

9th Annual Midwest Coding & Practice Management Symposium

REGISTER BY
AUGUST 22
AND SAVE \$80!

September 21-23, 2008
The Kalahari Resort • Wisconsin Dells



Wisconsin Medical Society
Your Doctor. Your Health.

9th Annual Midwest Coding & Practice Management Symposium

It's that time again!

The Wisconsin Medical Society is pleased to announce its 9th Annual Midwest Coding & Practice Management Symposium.

What's in store for you?

More than 30 breakout sessions and a great line up of speakers that will cover a variety of coding and practice management topics.

It's about networking.

Join over 400 of your colleagues to learn, reenergize, have fun, and return to work with new tools and valuable skills you can implement right away.

SUNDAY RECEPTION

5:30 – 7 p.m.

Attend the Sunday evening reception to receive your registration materials for the symposium, visit with our exhibitors and network with your peers.

EXHIBIT HALL

Sun. 5 – 7:30 p.m.

Mon. 8 a.m. – 3 p.m.

Visit the exhibits to learn about new products and services. Collect a prize ticket from each exhibitor for a chance to win a variety of door prizes.

AGENDA

Pre-symposium: Sunday, September 21

1 – 4 p.m.

MOTIVATING YOUR EMPLOYEES, MOTIVATING YOURSELF: USING PERSONALITY TYPE TO BRING OUT THE BEST IN YOURSELF AND OTHERS

Debra Martinez, MA, SPHR

Previous attendees have said, "Her passion for learning is evident and her willingness to share is exceptional." That's what you will get with long-time speaker and human resource expert Debra Martinez. Join Ms. Martinez and your colleagues for an insightful and surprising new look at motivation through the lens of personality type. What you see will enhance your own motivation and give you new insights into motivating those around you, particularly employees. This session involves taking the Myers-Briggs Type Indicator, the most widely used personality inventory in the world, and mining its treasure trove of information to tap into your motivational needs and those of others. You will learn how to apply motivational strategies to fit the personality of the individual employee. When it comes to motivation, one size does not fit all.

1 – 5 p.m.

HEALTHCARE COLLECTIONS: TURNING PHYSICIAN'S WORK INTO CASH

Kenlyn Gretz, President, Americollect

As accounts age, the likelihood of collections decreases. That said, it's imperative that the entire health care team understands and follows through on a workflow plan that increases collections, while decreasing costs. In this session you will learn how to create a workflow that "works" for you and proven strategies that will improve your collection rate.

1 – 5 p.m.

THE E/M EXPERIENCE—AN ADVANCED PANEL DISCUSSION

Back by popular demand, the Wisconsin Medical Society has compiled a panel of experts, including coders, payers and providers, to dissect the "gray areas" of Evaluation & Management (E/M) coding. This year we will provide both "good" and "not so good" documentation examples of several categories of E/M services. You also have the opportunity to submit an E/M coding scenario for evaluation by the experts. Attendees will receive the materials ahead of time so they are able to come prepared to ask questions and participate in discussion. You won't want to miss this opportunity! Expert panelists include Ann Bina, CPC, CPC-H, CHC, Coding & Reimbursement Manager, Gunderson Lutheran Health System; Kerin Draak, MS, WHNP, CPC-E/M, Prevea Clinic, Inc.; Lisa Lobner, RN, MSN, CPC, Marshfield Clinic; Denise Vollbrecht, CPC-E/M, CCP, Coding Compliance Auditor, Waukesha Healthcare, Inc.; Christine Wahmhoff, MD, Medical Associates Health Centers; Katherine Parkinson, MD, Parkinson Dermatology, SC; Brett Aiken, Medical Review Manager, WPS-Medicare; Third Party Payers – TBA

Please submit your sanitized E/M scenarios by August 1 to penny@wismed.org and include "E/M Experience" in the subject line. Panel members will review and select case scenarios targeting the different categories of E/M coding.

5:30 – 7 p.m.

RECEPTION AND EXHIBITS

Join us for conversation, refreshments and hors d'oeuvres, visit the exhibits and avoid the Monday morning rush by registering early for the symposium.

