

REGISTRATION INFORMATION

Register by Mail

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 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. No other fax registrations will be accepted. Please send your fax to the Education Department at 608.283.5424.

Confirmation

Upon receipt of your registration, a confirmation letter or e-mail will be sent to you. If your confirmation does not arrive two working days prior to the program, please contact us to verify your registration.

Weather Policy

If the weather is a factor the morning of the 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 cancelled due to weather. If your program is not listed, it will be held as scheduled. Cancelled 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.

Refund Policies

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 will be given or transfers made unless requested three business days prior to the conference date.

If you are unable to participate in a teleconference for which you are registered, you may have a substitute participate. Teleconferences will not be refundable since they are recorded and can be accessed after the live event.

Note

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 notify us by contacting the Society.

CME

CME Credits: The Wisconsin Medical 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.

Who should attend?

Coders, Billing Managers, Reimbursement Managers, Billing Service Professionals, Compliance Staff, and Physicians.

Bulk Rate
U.S. Postage
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Permit No. 1242

FACE TO FACE SEMINARS

Medicare—Preparing for 2010 and Beyond

On February 17, President Obama signed the American Recovery and Reinvestment Act (ARRA), also known as the “stimulus package” into law. This law outlines several Health Information Technology provisions that physicians can’t afford to ignore. These include Medicare and Medicaid incentives for adoption and “meaningful use” of an EHR, personal health records for all Americans by 2014 and the development of a nationwide HIT infrastructure. In addition to the ARRA, we will discuss the progress of the Medicare Administrative Contractor (MAC) transition, the impact of the Recovery Audit Contractor’s (RAC) and the proposed changes outlined in the Physician Fee Schedule Proposed Rule for 2010. Mark your calendar for this very important all-day seminar to learn how all of this and more will impact your office in 2010 and beyond. We know budgets and resources are limited, but this is one you can’t afford to miss.

Member Fee: \$199
Nonmember Fee: \$299
Educators: Penny Osmon, CHC, CPC, CPC-I, PCS and Michelle Klagos, Quality & Efficiency Analyst
Registration Program: 8:30 a.m.—3 p.m.
Lunch: Included

Date	Location	Site	Code
Sept 16	Wausau	Plaza Hotel and Suites	5837
Sept 17	Neenah	Best Western Bridgewood	5838
Sept 22	Madison	Wisconsin Medical Society	5839
Sept 23	Waukesha	Country Springs Hotel	5840

Mark your calendars for the 2009 Midwest Coding and Practice Management Symposium, October 18-20 at the Kalahari Resort in the Wisconsin Dells. With 30 break-out sessions to choose from, you can customize your learning experience. Watch for the brochure coming in June!

Please route to:
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Madison, WI 53701

PO Box 1109

Wisconsin Medical Society
Your Doctor. Your Health.



Improving PRACTICE MANAGEMENT

Educational opportunities to improve the efficiency and effectiveness of your practice

July—September 2009

HITECH: A Whole New Wave of HIPAA Compliance

This teleconference covers the sweeping changes to the HIPAA privacy and security rules set forth in the Health Information Technology for Economic and Clinical Health Act (HITECH) that were embedded in the American Recovery and Reinvestment Act (ARRA)—or Stimulus Package. The new laws dramatically increase HIPAA's impact by making the rules directly applicable to business associates, ramping up enforcement, and increasing patient rights. The laws will require current covered entities to revamp their policies, procedures, notices of privacy practices and business associate agreements, and will require significant compliance efforts for entities that were not previously covered. While regulations will roll out over the coming months providing detail about the new HIPAA rules, it is vital to begin your compliance efforts now.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: July 8, Noon—1:15 p.m.
Educator: Sarah E. Coyne, Quarles & Brady, LLP
Program Code: 5829

And You Think You've Had a Bad Day!

