

AOA-28 Session Descriptions

PC#1 Large Group Executive Forum

Moderator: George Smaistrla

This all day session is specifically targeted for members of the large group executive forum for open discussions about the day-to-day operations and matters pertaining to groups of 10 or more physicians with 1 or more site locations. Those wishing to attend who are not currently members of this forum should contact the AOA offices for more information.

PC#2 Academic Forum

Moderator: Danielle DeMaio-DeAngelis

This session has been designed for AOA Academic members to review issues and educate us so as not to reinvent the wheel. Common issues discussed: improving patient flow, patient access, counseling a disgruntled employee, and many others.

101 & 106 Organizational Evolution

Bob Vosburgh

Those of you who listened to Bob Vosburgh and his Organizational Excellence workshop last year will have a good feel for his engaging style and valuable insight. This year he'll be presenting the second in a series of workshops that will improve your effectiveness as an administrator. Organizational Evolution focuses on three major areas: Reflecting, Observing and Improving. Theory and practical application provide a foundation for organizational improvement. Bob and his group have done hundreds of reinvention exercises and know what it takes to see real improvement. You'll learn the process at this workshop and leave with specific, actionable items, based upon survey results and a proven process.

102 Your First Year in ENT

Tony Etzel

This session is designed for employees relatively new to ENT. Topics covered will include staffing your office, development of policies and procedures, employee training, medical terminology, an introduction of productivity and financial reporting, and exploring the resources available by AOA.

103 Anatomy of a Successful Practice Acquisition/Merger

Jeff Boomershine

As Medicare continues with its downward pressure on reimbursement and other payers follow suit, and hospitals evaluate how to deal with healthcare reform, activity in physician practice acquisitions/mergers has begun to gain steam. This presentation will take the management team through the acquisition/merger process.

At the end of this session participants should have a clear understanding of the process to be undertaken to facilitate a acquisition/merger, the key or hot topics to be addressed and the order in which the key topics should be addressed and the value propositions to be addressed by a merger.

104 Marketing ENT Practices in the 21st Century

Bob Glazer

This course will describe marketing initiatives that focus on promoting your small or large practice to referring physicians, patients, and the local business community. Marketing of new technologies through innovative print ads and multimedia will be reviewed. Attendees will also learn what kinds of resources are needed to implement these initiatives.

105 A Cure for the Common Code - ENT Coding Essentials

Kim Pollock

Achoo! In this presentation Kim will review the essential coding relationships between ICD-9 & CPT for commonly performed services in your practice and how your revenue may be impacted. CPT coding principles covered include cerumen removal, reporting an E&M code and a procedure on the same day, what's included in the global surgical package, lesion removal, use of the adjacent tissue transfer codes, endoscopic sinus surgery and other nasal procedures. Additionally, she will discuss dilemmas such as what diagnosis code to use when the patient's hearing is normal and deciphering the neoplasm table. Finally, the new "bundled" audiology codes and other commonly performed audiology service codes will be presented.

107 Attitudes are Contagious - Are Yours Worth Catching?

Dennis Mannering

In these unpredictable times, it is difficult to find and retain quality employees. Truthfully, it is a continuous challenge to maintain our own levels of peak performance. In the future, people are going to be asked to take more responsibility for their own career path and provide for their own job security; in other words, to be motivated. In Part One of his presentations, Dennis will discuss what it does and doesn't mean to be truly motivated. He will also reveal the one major key to motivation in any facet of life.

108 Hospitals Hiring ENTs - What It All Means

Karen Zupko

There is a growing trend of hospital interest in employing surgeons, along with other surgical specialists. Using cutting edge results of surveys of subspecialty physicians, a wide variation in MD attitudes about leaving private practice has been found. We'll discuss the most likely compensation models hospitals are offering. And, we'll discuss what the implications are for presently employed managers and administrators. Recommendations about the criteria practices should use in evaluating hospital employment offers, the most viable options and the pitfalls to avoid are included.

109 How to "Turbo-Charge" Your ENT Practice

Bob Glazer

This presentation discusses the reports that every ENT practice should have in its "glove box". From basic reports to high level, data mining/analytics is a crucial functional area of an otolaryngology practice. There are a number of key reports (beyond charges, collections and A/R) that shape the functional lens with which we measure our practice growth and identify core opportunities.

110 ICD-10 - What to Do Now

Teresa Thompson

In this session attendees will learn how ICD-10 will be different than ICD-9. Teresa will give an overview of guidelines for ICD-10 coding and discuss today's documentation and whether it will be different for ICD-10. Attendees will also learn implementation goals and timeframes, along with education and training guidelines.