Symposium: Monday, September 22

- 8 – 9 a.m.** **REGISTRATION/CONTINENTAL BREAKFAST**
Visit exhibits.
- 9 – 9:15 a. m.** **WELCOME AND INTRODUCTIONS**
Karen Carney, Senior VP, Education and Management Services, Wisconsin Medical Society
- 9:15 – 10:15 a.m.** **GENERAL SESSION: WANTING WHAT YOU HAVE... INSTEAD OF WANTING MORE**
Barbara Bartlein, RN, LCSW, CSP, The People Pro®
Stop waiting for the magical “someday” to be happy: grasp hold of your life now. This humorous and motivational presentation will energize you with laughter and inspiration as you define what is important for your happiness. Discover the pitfalls of the “if-only” game, the myth of happiness and why chasing it doesn’t work, how the media affects our wants and “needs,” how to be happy with what you have, 10 tips to simplify your life and how to keep your focus on what’s important.
- 10:15 – 10:30 a.m.** **BREAK TO VISIT EXHIBITS**
- 10:30 a.m. – Noon** **HISTORY, EXAM, MEDICAL DECISION MAKING... WHERE SHOULD YOU BEGIN?**
Christine Wahmhoff, MD, Medical Associates Health Centers
Join Dr. Wahmhoff for a review of outpatient E/M coding with a twist. This session will offer a different approach to breaking down the elements of E/M code selection that can help you communicate coding concepts to your physicians. The moment a physician enters the exam room, the process of medical decision-making begins. Although the history and exam are important, ultimately medical necessity needs to drive code selection and support the level of service billed. Doctor Wahmhoff will provide the much sought after physician perspective of tying together all of these pieces and illustrate how beginning with medical decision-making may make a difference.
- E-DISCOVERY AND HEALTH CARE PROVIDERS**
Thomas Shorter, Esq., Godfrey & Kahn, SC
Electronic discovery is an evolving field that goes far beyond mere technology. It gives rise to multiple legal, constitutional, political, security and personal privacy issues, many of which have yet to be resolved. Join Mr. Shorter as he explains the revised federal rule governing electronic discovery and its implications for the health care industry. Learn the legal requirements for information retention and identify best practices and procedures for the health care industry.
- THE HEART OF THE MATTER—A CARDIOLOGY REVIEW**
Anne Hletko, PA-C, Appleton Cardiology Associates, Ltd.
During this interactive session, Ms. Hletko will discuss common inpatient and outpatient cardiology procedures—including an anatomy review—and provide helpful hints to better understand the reports that are produced. Procedures discussed will include EKGs, stress tests, echocardiography, percutaneous transluminal coronary angioplasty (PTCA) stenting, cardiac catheterization and more. Attend this session and get to the heart of the matter.

SPECIFICALLY SPINE CODING **Fred Sweet, MD, Rockford Spine Center**

Join Dr. Sweet, an orthopedic surgeon, as he takes you on a journey through the spine. This session will begin with a basic review of spine anatomy and quickly move forward into spine reconstruction, including detailed discussions on bone grafts, anterior and posterior fusion, discectomies, foraminotomies, decompression and more. Doctor Sweet will use real instrumentation to illustrate points and provide many helpful hints to get you on your way to coding spinal procedures successfully.

UNDERSTANDING HOW TO BILL MEDICARE FOR ERYTHROPOIESIS STIMULATING AGENTS

Mary Muchow, Senior Analyst, Provider Outreach and Education, WPS-Medicare
Join Ms. Muchow as she discusses the nuances of the WPS Medicare Part B Local Coverage Decision, INJ-023, entitled Erythropoiesis Stimulating Agents (ESAs), Epoetin alfa (EPO), Darbepoetin alfa (DPA) and the Centers for Medicare & Medicaid Services’ National Coverage Determination, INJ-040, entitled ESAs in Cancer and related Neoplastic Conditions. You will learn how to decipher the coverage and documentation requirements as outlined in both policies and ensure your high-dollar ESA claims get paid the first time.

Noon – 1:15 p.m. **NETWORKING LUNCH**
Learn from and work with your peers. Visit the exhibits.