Practicing medicine can sometimes be as stressful as it is rewarding—and as the face of medicine changes, the potential for risk increases. This session will explore some of the toughest risk management situations physicians face in their practices, including drug-seeking patients, patient noncompliance, and patients who can't pay.

Participation in this teleconference will better enable participants to:

- Describe difficult risk management situations and their solutions.
- Identify physician practices that make medical malpractice lawsuits difficult to defend.

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

CME

New! Look for opportunities to earn AMA PRA Category 1 Credit™ in this and upcoming brochures wherever you see this CME symbol. All presentations are teleconference format unless otherwise noted.

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.

Fee: \$49 per participant
Date/Time: July 16, Noon—1:15 p.m.
Educator: Laurette Salzman, CPHRM, ProAssurance Companies

Program Code: 5844

CME

Straight from the State: eHealth in Wisconsin

Denise Webb, eHealth Program Manager for the Wisconsin Department of Health Services (DHS), will provide a current update on the stimulus package's impact to health care in Wisconsin, the state's involvement with supporting statewide adoption of Electronic Health Records (EHRs) and a statewide health information exchange (HIE), and what practices should be doing now to begin incorporating these changes. A question-and-answer period will be part of this informative session that you won't want to miss.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: July 16, Noon—1:15 p.m.
Educator: Denise Webb, eHealth Program Manager, Wisconsin Department of Health Services

Program Code: 5841

The Ins and Outs of Incident-to Billing

The rules of Medicare's “incident-to” billing guidelines are complex. This teleconference is designed for any office that is currently billing “incident-to” or is considering billing for these services in the future. Topics of discussion will include who can bill for these services, when you can appropriately use 99211, the supervision required, when a service becomes split/shared and what must be in the documentation to support the services. This is one you won't want to miss!

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: July 23, Noon—1:15 p.m.
Educator: Kerin Draak, APNP, CPCEM, Prevea Health

Program Code: 5830

Compliance 101 for the Small-to-Medium Size Practice

This teleconference will show how a small-to-medium physician practice can effectively implement a compliance program. It covers the seven essential elements of a compliance program outlined by the Office of Inspector General (OIG) and reviews the organizational steps necessary to successfully implement such a program: compliance infrastructure, education and training, monitoring and auditing, reporting and more. The laws, rules and regulations pertinent to compliance will also be addressed. Already have a compliance program in place? Listen in to assure that you have the most up-to-date system in your practice.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: July 29, Noon—1:15 p.m.
Educator: Penny Osmon, CHC, CPC, CPC-I, PCS
Program Code: 5831

E/M in the Office—Erasing the Gray Areas

Evaluation and Management (E/M) codes are billed by physicians of all specialties and are among the most common CPT codes reported and audited. The CMS Documentation Guidelines (DG), while black and white, allow for interpretation in many gray areas. We will discuss how to tackle the gray areas as they relate to new and established patients in the

office, time-based billing, consultations, same-day procedures, the caveats of documenting history, exam and medical decision making and much more. Your documentation will better survive an audit after dialing in for this teleconference.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: August 12, Noon—1:15 p.m.
Educators: Penny Osmon, CHC, CPC, CPC-I, PCS & Kerin Draak, APNP, CPCEM, Prevea Health
Program Code: 5832

E/M in the Hospital—Erasing the Gray Areas

During this teleconference we will discuss how to tackle the gray areas as they relate to hospital E/M services. Topics will include billing for an admission versus the initial hospital codes, documentation requirements for subsequent services, time-based billing, concurrent care, consultations, observation services, discharge billing and more. Listen in to ensure your documentation will withstand an audit.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: August 19, Noon—1:15 p.m.
Educators: Penny Osmon, CHC, CPC, CPC-I, PCS & Kerin Draak, APNP, CPCEM, Prevea Health
Program Code: 5833