111 A Managers Guide to ENT Terminology

Kim Pollock

ENT terminology got you tongue tied? Can you say uvulopalatopharyngoplasty? You're in the perfect session to enhance your vocabulary. Kim, who is not only a coding expert but former ENT nurse and practice administrator, will review the anatomy and terminology commonly used in your practices. Through graphics and "real speak", she will walk you through the anatomy and many conditions that your physicians see and treat. Kim will start the tutorial with the ear and work her way down through the nose, mouth, throat and neck to point out anatomical structures and what

treatments are commonly performed on these. Additionally, she will discuss some audiological and allergy services.

112 Five Attitudes for Successful Living

Dennis Mannering

What do leadership, teamwork and motivation have in common? Each is most successfully developed with the right attitudes. If you are working more but enjoying it less, it's attitude. If you have lost your enthusiasm for what you do, it's attitude! If you are leading, but no one is following, it's attitude. Dennis has a passion and a mission to help people develop the right attitudes, so that each day is productive and enjoyable. In Part Two of his "Attitudes Are Contagious" presentation, he will share ideas that will help us to put more quality into our personal lives, make our attitudes worth catching and find ways to enjoy our careers as much as our days off.

113 Benchmarking - Getting Started

Todd Blum & Jeff Dudley

Benchmarking is a powerful technique that can help your ENT practice pinpoint weaknesses in your operational processes, identify best practices, and integrate the results into your practice operations. Todd & Jeff will look at real ENT examples of benchmarking and then review techniques so you can understand the origin, definition, application in your setting, common steps, and keys to success.

114 Cutting Edge Toys

George Smaistrila

This session will introduce the practice manager to several new software and hardware techniques and innovative technologies that can cut staffing costs, provide better patient flow and replace lost revenue from common areas. The presenter will illustrate ways to let patients check themselves in without reducing counter collections and the various benefits of in-office CT including office workflow and patient retention. Attendees will learn how to better manage patient visits for allergy treatments by utilizing easy-to-use scanning technology and effectively using phone calls, SMS texting, and emails to provide a comprehensive reminder system for patient appointments. Find out how to turn an appointment reminder system into another "collector" of delinquent accounts, add a simple tool to capture patient satisfaction data at check-out and much, much more!

115 New Regulations on HIPAA & HITECH

Linn Freedman

This program will outline the Health Information Technology for Economic and Clinical Health Act amendments to HIPAA, privacy and security of data and state breach notification laws.

201 Microsoft Excel - 11 Things an ENT Administrator Must Know

Drew Franklin

In this course, participants will learn tips and tricks that are relevant to running and operating an ENT practice. Examples include the speaker's approach to 'Complex formulas Simplified', template creation for productivity and financial reports, VLOOKUP and data manipulations. Basic to Intermediate Proficiency in MS Excel preferred.

202 It's a Jungle Out There...Are You Prepared to Survive?

Cheryl Fatzinger and Jim Fatzinger

Providers put charges "on the books" but it is up to staff to convert charges into payments. In smaller practices, this may be just one responsibility in a staff member's job description. In larger practices, this may be seen as the specialized function of a handful of employees. Both approaches have inherent weaknesses. The most effective approach is to adopt an uncompromising "collecting is everyone's job" mentality – and to reward it when it happens! AOA's new A/R Policy and Procedure Manual uses a flowchart of responsibilities as its organizational structure. In this session, participants will

gain some new appreciation for the ways in which every employee can – and does – impact practice profitability.

203 A Crash Course in Complex CPT Coding

Kim Pollock

This crash course for knowledgeable coders, taught by the country's leading ENT coding expert, will address several complex and often controversial otolaryngology coding issues. The course will include discussion of the following procedures and applicable CPT codes: 1) office thyroid ultrasound and ultrasound guided biopsies, 2) use of the new soft tissue tumor (eg, lipoma) excision codes, 3) balloon sinuplasty and use of the endoscopic sinus surgery codes, 4) tympanomastoidectomy procedures (how to code canal wall up vs canal wall down procedures), 5) allergy testing and immunotherapy, 6) use of the skull base surgery codes, 7) neck dissection codes and 8) when to use an unlisted code in ENT.