1:15 – 2:45 p.m. **WORKERS’ COMPENSATION BILLING AND ACCOUNTS RECEIVABLE MANAGEMENT**
Jewels Merklng, MBA, P2P—Provider Development
Workers’ Compensation requires tactics that address the specific challenges associated with this type of injury management. From the time a new patient presents for a work-related injury, the health care professional must incorporate data collection and verification to assure timely payment turnaround times. Those methods include processes for coding, documentation and collection follow-up. Monthly business office gauges specific to this type of injury care are vital in successful care and vitality of the program they support. Ms. Merklng will highlight methods for data collection and verification, provide helpful tips for coding E/M services, discuss coding and billing ancillary services, and illustrate how payer communication is vital to the reimbursement process.

WOUND CARE—WE COVER IT ALL
John Bartell, RN, BSN, Principle and Co-Founder, Bay Area Healthcare Consulting, Inc.
This interactive session will address coverage, documentation, coding and billing requirements for wound care services. Topics will include clinical, coding and financial aspects related to these services, in addition to physician supervision, physician orders, advanced beneficiary notices and more. Bring your questions to this session and get the wound care answers you need.

E/M CODING AND THE EMR—HOW TO ADHERE TO THE DOCUMENTATION GUIDELINES

Jeannie Cagle, RN, BSN, CPC, The Coker Group

Most medical practices assume when they purchase an EMR that the compliance and coding aspects of the product have been thoroughly addressed and are current. However, that's not always the case. EMRs can be a wonderful tool, but limitations may exist when it comes to meeting documentation requirements. Participants will learn to identify if the EMR-standard templates meet coding criteria, determine if the progress notes will withstand auditor scrutiny, ensure coding requirements for documenting consultations are in place and much more. Ms. Cagle will also share some tips on how to adapt the charting system for your physician's practice style.

MAKING SENSE OF MEDICARE ADVANTAGE PLANS

Donna Bryant, Lead Counselor, Wisconsin SHIP Program, State of Wisconsin Board on Aging and Long Term Care

Do you see patients in Medicare Advantage Plans? Do you have patients with both Medicare and Medicaid? Do you understand how Advantage Plans work with various forms of Medicaid? Do you think Medicare Advantage is just a lower-priced Medicare supplement policy? If you answered yes to any of these questions, you won't want to miss this session. You will get the billing answers you need to "make sense" once and for all of Medicare Advantage Plans.

GENERAL SURGERY CODING—STRAIGHT FROM THE SURGEON!

Mark Zarnke, MD, Surgical Associates of Northern Illinois

Attend this session to get information straight from the surgeon. Doctor Zarnke will provide an overview of general surgical anatomy and common surgical procedures. Beginning at the top of the body, he will discuss thyroid procedures, breast surgeries, hernia repair and more. You will leave this session equipped with the appropriate CPT codes for coding general surgery procedures.

2:45 – 3 p.m. BREAK TO VISIT EXHIBITS

KALAHARI RESORT

1305 Kalahari Drive • Wisconsin Dells, WI 53965-0590
Phone 877.253.5466 • Fax 608.254.8609
www.kalahariresort.com

The Kalahari Resort, located directly off of Interstate 90/94, features a spectacular indoor water park; Spa Kalahari—which features massage, body treatments, facial treatments, manicure, pedicure and more; a fitness center; in-house restaurants and a 10-screen cinema.

A block of rooms has been reserved at the special rate of \$95 for a maximum of four occupants. Make your reservations early—the deadline for the special room rate is August 22. Call the hotel for room reservations and brochures.

3 – 4:30 p.m. AUDITING FOR COMPLIANCE

Jeannie Cagle, RN, BSN, CPC, The Coker Group

E/M coding is an essential part of your practice's revenue cycle and it is also on the hit list of the Office of the Inspector General (OIG). It is more important now than ever to accurately report these codes. Conducting an E/M audit will help your practice enhance its revenue and stay under the OIG's radar. This session is geared for the intermediate to advanced coder and will include "hands-on" auditing. Ms. Cagle will provide tips to perform a risk assessment and then, using audit tools, give you the opportunity to audit various E/M scenarios and learn how to best package the audit.

PHYSICIAN PROFILING: WHAT'S IN THE BLACK BOX?

Steve Ellwing, Director, Physician Practice Advocacy, American Medical Association

Physician profiling is becoming commonplace with many insurers. In some cases, the results are used to publicly report outcomes and/or determine payment. Physician profiling can have a significant impact on the success of a medical practice. Attend this session to learn about the various profiling programs, the types of measures and data sources that are used, key strategies employed in pay-for-performance and tiered network programs, how to appeal unfavorable ratings and the tools available to help you best handle physician profiling in your practice.

