

REGISTRATION INFORMATION

Register by Mail

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

Register by Phone

If you are charging your registration fee, call us toll free at 866.442.3820 or 608.442.3820. Please have your credit card number and expiration date ready. No other types of phone registrations will be accepted.

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 contact us 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. Webinars will not be refundable since 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 at 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. Should you or anyone accompanying you require assistance, please contact the Society at 608.442.3800.

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UPCOMING EVENTS

Preparing for Medicare in 2011 and Beyond

On March 23, 2010, President Obama signed the Patient Protection and Affordable Care Act (PPACA), also known as the "health reform bill," into law. This law outlines several provisions that will impact clinics beginning in 2011 and beyond. These include expanded benefits to Medicare beneficiaries, reimbursement changes and fraud, waste and abuse implications.

On July 13, 2010, the Centers for Medicare & Medicaid Services (CMS) released the electronic health record (EHR) incentive final rule. This rule outlines the initial steps physicians must take to achieve "meaningful use" for purposes of receiving incentive payments.

During this extremely informative face-to-face seminar, we will discuss these topics, plus the 2011 Physician Fee Schedule Proposed Rule, the progress of the Medicare Administrative Contractor (MAC) and other timely topics that are bound to impact your office and revenue cycle in 2011. With budgets and resources limited, you must be prepared! So don't wait, register today and join the Wisconsin Medical Society and WPS Medicare Part B at one of the four regional sites.

Who Should Attend?

Coders, Billers, Practice Managers, Physicians, Compliance Staff

Fee:

\$209

Educators:

Penny Osmon, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, Wisconsin Medical Society, and Mary Muchow, Senior Provider Outreach and Education Analyst, WPS Medicare Part B

Registration:

8:30 a.m.

Program:

9 a.m. – 3 p.m.

Lunch:

Included

Date	Location	Site	Code
10/13	Wausau	Plaza Hotel & Suites	5971
10/14	Neenah	Best Western Bridgewood	5972
10/20	Madison	Wisconsin Medical Society	5973
10/21	Waukesha	Country Springs Hotel	5974



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

Wisconsin Medical Society
Your Doctor. Your Health.
PO Box 1109
Madison, WI 53701

Who should attend?
Coders, billing managers, reimbursement managers, billing service professionals, compliance staff and physicians.

Improving PRACTICE MANAGEMENT

October—December 2010

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

Forward Health Top 10 Billing Issues and Remedies to Fix Them

Join Cindy Drury, who has more than 30 years of experience in health care claims adjustment and policy and billing, when she discusses the top 10 common billing issues health care professionals experience. Ms. Drury also will share tips on the appropriate resolution for each issue. Be sure to join this discussion to get your ForwardHealth billing questions answered.

Fee:

\$119

Date/Time:

October 12, Noon – 1:15 p.m.

Educator:

Cindy Drury, Professional Relations Representative, Wisconsin Health Care, HP Enterprise Services

Program Code:

5958

Wisconsin Health Information Organization (WHIO) Orientation Session

Physicians often receive conflicting performance report cards from different health insurance payers. Thanks to the Wisconsin Health Information Organization (WHIO), Wisconsin physicians have access to information about the costs of individual diagnosis and treatment decisions derived from pooled, multi-payer administrative claims data. The WHIO data mart is unique because multiple insurance companies have voluntarily submitted their health care claims data. By pooling data across payers and applying scoring algorithms consistently, physicians have access to a more commonly used performance report. This webinar will discuss the creation of the WHIO data mart and the methodology used in producing the standard WHIO report. At the end of the webinar, you can request a free standard report that is specific to your practice.

Fee:

Free

Date/Time:

October 19, November 16, December 14; 7 – 9 a.m.

Educators:

Nancy Nankivil, Senior Vice President of Quality & Efficiency, and Cindy Helstad, PhD, Director of Research, Wisconsin Medical Society

Program Code:

5959 (10/19), 5960 (11/16), 5961 (12/14)

Performance Improvement Continuing Medical Education (PI CME)

The Accreditation Council for Continuing Medical Education (ACCME) has enhanced its Continuing Medical Education (CME) criteria to embrace performance improvement (PI) that occurs within the physician's day-to-day clinical practice. PI CME follows a three-step, nationally standardized format in which a physician can earn up to 20 credits by completing a performance improvement activity. Nancy Nankivil will detail the new PI CME process and describe how various data sources (WHIO, PQRI) may be used to identify performance gaps that are excellent opportunities for improvement within a physician's practice.

