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A ROADMAP FOR TRANSFORMATION IN HEALTH CARE

10th Annual Midwest Coding & Practice Management Symposium
October 18-20, 2009
The Kalahari Resort • Wisconsin Dells, WI



Wisconsin Medical Society
Your Doctor. Your Health.

10th Annual Midwest Coding & Practice Management Symposium

It's that time again!

The Wisconsin Medical Society is pleased to announce its 10th Annual Midwest Coding & Practice Management Symposium.

What's in store for you?

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

It's about networking.

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

WELCOME RECEPTION

Sunday 5:30 – 8 p.m.

Kick off this event by attending the Sunday evening reception to visit with our exhibitors and network with your peers. Join us for conversation, refreshments and hors d'oeuvres.

EXHIBITS

Sunday 5:30 – 8 p.m.

Monday 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.

Pre-symposium: Sunday, October 18

1 – 4 p.m.

STRESS RESILIENCY: HOW TO BUILD IT

Debra Martinez, MA, SPHR

This presentation by Human Resources expert Debra Martinez will give your stress-resilience system a boost. During this session, which will focus on how we respond to the pace and pressure of today's workplace, you'll learn about the links between how we perceive stress and how it affects us both emotionally and behaviorally. Then tackle your own stress producers with a range of proven approaches that will address not only your work climate, but your personal stress landscape. About Martinez previous attendees have said, "Her passion for learning is evident and her willingness to share is exceptional." You will find this session an avenue to building the resilience you need to continue to lead, even in tough times.

1 – 5 p.m.

SIMPLY EHR SYSTEM DEMOS! (INCLUDING A PANEL DISCUSSION ON LESSONS LEARNED)

Michelle Klagos, Quality & Efficiency Analyst, Wisconsin Medical Society

Each practice is unique, just like each electronic health record (EHR) system. Choosing and implementing the right system for your specific needs is difficult and time consuming. This session will begin with an opportunity for you to preview a sampling of available EHR systems. You will be provided with a tool to better assist you in capturing and documenting some of the necessary functionality you are seeking. Our panel of EHR-system veterans—which includes physicians, IT personnel, coding and compliance staff, and others—will promote interactive discussion and share important lessons learned. Those lessons will include "what worked and what didn't" for planning, workflows, communication, coding and compliance. Designed to save you time and frustration during your own EHR purchase and implementation, this is a must-attend session for clinics that will begin implementation soon, those that are just getting started and even those that aren't sure they ever will. Be sure to bring your questions!

1 – 5 p.m.

EXPLORING E/M: A PHYSICIAN'S PERSPECTIVE ON MEDICAL NECESSITY

For a list of panelists visit our Web site at www.wisconsinmedicalsociety.com/education.

Back by popular demand, the Wisconsin Medical Society has compiled a panel of experts, including coders, compliance personnel, payers and physicians to discuss E/M services. Our panel will dissect E/M notes from both the inpatient and outpatient setting, and discuss the level of history and exam. Physicians will weigh in on the medical decision-making element as well. The documentation must speak for itself in determining a level of service. We have all heard "not documented equals not done," but does documentation equal medically necessary? This advanced E/M session will discuss how medical necessity also plays a role in selecting a level of service. You will have the opportunity to submit your own 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 the discussion. Please submit your sanitized E/M scenarios by September 1 to penny.osmon@wismed.org and include "Exploring E/M" in the subject line. Panel members will review and select cases targeting the different categories of E/M coding.

5:30 p.m. REGISTRATION OPENS

5:30 – 8 p.m. WELCOME RECEPTION AND EXHIBIT VIEWING

Symposium: Monday, October 19

8 – 9 a.m. REGISTRATION/CONTINENTAL BREAKFAST, VISIT EXHIBITS

9 – 9:15 a.m. WELCOME AND INTRODUCTIONS

9 – 10:15 a.m. GENERAL SESSION

TRANSFORMING HEALTHCARE THROUGH A SINGLE SET OF RULES: CORE

Gwendolyn Lohse, Deputy Director of CAQH and Managing Director of CAQH's CORE initiative

Health information technology (HIT) is a critical tool for transforming health care into interoperable systems, organizations and processes. However, variations in technologies, priorities and standards make interoperability difficult. There are several collaborations working to address both the clinical and administrative challenges. This keynote session will include a summary of regional and national HIT efforts, highlighting those public/private collaborations focused on adoption. The speaker will explain how each stakeholder group is being affected by these efforts. This session will include an overview of the Council for Affordable Quality Healthcare (CAQH) Committee on Operating Rules for Information Exchange (CORE) initiative as an example of a key collaboration. This effort of more than 100 health care stakeholders is writing operating rules to streamline access to electronic administrative information and enhance interoperability between providers and payers. The CORE rules address data critical to the revenue cycle and provide requirements for exchanging that data. Attendees will be able to summarize the importance of public-private collaborations in transforming health care, explain how the CORE rules are improving administrative data exchange, and discuss strategies for their organizations to serve as a catalyst in moving the industry toward interoperability.

10:15 – 10:30 a.m. BREAK

10:30 a.m. – Noon BREAKOUT SESSIONS

WHAT'S NEW IN KNEE SURGERY?

James Bowers, MD, practice of John S. Rogerson, MD, SC

Join orthopedic surgeon, Dr. Bowers, as he discusses a wide variety of both common and new procedures for the knee. This session will include review of pertinent anatomy, medical terminology and proper coding and documentation associated with these procedures. Topics will also include computer navigation, partial knee replacement and ligament reconstruction.