DOCUMENTATION CRITICAL—FACING THE RAC

Tammy Ree, RHIT, CCS-P, CCP, Supervisor of Compliance, Gundersen Lutheran Medical Center/Gundersen Clinic

How will the Recovery Audit Contractor (RAC) audits impact your facility? Attend this session for a detailed overview of the Center for Medicaid & Medicare Services (CMS) RAC demonstration project and the regulations that mandated its creation. Ms. Ree will discuss the history of the RAC's three-year demonstration project and will review CMS's findings. More importantly, you will learn how to develop an internal Audit Response Team to track and monitor RAC requests. Get the tips and tools you need to face the RAC.

CODING FOR THE HOSPITALIST

Penny Osmon, CPC, CPC-I, PSC, Wisconsin Medical Society

Their style is fast-paced, their work ethic intensely focused, and they can shave a day off your average hospital stay in a single shift. They are the hospitalists, considered the fastest growing physician specialty. Currently about 15,000 physicians nationwide call themselves hospitalists, specializing in the management of hospital patients. Ms. Osmon will walk you through common everyday coding scenarios and give you the resources you need to ensure you are coding your hospitalist's services correctly.

WHAT IS STAFF TURNOVER COSTING YOU?

Mary Schils, Manager, Human Resources, Schenck Business Solutions

We all know that unplanned employee turnover is a headache, but what does it truly cost your organization? Learn about the real dollar price tag associated with losing and replacing employees as well as other costs you incur and receive practical tips on how to minimize the pain and agony associated with filling vacancies.

Symposium: Tuesday, September 23

7 – 8 a.m. REGISTRATION/CONTINENTAL BREAKFAST

8 – 9 a.m. GENERAL SESSION: CHANGE—HELP!

**Joseph Feest, Training Manager,
MRA-The Management Association**

Have you ever found yourself overwhelmed with all the changes you need to deal with? Work, home, technology—it seems endless! Dealing with change is hard, and successfully leading a change effort is even more difficult. Studies indicate that the rate of change is accelerating with no sign of slowing down. Sometimes you may feel like yelling “Change—Help!” Mr. Feest will share what it takes to both deal with and lead change effectively.

9 – 9:15 a.m. BREAK

9:15 – 10:45 a.m. UNDERSTANDING AND ADDRESSING INSURANCE DENIALS

**Claudia Yoakum-Watson, CPC, Coding,
Compliance & Reimbursement Solutions, LLC**

Do you struggle with claim denials? If so, this session is a must-attend! Ms. Yoakum-Watson will provide an overview of the responsibilities of the insurer, patient and provider as it relates to claim denials. Learn the differences between reviews, appeals, grievances and complaints and when and how to use them. After this session, you will return to your office equipped with winning techniques, statements and actions that can be put to use immediately.

GI CODING—IT’S NOT JUST CPT!

Abigail Christiansen, MD, Dean Health Systems, Inc.

Back by popular demand, Dr. Christiansen will take us back into the gastrointestinal (GI) tract for another look. She will focus on abdominal pain evaluation and the many possible causes of this presenting symptom. Discussion will include irritable bowel syndrome (IBS), inflammatory bowel disease (IBD), peptic ulcer disease (PUD), gastroesophageal reflux disease (GERD), non-ulcer dyspepsia and any other GI diseases that come to mind. Doctor Christiansen’s dynamic, humorous approach to presenting the GI tract makes this a session you won’t want to miss.

INPATIENT CODING—MAKING THE ROUNDS

Kerin Draak, MS, WHNP, CPC-E/M, Prevea Clinic, Inc.

During this E/M session, Ms. Draak will take you on “grand rounds” of hospital and skilled nursing facility (SNF) coding. From admitting, rounding, observing, discharging and consulting, you will learn the various categories and documentation requirements for hospital services. Attention will also be given to critical care billing for adults, neonates and pediatric patients. The session will conclude with discussion of the criteria for billing SNF services and how time can be a controlling factor.