Walking through the Maze of Consolidated Billing

Are the services your physician provides included or excluded from consolidated billing? What are the responsibilities of the Skilled Nursing Facility (SNF)? If you find yourself asking these questions, this is one teleconference you shouldn't miss. The complexities of Medicare's SNF Consolidated Billing rules and requirements will be unraveled. Dial in and get the information you need to secure faster, more accurate reimbursement today.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: September 2, Noon—1:15 p.m.
Educator: Penny Osmon, CHC, CPC, CPC-I, PCS
Program Code: 5834

ICD-9 Coding Update for 2010

During this teleconference, Lois Kelley of Amphion Medical Solutions will bring an in-depth review of the new ICD-9 codes for 2010, focusing on the changes to be implemented October 1, 2009. The ICD-9-CM Coordination and Maintenance Committee's rationale for each of these new codes will be provided. Participate in this teleconference to help ensure you understand the new codes and are well-prepared when they take effect.

Member Fee: \$99
Nonmember Fee: \$199

Date/Time: September 10, Noon—1:15 p.m.
Educator: Lois Kelley, RHIA, Amphion Medical Solutions
Program Code: 5835

Understanding the Stark and Anti-kickback Rules as They Apply to EHR Adoption

The economic stimulus bill signed into law in February 2009 created financial incentives for physicians and hospitals to adopt Electronic Health Records (EHRs). The goal is to have the entire health care system using EHRs in the next several years. How will these financial incentives interact with federal and state fraud and abuse laws, such as Stark and the Anti-kickback statute? Will the exceptions and safe harbors that exist currently be sufficient to protect physicians from violating these laws? The interplay between the HITECH Act EHR requirements and incentives and existing fraud and abuse laws will be examined, and insight will be provided for financial relationships with other health care entities that may run afoul of the fraud and abuse landscape.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: September 23, Noon—1:15 p.m.
Educator: Barbara Zabawa, Whyte Hirschboeck Dudek S.C.
Program Code: 5836

Patient-Centered Medical Home—Affinity Medical Group Case Study

The Patient-Centered Medical Home model of care is based on the principles of:

- each patient having an ongoing relationship with a personal physician
- physician-directed medical practice
- whole person orientation
- coordinated care across the health system
- quality and safety
- enhanced access to care
- payment reform.

Attend this teleconference to learn how Affinity Medical Group is implementing these principles and the lessons learned that could help you provide more patient-centered care in your practice.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: TBD, Noon —1:15 p.m.
Educator: Erik A. Emaus, DO, CPE, President, Affinity Medical Group
Program Code: 5845

The final standards for EHR adoption and incentives in the stimulus package have not yet been defined, but that does not mean you can let it drop off your radar screen. What looks like a delay is actually a luxury of time—time to assess and plan, enabling you to make a sound, informed choice for an EHR system. Join us for a series of two teleconferences: The first will address how to assess your practice readiness and prime it for transition to an EHR system. In the second, gained knowledge will help you identify limitations and positive attributes to help discern which system could be right for you.

Navigating in the Electronic Health System World—Readiness Assessment and Preparation

Learn to analyze your current workflow and identify how to avoid common practice obstacles in preparing for the move to EHR. This teleconference will equip you with the information you need to successfully assess practice areas within your clinic to best understand your EHR system needs before you begin your search.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: July 28, Noon—1:15 p.m.
Educator: Michelle Klagos, Quality & Efficiency Analyst
Program Code: 5842

Choose 'n Use—The Electronic Health System and Beyond

You've explored your readiness and EHR needs and are prepared to begin the process of searching for the right system. Where do you begin? This session will help you take the knowledge you have gained and guide you through the process of choosing and implementing the most appropriate EHR. Topics include functionality "must-haves," hardware choices, implementation options and a list of the questions that need to be asked and answered before you make your choice.

Member Fee: \$99
Nonmember Fee: \$199
Date/Time: August 11, Noon —1:15 p.m.
Educator: Michelle Klagos, Quality & Efficiency Analyst
Program Code: 5843

REGISTRATION FORM

Name _____

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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.)

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I am not interested in attending these programs, but please add me to your mailing list for future programs.

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