



# Improving PRACTICE MANAGEMENT

January—March 2012

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

## Leading Learning Organizations: Being a Strategic, Transformational Leader



What does it mean to be a learning organization? The purpose of this webinar is to link leadership, learning organizations and improvement so attendees can connect how utilizing data and managing improvement efforts can foster learning and change. Discussion will include the identification of different organizational cultures and their associated benefits and consequences, and how to improve to better model a learning organization.

**Fee:** FREE (Pre-registration required)

**Date/Time:** January 24; Noon – 1:15 p.m.

**Educator:** Roger A. Gerard, PhD, Chief Learning Officer, ThedaCare

**Program Code:** 6100

this webinar, attendees should be able to identify two performance data sets to review that are meaningful and relevant to their own practice.

**Fee:** FREE (Pre-registration required)

**Date/Time:** February 7; Noon – 1:15 p.m.

**Educator:** Cindy P. Helstad, PhD, RN, Director of Research, Wisconsin Medical Society

**Program code:** 6102

## WHIO Orientation Session

In 2005, the Wisconsin Health Information Organization (WHIO) was formed as a nonprofit entity to voluntarily aggregate claims data from multiple insurance plans across Wisconsin. WHIO has created a single data source for multiple stakeholders to use in examining 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 the data are used by various stakeholders in their health care efforts.

**Fee:** FREE (Pre-registration required)

**Date/Time:** February 14; 9 – 10:30 a.m.

**Educator:** Cindy Helstad, PhD, RN, Director of Research, Wisconsin Medical Society

**Program Code:** 6103

## Using Your Data to Report on Performance



During this webinar, participants will begin to connect internal improvement efforts to external reporting mechanisms and discuss financial incentives for reporting data and demonstrating improvements. Discussion will include different mechanisms available to report data and the associated pros and cons. Penny Osmon also will discuss factors to consider when making decisions about data reporting and will set the foundation for linking improvement with technology and data. The PQRIwizard will be demonstrated as one example of an external reporting mechanism.

**Fee:** \$119

**Date/Time:** January 26; Noon – 1:15 p.m.

**Educator:** Penny Osmon, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, Wisconsin Medical Society

**Program Code:** 6101

## Skilled Nursing Facility Consolidated Billing—A Closer Look



Consolidated billing is one of the reimbursement mechanisms included in the Office of Inspector General's (OIG) 2012 Work Plan and also is a focus of Medicare Recovery Audit Contractors (RACs). The OIG's target is to reduce preventable duplicate billings for Medicare Part B services and to recoup any erroneous payments. The Centers for Medicare & Medicaid Services (CMS) clarified many nuances of skilled nursing facility (SNF) billing in August 2011 that could impact your consolidated billing process. Even veteran billing professionals have a difficult time understanding the intricacies of this complex reimbursement topic. Don't lose money, attend this webinar and take a closer look at SNF consolidated billing.

**Fee:** \$119

**Date/Time:** February 16; Noon – 1:15 p.m.

**Educator:** Jen Cohrs, CPC, CGIC, CPMA, Coding & Reimbursement Educator, Wisconsin Medical Society

**Program Code:** 6104

## Delving into Data—Today's Landscape and National Data Sources



This webinar will provide an overview of the current physician performance measurement landscape along with some of the performance measure data sources that are important for physicians to be aware of. Discussion will include the development process of quality and cost-of-care measures, the national and state sources of physician performance data that are available, and the need and value for strategic use of data for performance and organizational improvement. After



## Incident-to Billing: On the Radar Again

Incident-to billing has been around for a long time and once again appeared in the Office of Inspector General's (OIG) Work Plan for 2012. Are you confident in your knowledge of the "ins and outs" of billing incident-to services? This webinar will address the providers who can bill incident-to services, outline what types of services qualify, determine appropriate place of service and discuss the overall requirements of incident-to billing.

**Fee:** \$119  
**Date/Time:** February 22; Noon – 1:15 p.m.  
**Educator:** Penny Osmon, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, Wisconsin Medical Society

**Program Code:** 6105

## ICD-10-CM Transition: Focus on Fractures

As we prepare to transition to ICD-10-CM, improved documentation is critical to adequately capture the specificity required to assign codes. This webinar will focus on fractures, both traumatic and pathological, 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 fracture 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:** March 1; Noon – 1:15 p.m.  
**Educator:** Jen Cohrs, CPC, CGIC, CPMA, Coding & Reimbursement Educator, Wisconsin Medical Society

**Program Code:** 6106

## Navigating Your Way Through Improvements: Methods, Tools and Strategies



The purpose of this webinar is to help learners make connections between drivers of improvement and their own improvement needs by providing tangible tools and strategies to help them measure and implement change. Join this session to learn about Marshfield Clinic's interventions for quality improvement for public reporting and their Centers for Medicare & Medicaid Services (CMS) Physician Group Practice (PGP) Demonstration Project experience, as well as implications of quality reporting to the future.