204 How to Give Difficult Feedback

Jo Shapiro, MD

Dr. Shapiro's mission is to encourage and support physicians and healthcare professionals in providing the highest quality compassionate care for every patient. This kind of care occurs in a culture that values and promotes mutual respect, trust and teamwork. This session will help to improve inter-professional communication by teaching how to have difficult conversations with colleagues.

205 UPDATED HITECH! Federal Incentives, EHRs and Your Practice

Bill Rust

Electronic Health Records (EHRs) will soon be required components of your practice infrastructure and will impact everything from patient interaction, clinical decision making, communications and billing/reimbursement. This session updates attendees on federal EHR incentive programs and guidelines, which will take effect January 1, 2011. Learn the requirements of "Meaningful Use," the status of vendor certifications, and how to make the incentives pay for your EHR investment. Only the earliest participants in the program will recognize the highest incentives, so this is one session you can't afford to miss!

206 A/R Policies, Procedures, Practices, Forms and Training

Jim Fatzinger

This session builds on the Part A session immediately preceding it but practice managers and administrators with commendable net collection rates ($\geq 95\%$) should be able to take away some ideas for continuous improvement in their A/R policies and practices. In this session, participants will take a "guided tour" of the contents of AOA's A/R Policy and Procedure Manual, developed and designed to support the uncompromising "collecting is everyone's job" mentality demonstrated in the Part A workshop. Participants will learn how to use this resource to train staff and physicians and, ultimately, maximize practice profitability.

207 Finance 101

Todd Blum & Jeff Dudley

Is the economy affecting your practice? Do you feel overwhelmed with the amount of financial data available to you each month? Do you know what financial data to look at? This session will show you how to make sense (and hopefully more dollars for your practice as well) out of all of the financial data that is readily available from your practice management system.

208 Recovery Audits - "RACS are BACK"

Deborah Grider

While Medicare audits are not new, the new Recovery Audit Contractor, or RAC, program is the most comprehensive review of provider services to date. RAC entities' investigations include hospitals, physicians and suppliers that participate in the Medicare Fee-for-Service program and aggressively review paid services in an effort to identify incorrect reimbursements. Claims that are deemed to be incorrectly paid will be subject to recovery of funds against the provider, with the overall purpose of targeting fraud, abuse and waste in the Medicare program. You could end up paying huge dollar amounts in repayments and dealing with an extremely complex and difficult appeals process if you try to contest the overpayment determinations. Find out all you need to know about RACS in this session.

209 Marketing and Social Media for Medical Practice

Andy Steggles

Not sure how to take advantage of the social web or perhaps even what it is? Attend this session to learn tips and strategies to leveraging social media and social networking for both your own personal brand and that of your organization. Learn when to use a Facebook "fan" page vs. a LinkedIn Group vs. a Twitter account. See how to set them up and get started, as well as how to use and leverage Twitter "hashtags". Look at opportunities to generate viral engagement utilizing social techniques. Understand how to listen to the social web to gain a better understanding of your customers as well as gain market intelligence against your competition. Attendees will walk away with a whitepaper on tips and strategies to developing their own Facebook presence as well as an action list to embrace the social web.

210 How to Identify, Measure and Solve Practice Flow Problems

Larry Brooks

Do you hear complaints from patients about how long it took to get an appointment, or how long the wait was during their appointment? Do staff and doctors complain about the flow, or lack thereof, of patients through the office? All too often obstacles impede the flow of patients to doctors causing patients to have to wait for appointments, have long waits during the visit, and complain they are "herded like cattle". This course will focus on the operational aspects of patient flow dealing with how to identify the cause of the flow problems, measure its affect on doctor productivity and solutions to the most common flow problems.

211 Healthcare Reform - The Journey Is Not Over

Joy Trimmer and Tricia Bardon

This session will examine the national healthcare reform and its impact on otolaryngology-head and neck surgery. Ms. Trimmer will summarize the political and legislative escapades that transpired as this landmark legislation moved through the U.S. Congress, as well as provide insight on the development of the American Academy of Otolaryngology-Head and Neck Surgery's positions on the numerous proposals. Ms. Bardon will review the key provisions of the Act and provide guidance on how the implementation phase will impact the specialty and physician practices.

212 The Steps Every Practice Managers Should Follow Before Merging

213 Who's Stealing Your Money

Wendy Lipton-Dibner

In a study of private practices and hospitals nationwide, 9 out of 10 organizations revealed previously undetected losses ranging from \$100,000 to \$6,000,000. All losses were traced back to the behaviors of one or more physicians, staff and/or patients. In this program, you will discover how stealing has occurred in practices like yours and learn 6 proven steps that you can take this year to protect and increase your profitability.