Fee:

Free

Date/Time:

October 21, Noon – 1:15 p.m.

Educator:

Nancy Nankivil, Senior Vice President of Quality & Efficiency, Wisconsin Medical Society

Program Code:

5962

OB Billing—The Global Package and Beyond

Certified Professional Coder Kerin Draak of Prevea Health will review services included in the OB global package as well as those services that are separately billable. Both inpatient and outpatient services will be discussed. Plan to participate in this webinar and make sure your office is accurately capturing total revenue.

Fee:

\$119

Date/Time:

October 26, Noon – 1:15 p.m.

Educator:

Kerin Draak, MS, RN, WHNP-BC, CPC, CEMC, Prevea Health

Program Code:

5963

CME and CEU Information

CME Credits: 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 educational activity for a maximum of 1.0 AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

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.

CME

How Will EHR Certification Impact Meaningful Use? It's in the Details

Beginning in 2011, physicians will be eligible for meaningful use incentives through the Centers for Medicare & Medicaid Services (CMS). A requirement of achieving the incentive payments is using a "certified" electronic health record (EHR) system. What exactly does that mean and how will the recently released EHR certification final rule impact your ability to maximize the incentive payments?

Join Michelle Klagos as she discusses some important details of the certification final rule and how those details influence meaningful use. She will begin with some basic definitions, including common EHR language, and will provide key information to increase understanding of the functionality necessary for collecting, transmitting and reporting data. Attend this webinar and gain confidence to interpret what your vendor is saying and to be sure your system will be ready for meaningful use now and in the future.

Fee: \$119
Date/Time: October 28, Noon – 1:15 p.m.
Educator: Michelle Klagos, Quality and Efficiency Analyst, Wisconsin Medical Society
Program Code: 5964

Coding, Billing and Documentation for Mental Health Services

Can I bill medical management on the same day as an E&M? What is the Medicare outpatient mental health limitation, and when does it apply? When can I bill a health and behavior assessment, and when does incident-to apply? How do I report alcohol and other drug abuse (AODA) services to Medicaid? Mental health coding has its own niche, and the questions that surround it are no different. This webinar will provide a solid foundation for coding, billing and documenting mental health services.

Fee: \$119
Date/Time: November 4, Noon – 1:15 p.m.
Educators: Penny Osmon, BA, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, and Michelle Werwinski, Practice Management Educator, Wisconsin Medical Society
Program Code: 5965

Meaningful Use – Workflow is the Key Ingredient

Having a certified electronic health record (EHR) system is only one step on the path to receiving meaningful use incentive payments. The key ingredient is training staff (the human factor) to optimize use of the EHR, which is achieved with maximized workflow. EHR vendors will get you started with assessing your workflows, but practices need to know and

understand how to accurately adapt functionality to fit their individual layout and needs.

Join this webinar to learn how practices can enhance their EHR functionality with optimal, practical workflows in their own practice, assisting them in achieving the meaningful use incentives. Topics for discussion include techniques for assessing and identifying current workflows, potential barriers and solutions, and more. What you don't know about workflows will surprise you!

Fee: \$119
Date/Time: November 11, Noon – 1:15 p.m.
Educator: Michelle Klagos, Quality and Efficiency Analyst, Wisconsin Medical Society
Program Code: 5966

Developing and Respecting Medical Treatment Plans for Nursing Home Residents: How the Physician Orders for Life-Sustaining Treatment (POLST) Program Works Better than the Standard Approach



Webinar participants will learn how the Physician Orders for Life-Sustaining Treatment (POLST) Program works and the recent research that provides evidence that it is a more effective patient-centered approach than the current approach of simply writing medical orders in a patient's chart. There will be a review of how POLST is being used in Wisconsin and how it is quickly being implemented in other parts of the United States. The webinar will conclude with a brief discussion of what can be done to spread the use of POLST in Wisconsin.

