

**ASSOCIATION OF OTOLARYNGOLOGY ADMINISTRATORS  
CONFERENCE SCHEDULE – SAN DIEGO 2009**

**Wednesday, September 30, 2009**

Day/Eve	Cyber Café	Imperial
7:30a.m.-7:00p.m.	Registration	Top of Stairs
8:00a.m.-11:30a.m.	COPM Board Meeting	President's Suite
8:00a.m.-12:00p.m.	COPM Testing	Presidio
<b>8:00a.m.-12:00p.m.</b>	<b>AOA Marketplace Set-up</b>	<b>California Ballroom A</b>
8:00a.m.-12:00p.m.	Cyber Café Set-Up	Imperial
11:00a.m.-12:00p.m.	<b>EB #1</b> Working Smarter. Maximize What You Have to Get More!	California Ballroom B
	<b>EB #2</b> Academy Benefit Partners 401 (K) Profit Sharing Plan Integrated Retirement Solution	California Ballroom C
11:30p.m-3:30p.m.	<b>PC #1</b> Corporate Business Leaders	Imperial
12:00p.m-1:00p.m.	Regional Coordinators Meeting & Lunch	Off Property
12:00p.m.-2:00p.m.	<b>PC #2</b> Academic Forum	Presidio
12:30p.m-1:30p.m.	<b>EB #3</b> How to Select an HER and Evaluate Vendors	California Ballroom B
	<b>EB #4</b> Generating Revenue and a Culture of Accountability in Your Audiology Department	California Ballroom C
<b>1:00p.m.-4:00p.m.</b>	<b>AOA Marketplace Open</b>	<b>California Ballroom A</b>
1:30p.m.-2:00p.m.	Refreshment Break	California Ballroom A
2:00p.m.-3:00p.m.	<b>EB #5</b> What You Need to Know About Accreditation for Point-of-Care CT Imaging	California Ballroom B
	<b>EB #6</b> The Recession-Proof Practice: Utilizing Technology to Thrive in Down Economy	California Ballroom C
2:15p.m- 4:15p.m.	<b>PC #3</b> The Personal Leadership Insight Formula for Management Success	Presidio
3:15p.m.-4:15p.m.	<b>EB #7</b> Achieving Profitability in Your Audiology Practice – The 5 Biggest Opportunities Practices Miss	California Ballroom B
3:00p.m.	Cyber Café Open	Imperial
3:00p.m.-4:00p.m.	Leadership Council Meeting	President's Suite
5:00p.m.-6:30p.m.	Wine & Cheese Welcome to San Diego Reception	The City Terrace

**Thursday, October 1, 2009**

Day/Eve	Cyber Café	Imperial
Day/Eve	AOA Marketplace	California Ballroom A
Day/Eve	Vendor Presentations	Presidio
7:30a.m.-5:00p.m.	Registration	Top of the Stairs
8:00a.m.-9:00a.m.	First Time Attendee Orientation Breakfast	Library/Private Dining Room
<b>8:00a.m.-9:00a.m.</b>	<b>Continental Breakfast/AOA Marketplace</b>	<b>California Ballroom A</b>
9:00a.m.-9:30a.m.	Opening Ceremonies	California Ballroom BC
9:30a.m.-10:45a.m.	<b>General Session:</b> Patrick Connolly	California Ballroom BC

Founding Father Lecture "The Power of One"

10:45a.m.-11:15a.m.	Break/AOA Marketplace	California Ballroom A
11:15a.m.-12:30pm.	Concurrent Sessions	
	<b>101</b> –Negotiating an EMR Purchase	California Ballroom B
	<b>102</b> –It’s a Breeze: Time Management	California Ballroom C
	<b>103</b> –PQRI Reporting	Plaza
	<b>104</b> –Managing A/R in a Tough Economy	Santa Fe
	<b>105</b> –The Older Patient in Your Practice	Presidio
12:30p.m.-1:45p.m.	Networking Luncheon	Garden Pavilion
1:45p.m.-2:15p.m.	Dessert/AOA Marketplace	California Ballroom A
2:15p.m.-3:45p.m.	Concurrent Sessions	
	<b>106</b> –Practice Management Panel	California Ballroom B
	<b>107</b> –How to Maximize Reimbursement	California Ballroom C
	<b>108</b> –Negotiating Managed Care Contracts	Plaza
	<b>109</b> –Grow Your Revenues During the Toughest Economy	Santa Fe
	<b>110</b> –New Hire Orientation Development	Presidio
3:45p.m.-4:00p.m.	Refreshment Break/AOA Marketplace	Calif. Ballroom A & Foyer
4:00p.m.-5:15p.m.	Concurrent Sessions	
	<b>111</b> –Learning the ROPES	California Ballroom B
	<b>112</b> –EMR Roundtable Discussion	California Ballroom C
	<b>113</b> –Practice Finance at a Glance	Plaza
	<b>114</b> –E-Scribing	Santa Fe
	<b>115</b> –Benefits of In Office Ancillary Services	Presidio
7:00p.m.-10:00p.m.	Evening Out Event: Buster’s Beach House	