214 Outsmart the Geek!

Camille Williams

This presentation will focus on traditional areas of technology where medical practices are routinely overcharged: Equipment, Software, Data, and Telephony. Camille will share engaging and interactive exercises and real life stories of "Speaking Geek with Success." Attendees will learn the language of popular technology and gain insight on how to significantly reduce cost while improving their practice-and the bottom line.

215 Corporate Governance and Decision Making

George Conomikes

Unlike other business organizations, most physician leaders have not proven their management skills either from within the organization, or at other practices. The result is that medical practices have developed unique sets of governance, many of which do not perform well. Remedies to this leadership challenge will be explored at this seminar. The presentation will also discuss the steps that practice Managers/Administrators need to take, to control and safeguard the assets of the practice.

216 Will We Survive ICD-10-CM?

Deborah Grider

ICD-10-CM is the diagnostic coding system that is expected to replace ICD-9-CM sooner than you think. We must be in full compliance by October 1, 2013. The industry is not paying attention and if you don't, your practice will cease to receive payment from the insurance carriers. It may mean your medical practice will have to close its doors and cease to exist. In a world in which documentation remains a coder's number one problem with physicians, how can we seamlessly move from a system with 14,500 codes to a system with over 69,101 codes? This session will provide a basic understanding of the new classification's conventions, guidelines, and specifications; develop your familiarity with new terminology; accelerate the learning curve; demonstrate your understanding and preparedness with this important new classification; help you understand the latest regulatory issues involved with the conversion to ICD-10-CM; and provide guidance as to steps you can take to get ready.

217 Building Your Practice

Jeff Staads

Physicians and Practice Side Administrators face a variety of struggles in today's marketplace- a fluctuating economy, lower insurance reimbursement, educated patients and increasing competition. Most of your patients come to your office because another physician referred them there. Most practices only concentrate on marketing to the patient. This program will give you insight on how you and your physicians can build referrals and strengthen their relationships in the physician network and your communities.

218 IT Portals: Hands-on Lab to Learn About Facebook, LinkedIn and Twitter

Andy Steggles

Now that you have seen examples of how the social web can be leveraged, attend this session to learn how to set your organization's presence up on these external portals. This is a BYOL (bring your own laptop) session where you will be walked through creating a Facebook "Fan" Page, Twitter

account/hashtag and how to leverage LinkedIn. This will also be a brainstorming session on how to promote and generate measurable value from your social media outlets. Attendees will also learn how to embed videos and other rich media into their page as well as discuss strategies and ideas about why and when you should use these third party tools and services.

301 Improving Your Presentations

Jeff Staads

Ever sit through a boring presentation? Ever sit through a bunch of boring presentations? Ever sneak out when the room was dim, except for the light of the PowerPoint slide? Ever give a boring presentation yourself? Ever want to choose death over speaking to a group? If you answered "Yes" to any of these questions, this presentation is for you. This program isn't about imagining the audience in their underwear. It's about improving all the small stuff to make a greater impact on your next audience. Preparation and execution are the keys. In this fast-paced session you will learn tips and techniques for better communicating and connecting with all your audiences.

302 EMR Implementation and Deployment

Jolene Eicher and Keith Forwith, M.D.

Jolene Eicher & Dr. Keith Forwith share their ENT practice's experience with the successful implementation & deployment processes of an electronic medical record and the benefits. They will share their action items for implementation, tips for contract negotiations, and for gearing up staff for this exciting transition.

303 To Appeal or Not to Appeal

Barbara Cobuzzi

Nowadays, third-party payers are doing whatever they can to delay, underpay and not pay for legitimate services. We are in a time when income is shrinking and overhead is rising. It is especially critical now for practices to have an active and effective appeals process to keep the third-party payers accountable for their payment decisions and to insure optimal cash flow to the practice. This course looks at how to identify who should appeal, the documentation needed, how to write an appeal, and the process of following up on appeals with the third-party payers. This class looks at Medicare as well as private third-party payers. Specific Otolaryngology examples will be examined and addressed.

304 Social Media and the Workplace: What Every Healthcare Employer Should Know

Renee Jackson

Social media now permeate the entire life cycle of employment: during pre-employment inquiries, throughout the period of employment, and after separation from employment. Healthcare employers must fully consider the use and misuse of social media at each stage of employment, craft appropriate policies and procedures consistent with their industry, and apply such policies in a consistent and non-discriminatory way.