

## REGISTRATION INFORMATION

Dates, speakers and topics subject to change. This registration is for personal or single-office use (e.g., a conference room) only; and may not be rebroadcast, retransmitted or disseminated.

### Register by Mail

Send your completed registration form and payment to:  
Wisconsin Medical Society  
Attention: Education Department  
PO Box 1109  
Madison, WI 53701-1109

### Register by Fax

If you are charging your registration, you may fax your completed registration form, including credit card number and expiration date. Please send your fax to the Education Department at 608.283.5424.

### Confirmation

Upon receipt of your registration, a confirmation e-mail will be sent to you. Confirmation e-mails for webinars include a link to our webinar technology provider, GoToWebinar. If your confirmation does not arrive two working days prior to the program, please call 866.442.3820 to verify your registration.

### Refund Policies

If you are unable to participate in a webinar for which you are registered, you may have a substitute participate. Webinar registrations are not refundable because they are recorded and can be accessed after the live event.

If you are unable to attend a face-to-face program for which you are registered, you may send a substitute in your place. If you call the Society at least three days prior to the program, we will refund your registration (minus a \$25 processing fee) or transfer your entire registration fee to another seminar. There is no charge to transfer a registration fee from one person to another provided the request is made at least three business days prior to the activity date. No refunds or transfers will be made unless requested three business days prior to the conference date.

### Weather Policy

If the weather is a factor the morning of a face-to-face program, please call us 608.442.3820 after 6:30 a.m. to verify the program's status. The message will indicate only those programs canceled due to weather. If your program is not listed, it will be held as scheduled. Canceled programs will be rescheduled in your area as soon as possible. You may transfer your registration fee to another program or receive a full refund if the Wisconsin Medical Society cancels the program.

### Americans with Disabilities Act

The Wisconsin Medical Society subscribes to the articles of Title III of the Americans with Disabilities Act of 1990. If you or anyone accompanying you require assistance, call the Society at 608.442.3800.

## REGISTRATION FORM

Name \_\_\_\_\_

Clinic/Organization \_\_\_\_\_

E-mail (required\*) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Program Code:	Fee:	Program Code:	Fee:
1. _____	\$ _____	4. _____	\$ _____
2. _____	\$ _____	5. _____	\$ _____
3. _____	\$ _____	6. _____	\$ _____

Enclosed is my check for \$ \_\_\_\_\_  
(Please make checks payable to the Wisconsin Medical Society.)

Please charge the following:  
 VISA  MasterCard  Discover

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Name/Signature of Cardholder \_\_\_\_\_

\*An e-mail address is required for GoToWebinar.

**Detach this panel and mail with your payment to Education Department, Wisconsin Medical Society, PO Box 1109, Madison, WI 53701 or fax to 608.283.5424.**

  
**Wisconsin Medical Society**  
Your Doctor. Your Health.

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## FACE-TO-FACE SEMINARS

### Preparing for Medicare in 2012 and Beyond: Stay Ahead of the Changes

Now more than ever, it's critical to be prepared for the year ahead. This full-day information-packed seminar will focus on the Physician Fee Schedule proposed changes to Medicare Part B policies, procedures and reimbursement for 2012. Presented in partnership with WPS Medicare Part B, this program will feature several key topics, including:

- proposed changes to the Physician Quality Reporting System (PQRS)
- discussion of the value-based payment modifier
- changes to the annual wellness visit
- expansion of multiple procedure reduction of imaging services to include the professional component
- the Physician Feedback Program

Presenters also will share ICD-10 and 5010 implementation pointers, provide a Medicare Administrative Contractor (MAC) award update, share WPS-specific news and much, much more. The day will conclude with an open forum-style question-and-answer session, providing participants with the opportunity to get answers to their current Medicare questions so they can begin seeing immediate results.

