative funding mechanisms and grant opportunities

Rural Obstetrics and Gynecology

Katee Wyant, MD, Obstetrics-Gynecology, McLeod Women's Care Clarendon

At the end of this session participants should be able to:

- Discuss the current state of obstetric and gynecologic care in South Carolina

- Discuss the unique obstacles facing rural patients and clinicians in South Carolina
- Discuss how state legislation affects the ability of practices to recruit physicians in South Carolina

The Future of Healthcare Delivery in Rural South Carolina – Healthcare Payors

William "Tripp" Jennings Jr., MD, Innovation Officer and Vice President, BlueCross BlueShield of South Carolina

At the end of this session participants should be able to:

- Discuss the financial gaps created by current payment models and the impact on healthcare
- Explore potential solutions such as: value-based care models tailored to rural contexts, the impact of data sharing to support the delivery of care and increased efficiency
- Discuss policy recommendations for more affordable healthcare

11:00 a.m. – 12:00 p.m.

SCMA Educational Session: SCMA Bioethics Committee

Moderated by: Sewell Kahn, MD, Chair, SCMA Bioethics Committee

AI in Burnout: Cause or Cure

Sewell Kahn, MD, Chair, SCMA Bioethics Committee

At the end of this session participants should be able to:

- Discuss burnout in health care
- Discuss how the very process of the doctor patient relationship has influenced burnout
- Describe how the computer in general and electronic health record (EHR) specifically has contributed to burnout
- Explore the role Artificial Intelligence has in either decreasing burnout or making it worse

Anchoring Contemporary Debate About the Ethics of AI and Big Data in a Historical Context

George Khushf, Ph.D., Professor, Director, Center for Bioethics, University of South Carolina

At the end of this session participants should be able to:

- Understand how ethical challenges posed by AI and Big Data depend on visions of AI that shift over time
- Discuss how influential contributions to Evidence Based Medicine (EBM) and to Bioethics in the 1970's-1990's arose in response to challenges passed by AI and by new ways of storing, processing, and retrieving information

- Discuss the history of bioethics in ways that can address the contemporary ethical challenges posed by AI and Big Data

12:00 p.m. – 1:30 p.m.

Past Presidents Lunch and Keynote Speaker - Dr. Jose Morey
All attendees are invited to attend

AI in Medicine and the New Age of Innovation

Josey Morey, MD, CEO and Founder of Ad Astra Media LLC

At the end of this session participants should be able to:

- Understand the basics of machine learning and AI
- Define practical applications and FDA approved AI applications
- Understand how to remain innovative in this new technology renaissance

1:30 p.m. – 2:30 p.m.

CONTINTUED: SCMA Educational Session: SCMA Bioethics Committee

Personhood and Reproductive Health Care

Joy Blanton Scurry, MD, Family Medicine, Amwell Medical Group Urgent Care and Nancy Zisk, JD, Professor of Law, Charleston School of Law

At the end of this session participants should be able to:

- Explore the limits of legislative bodies in healthcare decision making and the ramifications for the doctor patient relationship
- Describe the bioethical considerations of what it is to “regard responsibility to the patient as paramount” (Medical Ethics Principle VIII) when providing reproductive health care
- Explore the bioethical implications of being in “support of access to medical care for all people” (Medical Ethics Principle IX) when a patient presents with reproductive health care needs complicated by the social determinants of health

2:30 p.m. – 5:00 p.m.

SCMA Educational Session: The President's Session

Moderated by: M. Mayes DuBose, MD, SCMA President

Driving Healthcare Innovation: Building Collaborative Skills and Leadership for Physicians

Rhodes Amaker, Co-Founder & Chief Executive Officer at Sylvan Health; Shane Grivich, Co-Founder and Chief Strategy Officer, ChartSpan; Nate Henderson, DO, Chief Medical Officer and Vice President of Clinical Quality, BlueCross BlueShield of South Carolina and Craig Kilgore, FCMPE, Chief Executive Officer, Coastal Vascular & Vein Center

At the end of this session participants should be able to:

- Gain insights into how physicians can actively contribute to innovation in healthcare while maintaining a focus on patient outcomes
- Learn practical strategies for improving communication and collaboration with non-physicians, such as technologists, administrators, and business leaders
- Recognize the value of interdisciplinary perspectives in driving healthcare innovation and how to integrate these effectively into clinical practice
- Identify common cultural, structural, and hierarchical challenges to collaboration and explore solutions for creating inclusive and equitable innovation environments
- Understand how physicians can develop business acumen and innovation-oriented mindsets through mentorship, formal education, and experiential learning
- Discover how physicians can partner with non-physicians to implement cutting-edge technologies, ensuring clinical relevance and operational feasibility
- Understand how the evolving healthcare landscape demands new skills and collaborative approaches from physicians, positioning them as leaders in innovation

The Evolving Healthcare Landscape: Challenges, Trends, and the Concierge Medicine Opportunity

Terry Bauer, Chief Executive Officer, Specialdocs Consultants

At the end of this session participants should be able to:

- Detail the current and future state of primary care in the US
- Review the trends and forecasts of physician independence vs. employment
- Outline the benefits of concierge medicine
- Understand the opportunities that exist to convert a practice, join a practice or acquire a practice

5:00 p.m. – 6:00 p.m.

SCMA Poster Session – Visit the student and resident posters during the welcome reception. ***Be sure to participate as a judge to receive your hour of CME.***

Saturday, April 26, 2025

1:00 p.m. – 3:00 p.m.

SCMA Educational Session: Controlled Substance Training We Still Need to Talk About Pain Meds?: The Opioid Epidemic and Substance Use Disorder

Kevin B. Walker, MD, FASA, Medical Director Division of Pain
Medicine, Prisma Health

At the end of this session participants should be able to:

- Understand the impact of the opioid epidemic in South Carolina, the "WHY"
- Explain opioid stewardship and how it can improve a health system
- Discuss strategies on how to change your health system's culture through education
- Open discussion of future opportunities

The South Carolina Medical Association (SCMA) designates this Live Activity for a maximum of 10.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The South Carolina Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.