Fee: Free
Date/Time: November 30, Noon – 1:15 p.m.
Educator: Bud Hammes, PhD, Director of Medical Humanities, Gunderson Lutheran Medical Foundation
Program Code: 5967

2011 CPT Updates – A Comprehensive Overview

Join us for an in-depth look at the CPT changes for 2011. Straight from the AMA CPT Symposium, Penny Osmon will not only share the new codes, but the rationale for the new codes. Discussion will include tips for documentation and important reimbursement information. Participate in this webinar and get ready for 2011.

Fee: \$199
Date/Time: December 2, 10 a.m. – 1 p.m.
Educator: Penny Osmon, BA, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, Wisconsin Medical Society
Program Code: 5968

Billing and Coding for Medicare Preventive Services in 2011

The Patient Protection and Affordable Care Act (PPACA) has a significant impact on preventive services for Medicare beneficiaries beginning in 2011. During this webinar, participants will learn what services have been added, the documentation requirements to support the services, correct coding and billing, and applicable cost-sharing. Attend this webinar and you'll be on your way to impacting the revenue cycle positively when January 1 rolls around.

Fee: \$119
Date/Time: December 7, Noon – 1:15 p.m.
Educators: Penny Osmon, BA, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, and Michelle Werwinski, Practice Management Educator, Wisconsin Medical Society
Program Code: 5969

PQRI in 2011—Moving from Reporting to Improvement

With the signing of the Patient Protection and Affordable Care Act (PPACA), successful reporters of PQRI measures will be eligible for incentive payments through 2014. Whether you have been reporting for a while or are just getting started, this detailed update about PQRI changes for 2011 is one you don't want to miss. PQRI is a natural starting point for meaningful use and ultimately quality improvement. The presenters also will share methods for using your data to begin transitioning from reporting to improvement.

Fee: \$119
Date/Time: December 9, Noon – 1:15 p.m.
Educators: Penny Osmon, BA, CHC, CPC, CPC-I, PCS, Director of Educational Strategies, and Michelle Klagos, Quality and Efficiency Analyst, Wisconsin Medical Society
Program Code: 5970

FEATURED WEBINAR ARCHIVE

PQRI: Registry Reporting Simplified

It's not too late to begin reporting 2010 PQRI measures through a registry, even if you have already started using the claims process.

The Centers for Medicare & Medicaid Services (CMS) will transition from claims-based PQRI reporting to registry reporting after 2010, but how complicated is a registry and what are the benefits? Join Penny Osmon and Michelle Klagos as they explore registry options and share important tips on how to use the information to improve quality. They also will discuss individual and group measures; how to report using a registry, with and without an electronic medical record; examples of a registry wizard; the best way to capture quality information in your day-to-day workflow; and more.

Originally presented in January, this webinar is sure to get you on your way to a 2 percent bonus payment while at the same time saving time and money.

Fee: \$119
Program Code: 5905



If you missed a webinar about a key topic, you can still get the answers you need to your questions through our "Archived Webinar" feature. By registering for one of these programs, you'll be able to access the original webinar online at your convenience. Check out the featured webinar above, or visit our archived program listing at www.wisconsinmedicalsociety.org/education/webinars/archive.

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KNOW YOUR SOCIETY EXPERTS



Penny Osmon, CHC, CPC, CPC-I, PCS, has more than 13 years of health care-related experience. Knowledgeable about health care administration from the perspective of both payer and provider and the aspects of coding, Penny is a Certified Professional Coder, an approved Professional Medical Coding Curriculum Instructor, and a member of the American Academy of Professional Coders. She is also certified in Health Care Compliance and a member of the Health Care Compliance Association.



Michelle Klagos, Quality and Efficiency Analyst, has 16 years of clinical experience as a certified medical assistant in urgent care and pediatrics, including three and a half years as a clinical analyst for UW Health. She played a lead role in the workflow analysis and implementation efforts of the EPIC Electronic Health Record system for UW Health primary and specialty care practices. Michelle's certification in EpicCare Ambulatory brings the technical knowledge of electronic health records (EHRs) and day-to-day clinic workflows together to create optimal use of an EHR.