### Who Should Attend?

Coding and billing specialists, practice managers, physicians, compliance staff

### Fee:

\$209 for first participant from a clinic;  
\$99 for each additional staff person  
Penny Osmon, CHC, CPC, CPC-I, PCS,  
Director of Educational Strategies,  
Wisconsin Medical Society, and Thom Ryan,  
Provider Outreach and Education Analyst,  
WPS Medicare Part B

### Educators:

### Registration:

8:30 a.m.

### Program:

9 a.m. – 3 p.m.

### Lunch:

Included

Date	Location	Site	Code
October 18	Madison	Wisconsin Medical Society	6061
October 19	Brookfield	Sheraton-Milw, Brookfield	6062
October 20	Green Bay	Hotel Sierra/KI Conv Ctr	6063



- Please route to:
- Physicians
  - Office Manager
  - Billers
  - Coders
  - Insurance Staff
  - Compliance
  - Quality Staff

Madison, WI 53701

PO Box 1109

Your Doctor. Your Health.

Wisconsin Medical Society



# Improving PRACTICE MANAGEMENT

October–December 2011

Educational opportunities to improve the efficiency and effectiveness of your practice.

### Concealed Weapons in the Clinic

Wisconsin's new concealed carry law, effective November 1, 2011, allows permitted individuals wide latitude to carry concealed handguns in the community. The law also gives businesses, including health care facilities, the right to prohibit invitees and employees from concealed carry in a place of business or employment. Health care facilities need to understand what the law provides, what authority they have to make decisions regarding their own clinics and facilities and what the consequences of such decisions may be. All of these areas will be addressed in this webinar, helping participants ensure their health care facility is prepared when the new law takes effect.

### Fee:

\$119

### Date/Time:

October 6; Noon – 1:15 p.m.

### Educators:

Tom Shorter, Esq., and Jon Anderson, Esq., Godfrey & Kahn, SC

### Program Code:

6058

### How to Make Workflows and Technology Work for YOU—Using Workflows, EHRs and Other Technologies to Help Make and Maintain Improvements

This webinar will highlight strategies that facilitate the integration of technologies—including electronic health records (EHRs)—into daily routines that support workflows, reporting and improvement efforts. In addition, participants will compare workflows: those that contribute to problems versus those that can help solve problems. Cases presented will compare practices before and after effective and efficient use of technology and effective workflows, including the use of EHRs.

### Fee:

\$119

### Date/Time:

October 25; Noon – 1:15 p.m.

### Educator:

Jocelyn Hanson, HIT Specialist, Wisconsin Health Information Technology Extension Center (WHITEC)

### Program Code:

6059

### Absolutes of the ABN

Medicare requires the use of an Advanced Beneficiary Notice (ABN) in certain situations. Do you understand why, when and how to use this document? If not, you could

face legal and financial consequences. Society Educator Jen Cohrs will discuss nuances of the form (including the electronic version), when and how to use modifiers and when shared forms are appropriate. She also will address changes associated with the most recent version of the ABN, required for use November 1, 2011. Participate in this webinar and be confident in your ABN process.

### Fee:

\$119

### Date/Time:

October 13; Noon – 1:15 p.m.

### Educator:

Jen Cohrs, CPC, CGIC, CPMA, Coding and Reimbursement Educator, Wisconsin Medical Society

### Program Code:

6060

### Diagnostic Coding for Medicare Advantage 2011

This 90-minute webinar is designed to create a better understanding of the health insurance and risk adjustment payment methodology and how this payment model impacts you. Discussion will include what documentation health plans are looking for in your medical records in terms of evaluation and management (E/M) and diagnosis coding. Hierarchical condition categories (HCCs) also will be explained. If you are contracted with risk-adjusted Medicare Advantage plans, this is a webinar you won't want to miss.

### Fee:

\$119

### Date/Time:

October 27; Noon – 1:30 p.m.