**Friday, October 2, 2009**

Day/Eve	Cyber Café	Imperial
Day/Eve	AOA Marketplace	California Ballroom A
7:30a.m.-5:00p.m.	Registration	Top of the Stairs
8:00a.m.-9:00a.m.	Continental Breakfast/AOA Marketplace	California Ballroom A
8:00a.m.-12:00p.m.	AOA Marketplace Open	California Ballroom A
9:00a.m.-10:15a.m.	<b>General Session:</b> "Organizational Excellence"	California Ballroom BC
10:15a.m.-10:45a.m.	Break/AOA Marketplace	California Ballroom A
10:45a.m.-12:00p.m.	Concurrent Sessions	
	<b>201</b> –Better Practice Benchmarks	California Ballroom B
	<b>202</b> –Advanced Coding	California Ballroom C
	<b>203</b> –Why People Do What They Do	Plaza
	<b>204</b> –High Performance Managers	Santa Fe
12:00p.m.-1:15p.m.	Presidential Luncheon	Garden Pavilion
1:15p.m.-1:45p.m.	Elections	Garden Pavilion
1:15p.m.-4:00p.m.	AOA Marketplace	California Ballroom A
1:45p.m.-3:15p.m.	Concurrent Sessions	
	<b>205</b> –Coding Panel	California Ballroom B
	<b>206</b> –Keeping Patients Happy and Your Practice Growing	California Ballroom C
	<b>207</b> –Marketing Your Ancillary Services	Plaza
	<b>208</b> –So You Think You Want To Build a	Santa Fe

New Office

3:15p.m.-3:45p.m.	Break/AOA Marketplace/Exhibitor Drawing	California Ballroom A
3:45p.m.-5:00p.m.	Concurrent Sessions: <b>209</b> -Last Audits Frontier: E/M Audits & Commercial Payers	California Ballroom B
	<b>210</b> -The Cash Flow Curve-A New Look at Your A/R	California Ballroom C
	<b>211</b> -Protecting Your Organization Prevention of: Harassment & Discrimination Management	Plaza
	<b>212</b> -Patient Communications in the 21 <sup>st</sup> Century	Santa Fe
3:45p.m.-6:00p.m.	Exhibit Teardown	California Ballroom A

**Saturday, October 3, 2009**

Day/Eve	Staff Office	Pacifica
Day/Eve	Cyber Café	Imperial
Day/Eve	Vendor Presentations	Presidio
7:30a.m.-2:00p.m.	Registration	Top of the Stairs
8:00a.m.-9:00a.m.	Networking Continental Breakfast	California Ballroom A
9:00a.m.-10:15a.m.	Concurrent Sessions <b>301</b> -ICD-10-CM for Otolaryngology	California Ballroom B
	<b>302</b> -Patient Safety From an Administrator Perspective	California Ballroom C
	<b>303</b> -Your Practice, Federal Mandates and EHRs	Plaza
	<b>304</b> -Recession Proof Your Practice	Santa Fe
10:15a.m.-10:30a.m.	Break	California Ballroom A
10:30a.m.-11:45a.m.	<b>General Session:</b> "Boomers, and Xers and Y's, Oh My"	California Ballroom B&C
12:00p.m.-1:30p.m.	Closing Luncheon & 2010 Boston Preview	Garden Pavilion
1:45p.m.-2:45p.m.	LC Orientation	President's Suite
2:45p.m.-3:45p.m.	Program Committee Wrap-Up	President's Suite