**Fee:** FREE (Pre-registration required)  
**Date/Time:** March 29, 2011; Noon – 1:15 p.m.  
**Educators:** Theodore A. Praxel, MD, MMM, FACP, Medical Director, Institute of Quality, Innovation and Patient Safety, Marshfield Clinic; Marilyn A. Follen, RN, MSN, Administrator, Institute of Quality, Innovation and Patient Safety, Marshfield Clinic; Kate Konitzer, MMI, Solutions Director, Clinical Informatics, Marshfield Clinic

**Program Code:** 6107

## 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.wisconsinmedicalsociety.org/education/webinars/archive](http://www.wisconsinmedicalsociety.org/education/webinars/archive).

## 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 presents educational programs about revenue cycle, risk management and health information 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 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 & Reimbursement Educator**

With more than eight years of health care experience, Jen is passionate about excellence in health information and enjoys the many challenges of coding and billing. She has been a Certified Professional Coder (CPC) since 2007 and also has specialty credentials in gastrointestinal coding and medical record auditing. Jen 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. Jen is certified by the American Health Information Management Association (AHIMA) as an ICD-10-CM trainer.

## 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. The Primary Contact Person is the only person who will receive the registration confirmation and all subsequent messages.

### 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 paying the registration fee by credit card, you may fax your completed registration form to the Education Department at 608.283.5424.

### Confirmation

A confirmation e-mail will be sent to the Primary Contact Person that includes a link to our webinar technology provider, GoToWebinar. If your confirmation does not arrive two working days prior to the program, call 866.442.3820 to verify your registration.

### Refund Policy

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.

### 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 requires assistance, call the Society at 608.442.3800.

## ABOUT OUR ICONS

PA

Webinars with this icon include a post assessment for 1 additional CEU at no extra cost through the American Academy of Professional Coders (AAPC).



TL

This icon identifies Transformational Leadership webinars. Details are online at [www.wisconsinmedicalsociety.org/education/programs/transformational\\_leadership](http://www.wisconsinmedicalsociety.org/education/programs/transformational_leadership).

Wisconsin Medical Society members insured by ProAssurance Wisconsin through Wisconsin Medical Society Insurance & Financial Services, Inc., may qualify for a 2.5 percent premium credit by successfully completing one of the eligible Transformational Leadership webinars. For more information about the 2.5 percent premium credit, contact Wisconsin Medical Society Insurance and Financial Services at 866.442.3810 or [insurance@wismed.org](mailto:insurance@wismed.org).



CME

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.

### CEU Credits:

The Society will apply for continuing education units through professional organizations on behalf of attendees. Please note that credit may not be available for all sessions.

## REGISTRATION FORM

Primary Contact Person

Clinic/Organization

E-mail Address(required\*)

Street Address

City

State

ZIP

Telephone

Program Code:	Fee:	Program Code:	Fee:
1. _____	\$ _____	4. _____	\$ _____
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(Please make checks payable to the Wisconsin Medical Society.)

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\*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.

## ICD-10 TRANSITION: 2013

### Your Partner in ICD-10 Education & Training

ICD-10 is not simply an update to a code set; ICD-10 will touch every element of health care, including information technology, information systems, revenue cycle, coding and billing, documentation, quality reporting, contracting, accounting and much more. The key to a successful transition is getting started NOW, creating a realistic budget and planning for implementation by a cross-functional team. The Society and its highly experienced ICD-10 trainers are ready to assist.

ICD-10 learning opportunities include:

- Anatomy, physiology and medical terminology
- Documentation assessments
- ICD-10-CM and ICD-10-PCS code set training
- Implementation training
- And more

Visit our website at [www.wisconsinmedicalsociety.org/icd-10](http://www.wisconsinmedicalsociety.org/icd-10) or contact Penny Osmon at [penny.osmon@wismed.org](mailto:penny.osmon@wismed.org) for details.

## FACE-TO-FACE SEMINARS

### SAVE THE DATE! Surviving Medicare in 2012

An all-day seminar designed to provide timely updates and disseminate "must-know" information to successfully navigate Medicare in 2012.

**Who should attend:** Physicians, practice managers, administrators, coding and billing specialists, compliance and other health care staff members.

**Details:** Watch the Society's bi-weekly education e-mail messages and website, [www.wisconsinmedicalsociety.org/education](http://www.wisconsinmedicalsociety.org/education), for additional information in late January.

**Fee:** \$209 for first participant from a clinic; \$99 for each additional staff person

Date	Location	Site
March 20	Madison	Wisconsin Medical Society
March 21	Brookfield	Sheraton Milwaukee Brookfield
March 22	Green Bay	Tundra Resort

Your Partner in ICD-10 Education & Training!

Improving PRACTICE MANAGEMENT  
January-March 2012  
Educational opportunities to improve the efficiency and effectiveness of your practice.

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

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