### Educator:

S. Brigner, MLA, CPC, Senior Provider Training and Development Consultant, Ingenix, Clinical Assessment Solutions

### Program Code:

6064

### The Skin We're In

Is your coding only skin deep? The integumentary system codes represent the most frequently performed procedures used across all specialties. From wound closure to incision and drainage, this session separates the layers of confusion associated with skin, subcutaneous tissue and accessory structure procedure coding.

### Fee:

\$119

### Date/Time:

November 1; Noon – 1:15 p.m.

### Educator:

Jen Cohrs, CPC, CGIC, CPMA, Coding and Reimbursement Educator, Wisconsin Medical Society

### Program Code:

6065

## Moving from Integration to Optimization and Meaningful Use of EHRs



This webinar will highlight strategies that facilitate optimization and support meaningful use. The agenda includes an explanation of the clinical impact of the Medicare and Medicaid Electronic Health Record (EHR) Incentive Program final rule, and participants will have the opportunity to compare and contrast use of EHRs that support and detract from organizational improvements and meaningful use.

**Fee:** \$119  
**Date/Time:** November 3; Noon – 1:15 p.m.  
**Educator:** Ashley Green, HIT Specialist, Wisconsin Health Information Technology Extension Center (WHITEC)

**Program Code:** 6066

## Medical Terminology: Building the Foundation for ICD-10

With the October 1, 2013, implementation date for ICD-10 two years away, it's still too early to learn the ICD-10 code set. But it's not too early to start building your foundation, and

understanding medical terminology is a great place to begin. This webinar will focus on key medical terms and definitions for both diagnostic and procedural documentation and coding. Whether you are seeking a refresher course or just getting started, this webinar is for you.

**Fee:** \$119  
**Date/Time:** November 10; Noon – 1:15 p.m.  
**Educator:** Nicole Middleton, ICD-10-CM and ICD-10-PCS Trainer, AHIMA (American Health Information Management Association)

**Program Code:** 6067

## Developing an Improvement Strategic Plan



Participants in this webinar will learn how to integrate the use of data, technology and continuous improvement with their strategic professional development plans. This three-pronged approach will allow participants to identify areas to maximize quality and reduce inefficiencies while potentially satisfying their professional requirements for continuing education.

**Fee:** \$119  
**Date/Time:** November 15; Noon – 1:15 p.m.  
**Educator:** Nancy Nankivil, Senior Vice President of Quality and Efficiency, Wisconsin Medical Society

**Program Code:** 6068

## 2012 CPT Updates—A Comprehensive Overview



Join us for an in-depth look at the CPT changes for 2012. Straight from the AMA CPT Symposium, Jen Cohrs and Penny Osmon will share not only the new codes, but the rationale behind the new codes as well as potential problem areas. Discussion will include tips for documentation and important reimbursement information. Participate in this webinar and be prepared for 2012.

**Fee:** \$199 – Register by November 1 and pay only \$99  
**Date/Time:** December 1; 11:30 a.m. – 1:30 p.m.  
**Educators:** Jen Cohrs, CPC, CGIC, CPMA, Coding and Reimbursement Educator, and Penny Osmon, BA, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, Wisconsin Medical Society

**Program Code:** 6069

## PQRS in 2012—Changes, Changes, Changes!



With the signing of the Patient Protection and Affordable Care Act (PPACA) last year, those who successfully report Physician Quality Reporting System (PQRS) measures will be eligible for incentive payments through 2014. However, the 2012 Physician Fee Schedule Proposed Rule offered many changes to PQRS in 2012. Whether you have been reporting for a while

or are just getting started, this detailed update about PQRS changes for 2012 is one you don't want to miss to ensure you have the information you need to maximize incentives.