MASTERING MODIFIERS

Penny Osmon, CPC, CPC-I, PSC, Wisconsin Medical Society

There were several clarifications made to modifiers in 2008. In this session, Ms. Osmon will discuss documentation requirements for the most common surgical and non-surgical modifiers, highlighting the impact of the changes, and will provide examples to ensure you are appending modifiers correctly for appropriate reimbursement.

SPEAKERS

For a complete listing of Coding Symposium speaker biographies, visit www.wisconsinmedicalsociety.org/education.

COMPLIANCE PROGRAMS—WHAT YOU NEED TO KNOW

**Tammy Ree, RHIT, CCS-P, CCP,
Supervisor of Compliance, Gundersen
Lutheran Medical Center/Gundersen Clinic**

Test your knowledge of compliance by attending this interactive session where you will “be the judge” of actual compliance cases and their outcome. Before you learn the results, you will be able to discuss the case with your peers. Ask yourself: Would the receptionist know how to respond to a government agent presenting with a search warrant? Does the billing staff understand their responsibilities under the False Claims and Deficit Reduction Act? Does your staff understand the various penalties that could be imposed on them and the facility? If you answered no to any of these questions, you won’t want to miss this session.

10:45 – 11 a.m. BREAK

11 a.m. – 12:30 p.m. FEDERAL GOVERNMENT INVESTIGATIONS ARE YOU ON THE RADAR?

**Mark Cameli, Esq., David Frank, Esq., Reinhart
Boerner Van Deuren, SC**

Join Attorneys Cameli and Frank as they share strategies for minimizing compliance-related risks that will keep federal investigators away from your door. This session will also include updates on current enforcement initiatives, including new developments in the investigation process and referrals for prosecution.

“INCIDENT-TO” BILLING—WHAT YOU REALLY NEED TO KNOW ABOUT REIMBURSEMENT AND SUPERVISION

**Lou Falligant, PA-C, Director of Advanced
Practitioners, Dean Health System, Inc.**

This session will focus on appropriate reimbursement mechanisms related to “incident-to” billing, allowing for an interactive discussion during which attendees can ask questions related to coding/billing experiences. The speaker will also provide a general overview of state regulations for physician assistants and advanced practice nurses, and will highlight education requirements, licensure and certification for both professions.

NORMAL OR ABNORMAL—IT STARTS WITH A PAP

Kerin Draak, MS, WHNP, CPC-E/M, Prevea Clinic, Inc.

This session will review the anatomy of the cervix, define a pap test and clarify how to code for it. Current clinical guidelines will be discussed as it relates to abnormal pap tests and the appropriate ICD-9 and CPT codes to use for procedures such as LEEP, colposcopy, laser and more. Ms. Draak will also discuss HPV as cervical cancer risk factor and appropriate coding for the new HPV vaccine.

BADGERCARE PLUS AND FORWARDHEALTH INTERCHANGE— UNDERSTANDING THE CHANGES

**Vicky Murphy and Joan Buntin, Professional Relations
Representatives, EDS; Marlia Moore, Section Chief, Division of Health
Care Access and Accountability, DHFS**

Ms. Moore will give a brief overview of changes to the BadgerCare Plus program in 2009. Ms. Murphy and Ms. Buntin will follow with information on the long-awaited ForwardHealth interChange system, which is scheduled for implementation in October 2008, and will replace the existing Medicaid management information system.

THE ABCs OF ARTHROPLASTY

Stuart Stitgen, MD, Dean Health Systems, Inc.

Join Dr. Stitgen as he guides you through practical surgical coding of the various types of orthopedic joint replacements. This session will include review of pertinent anatomy, medical terminology and proper coding and documentation associated with these procedures. Don't miss it!

12:30 – NETWORKING LUNCH

1:30 p.m. Learn from and work with your peers.

1:30 – 3 p.m. DERMATOLOGY PROCEDURE CODING—MOMENT OF TRUTH

Katherine Parkinson, MD, Parkinson Dermatology, SC

This session will focus on procedure coding of the Integumentary system. Doctor Parkinson will go beyond the skin as she shares with you tips for avoiding common coding mistakes and gives examples of when appending modifiers is appropriate. Discussion will include laser vs. destruction, AKs and SKs, how to accurately code excisions, photo therapy and more. She will also provide guidance on how to identify when a procedure is cosmetic and how to get your self-pay dollars.