**Fee:** \$119  
**Date/Time:** December 8, Noon – 1:15 p.m.  
**Educator:** Penny Osmon, BA, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, Wisconsin Medical Society

**Program Code:** 6070

## WHIO Orientation Session

The Wisconsin Health Information Organization (WHIO) is a nonprofit entity created in 2005 to develop a statewide database of health insurance claims. Today, WHIO's aggregated data—which is provided voluntarily by insurers across the state—serves as a single, central source for use by multiple stakeholders to examine variations in cost and quality of care and for improving transparency on the road to creating health care value. This free webinar will provide an overview of the WHIO data, describe the methodologies used in producing the standard WHIO report and offer insights into how various stakeholders use the data in their health care efforts.

**Fee:** Free (*Pre-registration required*)  
**Date/Time:** December 13; 9 – 10:30 a.m.  
**Educators:** Nancy Nankivil, Senior Vice President of Quality and Efficiency; and Cindy Helstad, PhD, Director of Research, Wisconsin Medical Society

**Program Code:** 6071

## ICD-10 Transition: Focus on Diabetes

As we prepare to transition to ICD-10, improved documentation is critical to adequately capture the specificity required to assign codes. This webinar will focus on diabetes and will begin by reviewing in detail the current ICD-9-CM coding requirements and identifying the gap areas as we transition to ICD-10-CM. Attendees will learn what is required for ICD-10-CM diabetes documentation that might not be captured today to assist them in preparing themselves and their physicians for a smooth and seamless transition.

**Fee:** \$119  
**Date/Time:** December 15; Noon – 1:15 p.m.  
**Educator:** Jen Cohrs, CPC, CGIC, CPMA, Coding & Reimbursement Educator, Wisconsin Medical Society

**Program Code:** 6072

**CEU CREDITS:** The Society will apply for continuing educational credits through professional organizations on behalf of attendees. Please note that credit may not be available for all sessions.

## FEATURED WEBINAR

### Big Wheel Keeps on Turning: More HIPAA Rules for All

Proposed HIPAA rules were issued July 14, 2010, and this webinar will cover final regulations, which are expected this later this year. Final regulations are anticipated to cover a plethora of topics such as the use and disclosure of protected health information (PHI) for marketing and fundraising, the sale of PHI, the application of the Privacy Rule and the Security Rule to business associates and subcontractors, and requirements for business associate agreements. Other anticipated topics include restrictions on disclosures to health plans, access rights, the use and disclosure of PHI for research, decedent's PHI, disclosure of immunization records, minimum necessary requirements, accounting requirements, breach notification requirements, requirements for Notice of Privacy Practices and enforcement provisions. To ensure the big wheels keep turning in your clinic, this is a webinar you can't afford to miss!

**Fee:** \$119  
**Date/Time:** TBD  
**Educators:** Kerry Moskol and Sarah Coyne, Attorneys, Quarles & Brady, LLP

**Program Code:** 6036

## OTHER LEARNING OPTIONS

### Customized On-site Education

The Society will bring customized education to you at a time and place most convenient for your group. Customized education opportunities assist you in reducing waste, mitigating risk, enhancing your revenue cycle and improving quality. This is the perfect opportunity to build a team culture between physicians and their practice management staff. Call Penny Osmon at 608.442.3781 or 866.442.3800 or e-mail penny.osmon@wismed.org for additional information, including a free estimate.

### Archived Webinars

Many of our webinars are archived for those who are unable to participate at the scheduled time. When you register for one of these programs, you'll be able to access the original webinar online at your convenience. Visit our archived program listing at [www.wisconsin-medicalsociety.org/education/webinars/archive](http://www.wisconsin-medicalsociety.org/education/webinars/archive).

## October 1, 2013: Will You Be Ready?

The ICD-10-CM compliance deadline is October 1, 2013, and a successful transition will require a strong understanding of anatomy and pathophysiology. Because of this critical aspect of ICD-10-CM, the Wisconsin Medical Society has partnered with the American Academy of Professional Coders (AAPC) to offer ICD-10 Anatomy and Pathophysiology self-study training. This Internet-based learning opportunity covers all body systems in 14 modules.