CUSTOMER SERVICE AND BEYOND

**Laurette Salzman, CPHRM, CPC, Senior Risk Management Consultant,
ProAssurance Professional Liability Group**

Brush up on your customer service skills, find out what's important to your customers, and discover how your actions play a part in overall customer satisfaction. Learn the importance of addressing customer service in the areas of patient loyalty, surveys, performance improvement, quality assurance, managing risks, and discover links to accreditation bodies and other organizations.

TAKING THE PAIN OUT OF PAIN MANAGEMENT CODING

Becky Zellmer, CPC, CBCS, MBS, Provider Education, Prevea Clinic, Inc.

Ms. Zellmer will begin by defining pain and providing an overview of possible pain treatments including medication, regional analgesia, physical methods and psychological management. The majority of the session will focus on the various types of regional analgesia. Detailed coding examples of these methods will be used to provide tips for taking the pain out of pain management coding.

MEDICARE FOOTCARE—TAKING IT IN STRIDE

**Thom Ryan, Senior Analyst, Provider Outreach & Education, WPS –
Medicare**

This session will debunk the myths surrounding Medicare's foot care policy. Mr. Ryan will explain what Medicare is looking for when auditing, and discuss Medicare bundling issues as he walks you through the foot care policy. You will receive basic information to help ensure proper billing to minimize denials. Attend this session to ensure your foot care claims are being billed appropriately the first time.

I WANT TO GO HOME...

**Ann Bina, CPC, CPC-H, CHC, Coding & Reimbursement Manager,
Gundersen Lutheran Health System**

Discover the pros and cons of sending medical business office staff home (to work that is!). Learn how to measure staff interest, set expectations, identify costs, create "to do" lists, communicate effectively, ensure compliance and, last but not least, put it all in writing.

3:05 p.m. DOOR PRIZE DRAWING

You must be present to win. Limit one door prize per attendee.

REGISTRATION INFORMATION

REGISTER BY MAIL

Complete the registration form and mail it with your payment (make checks payable to the Wisconsin Medical Society), money order or credit card information to Wisconsin Medical Society, Attention: Educational 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, in Madison, call 608.442.3820. Please have your credit card number, v-code and expiration date ready.

REGISTER BY FAX

You may fax your completed registration form to 608.283.5424. Your fax should include credit card number, v-code, expiration date and signature of card holder.

CONFIRMATION

Confirmation will be sent to you within two weeks of registration. Please review your confirmation carefully to ensure that all information is correct. If you have not received your confirmation at least three working days before the Symposium, please call the Wisconsin Medical Society at 866.442.3820.

REFUND/TRANSFER/SUBSTITUTION OF REGISTRATION FEES

If you are unable to attend a seminar for which you are registered, you may send a substitute in your place. If you call at least three business days prior to the seminar, we will refund your registration fee (minus a \$25 processing fee) or transfer your entire registration fee to another seminar. The transfer of registration fees must be applied to a 2008 seminar to receive full credit. Outstanding registration fee credits as of December 31, 2008 will be refunded, minus the \$25 processing fee.

WEATHER POLICY

If the weather is a factor the morning of your program, please call 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. You may transfer your registration fee to another program or receive a full refund if the program is cancelled by the Society.

VIDEO/PHOTO POLICY

The Wisconsin Medical Society may wish to videotape or take photographs at programs for future training and/or advertising. Attendance and participation in a program constitute a waiver of all rights of privacy and publicity.

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 special assistance, please notify us by contacting the Society.

REGISTRATION FORM

SESSION PREFERENCES

PRE-SYMPOSIUM, SUNDAY, SEPTEMBER 21 (Please choose only 1 session)

- Motivating Your Employees, Motivating Yourself: Using Personality Type to Bring Out the Best In Yourself and Others
- Healthcare Collections: Turning Physician's Work Into Cash
- The E/M Experience—An Advanced Panel Discussion

MONDAY, SEPTEMBER 22

10:30 a.m. – Noon (Please choose only 1 session)

- History, Exam, Medical Decision Making... Where Should You Begin?
- E-Discovery and Health Care Providers
- The Heart of the Matter—A Cardiology Review
- Specifically Spine Coding
- Understanding How to Bill Medicare for Erythropoiesis Stimulating Agents (ESAs)

1:15 – 2:45 p.m. (Please choose only 1 session)

- Workers' Compensation Billing and Accounts Receivable Management
- Wound Care—We Cover It All
- E/M Coding and the EMR—How to Adhere to the Documentation Guidelines
- Making Sense of Medicare Advantage Plans
- General Surgery Coding—Straight from the Surgeon!

3 – 4:30 p.m. (Please choose only 1 session)

- Auditing for Compliance
- Physician Profiling: What's In the Black Box?
- Documentation Critical—Facing the RAC
- Coding for the Hospitalist
- What is Staff Turnover Costing You?

TUESDAY, SEPTEMBER 23

9:15 a.m. – 10:45 a.m. (Please choose only 1 session)

- Understanding and Addressing Insurance Denials
 - GI Coding—It's Not Just CPT!
 - Inpatient Coding—Making the Rounds
 - Mastering Modifiers
 - Compliance Programs—What You Need to Know
- #### 11 a.m. – 12:30 p.m. (Please choose only 1 session)
- Federal Government Investigations—Are You On the Radar?
 - "Incident-to" Billing—What You Really Need to Know About Reimbursement and Supervision
 - Normal or Abnormal—It Starts With a Pap
 - BadgerCare Plus & Forwardhealth Interchange—Understanding The Changes
 - The ABCs of Arthroplasty

1:30 – 3 p.m. (Please choose only 1 session)

- Dermatology Procedure Coding—The Moment of Truth
- Customer Service and Beyond
- Taking the Pain Out of Pain Management Coding
- Medicare Footcare - Taking It In Stride
- I Want to Go Home...

REGISTRATION INFORMATION

Name

Clinic/Organization

Address

City

State

ZIP

Telephone

Fax

Physician/Clinic Specialty

E-mail

Register by August 22 and save \$80 on registration fees!

| | Before 8/22 | After 8/22 |
|--|----------------|---------------|
| <input type="checkbox"/> I am attending the pre-symposium only | \$159 | \$239 |
| <input type="checkbox"/> I am attending 1 day of the symposium | \$249 | \$329 |
| Please indicate which day you are attending: <input type="checkbox"/> September 22 <input type="checkbox"/> September 23 | | |
| <input type="checkbox"/> I am attending both days of the symposium | \$309 | \$389 |
| <input type="checkbox"/> I am attending 1 day of the symposium and the pre-symposium | \$359 | \$439 |
| Please indicate which day of the symposium you are attending: <input type="checkbox"/> September 22 <input type="checkbox"/> September 23 | | |
| <input type="checkbox"/> I am attending both days of the symposium AND the pre-symposium | \$459 | \$539 |
| <input type="checkbox"/> I am attending the reception | N/C | N/C |
| <input type="checkbox"/> I am enclosing a check for \$_____ | | |
| <input type="checkbox"/> Please charge my: | | |
| <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover | | |

Account No.

Exp. Date

V-Code

Name of Card Holder

Signature of Card Holder

To register by mail, please complete this registration form and return to our office. See back panel for continuing education units.

Register by August 22 and save \$80 on registration fees!

9TH ANNUAL MIDWEST CODING & PRACTICE MANAGEMENT SYMPOSIUM

Kalahari Resort • Wisconsin Dells • September 21-23, 2008

FEATURED TOPICS

Motivating Your Employees, Motivating Yourself: Using Personality Type to Bring Out the Best in Yourself and Others

Healthcare Collections: Turning Physician's Work Into Cash

The E/M Experience—An Advanced Panel Discussion

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What Is Staff Turnover Costing You?

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Dermatology Procedure Coding—The Moment of Truth

Customer Service & Beyond

Taking the Pain Out of Pain Management Coding

Medicare Footcare—Taking It In Stride

I Want to Go Home...

CONTINUING MEDICAL EDUCATION FOR PHYSICIANS

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 13.0 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

CONTINUING EDUCATION UNITS (CEU)

The Society will apply for continuing education credits through professional organizations on behalf of attendees. Please refer to our Web site at www.wisconsin-medicalsociety.org/education to confirm credit approval with your professional organization.

Wisconsin Medical Society
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Madison, WI 53715

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