The curriculum—which includes online presentations with downloadable manuals and evaluation quizzes to ensure material comprehension—is available as individual modules for \$29.95 each or as a package for \$149.95. When purchasing the complete package of 13 modules (listed at right), you also receive an additional module about congenital malformations.

Customized, on-site ICD-10 learning opportunities also available; call 866.442.3820 for details.

- **Blood & Lymphatic** (Program code AP01)
- **Integumentary** (Program code AP02)
- **Musculoskeletal** (Program code AP03)
- **Respiratory** (Program code AP04)
- **Cardiovascular** (Program code AP05)
- **Digestive** (Program code AP06)
- **Genitourinary** (Program code AP07)
- **Endocrine** (Program code AP08)
- **Mental Disorders** (Program code AP09)
- **Eye and Adnexa** (Program code AP10)
- **Ear and Mastoid** (Program code AP11)
- **Nervous** (Program code AP12)
- **Pregnancy** (Program code AP13)
- **Complete Package** (Program code AP14)

Details are online at [www.wisconsinmedicalsociety.org/icd-10/anatomy\\_and\\_pathophysiology\\_modules](http://www.wisconsinmedicalsociety.org/icd-10/anatomy_and_pathophysiology_modules).

## Transformational Leadership webinars qualify for premium credit

A scan of today's health care environment reveals an emerging need for leadership that is not only responsible and strategic, but also is transformational. After spending years learning about, preparing for and then practicing medicine as a physician or working in another health care role, many people find themselves in a role that positions them to be a leader – of a department, division, hospital or membership organization.

These roles require specific skill sets, and our Transformational Leadership webinars provide guidance for physicians, nurses, practice managers and other health care professionals taking on new responsibilities. Leadership can make a good organization great and help organizations evolve through meaningful and sustainable change.

Wisconsin Medical Society members insured by ProAssurance Wisconsin through Wisconsin Medical Society Insurance and Financial Services, Inc., may qualify for a 2.5 percent premium credit by successfully completing one of the eligible Transformational Leadership webinars. Webinar descriptions and details are listed throughout this brochure and online at [www.wisconsinmedicalsociety.org/education/transformational\\_leadership](http://www.wisconsinmedicalsociety.org/education/transformational_leadership).

## ABOUT OUR ICONS



**PA icon:** The Society applies for continuing education units (CEUs) for some webinars and seminars through professional organizations on behalf of attendees. Webinars with this icon include a post assessment for 1 additional CEU at no extra cost through the AAPC. Attendees seeking continuing education credit through other professional organizations are responsible for confirming eligibility.



**TL icon:** This icon identifies Transformational Leadership webinars. Details at left.



**CME icon:** The Wisconsin Medical Society (Society) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The Wisconsin Medical Society designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## KNOW YOUR SOCIETY EXPERTS



**Penny Osmon, CHC, CPC, CPC-I, PCS Director of Educational Strategies**  
 Penny has more than 15 years of health care experience in Medicare compliance, coding and practice management. She currently presents educational programs on revenue cycle, health information and risk management for physician practices throughout Wisconsin and the Midwest with an emphasis on reducing waste, mitigating risk and improving quality. A

Professional Medical Coding Curriculum Instructor, Penny is a founding member of the Wisconsin ICD-10 Partnership and an AAPC-approved ICD-10-CM trainer. She is certified in health care compliance through the Health Care Compliance Association and serves on the Wisconsin Medical Group Management Association Third Party Payer and Medicare and Medicaid Workgroups.



**Jen Cohrs, CPC, CPMA, CGIC Coding and Reimbursement Educator**

With more than eight years of practical experience in health care, including five years dedicated to the billing and coding field, Jen became a Certified Professional Coder (CPC) in 2007. She quickly followed with a specialty credential in gastrointestinal coding and medical record auditing. Jen is passionate about excellence in health information and enjoys

the many challenges of coding and billing. She is motivated to tackle the ever-changing world of health care and is looking forward to leading others in her profession into ICD-10 coding.