FROM THE EXAM ROOM TO THE COURTROOM*

Mark Hakim, BS, MA, MBA, CPHRM, Director, Risk Management, ProAssurance Companies

Your everyday practice of medicine not only affects patients, it can also increase or decrease your liability exposure. Ask any physician: Being named in a malpractice claim can be a life-changing event. Most physicians will acknowledge that they changed many of their practice habits following a claim. Join us for this session and learn from their experiences. Through the use of case studies, we'll witness how physician routines and habits affect the defense of malpractice claims both positively and negatively. We'll explore some of the issues physicians must contend with in both the office and hospital settings, such as electronic medical records, communication issues and management of patient expectations.

CME

NEW!

Look for opportunities to earn *AMA PRA Category 1 Credit™* in this and upcoming brochures wherever you see this CME symbol.

CME

DISCOUNTS FOR GROUPS!

New this year! For more information on our group rate pricing, contact Stephanie Taylor at 608.442.3796 or stephanie.taylor@wismed.org.

MODIFIER JEOPARDY!

Penny Osmon, CHC, CPC, CPC-I, PCS, Coding and Reimbursement Educator, Wisconsin Medical Society

Join Ms. Osmon for a unique breakout session featuring Modifier Jeopardy! Test your modifier knowledge as the clues are revealed and you try to guess the right answer. Helpful hints will be shared for each modifier. This is not your average session and is designed to provide a little entertainment while increasing your understanding of some commonly used modifiers.

COLLECTING FROM THE ECONOMICALLY DISTRESSED

Kenlyn Gretz, President, AmeriCollect

Now more than ever, improved communication between your office and the non-paying patient is an area of focus. Is this the time to set up in-house loan programs or give extensions on repayment terms? During this session, Mr. Gretz will help you answer these questions and will highlight what "collection" data you need on your new client agreement, provide you with tips for using the federal stimulus package and COBRA to help your patients, and share thoughts on when the time is right to send an account to collections in these economically distressed times. If you would like to submit questions about a specific situation to be answered during this session, please e-mail them to penny.osmon@wismed.org by September 1.

CRACKING THE CODE: KEYS TO SIMPLE AND ACCURATE PEDIATRIC CODING

Melissa A. H. Kalt, MD, FAAP, Medical College of Wisconsin

Outpatient coding can be elusive and daunting, yet it needs to be done correctly to reduce risk and maximize revenue from the services provided. Join Dr. Kalt as she discusses pediatric coding for E/M, preventative, procedural and preoperative visits, including the use of the 25-modifier. After this session you will be able to accurately crack the code for billing pediatric services.

Noon – 1:15 p.m. LUNCH WITH THE EXHIBITORS

1:15 – 2:45 p.m. BREAKOUT SESSIONS

NEGOTIATING YOUR ELECTRONIC HEALTH RECORD CONTRACT: THE PRACTICAL, THE LEGAL AND THE UGLY

Sarah Coyne, JD, Partner, Quarles & Brady, LLP

There are numerous legal considerations when negotiating a vendor contract for an electronic medical record (EMR) or when entering into a contract for sharing an electronic health record (EHR) with other entities. In addition to the network of longstanding privacy and security laws, new changes to the HIPAA privacy and security rules enacted within the Health Information Technology Economic and Clinical Health Act (HITECH) have direct implications for the contracting process, including the fact that vendors of medical records are now directly liable under the rules, and that there are specific technical requirements for rendering information secure. This presentation will go beyond the legal considerations to the practical issues that providers should consider and negotiate during the contracting process, such as testing environment, responsibility for installation and configuration, tying compensation to certain deliverables or stages of progress, interoperability and much more.

NAVIGATING THE MAZE OF COMMON UROLOGY PROCEDURES AND DIAGNOSES

Suzanne Linton, APNP, Prevea Health

This session will begin with an overview of urology to include basic urologic anatomy and will focus on urologic diagnoses including hematuria, overactive bladder, interstitial cystitis, benign prostatic hyperplasia (BPH), elevated prostate-specific antigen tests (PSAs) and more. Procedures discussed will include urinalysis, computed tomography (CT) scans, kidney, ureter, and bladder (KUB), urine cytology, cystometrogram (CMG), bladder instillations, post-void residual urine test (PVR) and prostate biopsies, just to name a few. This session will provide you with a greater awareness and understanding of coding in the urology practice.

PATIENT-CENTERED MEDICAL HOME: A CASE STUDY

Erik A. Emaus, DO, CPE, AOASM, President, Affinity Medical Group

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, and payment reform. In this breakout session, learn how Affinity Medical Group in Wisconsin is implementing these principles and what they have learned that could help you provide more patient-centered care in your practice.

CME

MEDICARE ADVANTAGE 2010 AND BEYOND

Chris Abbott, Executive Director, Secure Horizons

Join Mr. Abbott as he dispels a few of the myths about the Medicare Advantage (MA) world. This includes how MA plans compare to original Medicare and why MA plans don't have to be confusing for patients. He will also discuss strict marketing guidelines imposed on MA plans as a result of the Medicare Improvement for Patients and Providers Act (MIPPA) of 2008 and important changes that will impact Private Fee for Service (PFFS) MA plans beginning in 2010. If you deal with MA plans in your office, this is a session you don't want to miss!

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, 10-screen cinema, and new indoor amusement park.

A block of rooms has been reserved at the special rate of \$99 for a maximum of four occupants. Make your reservations early. The deadline for the special room rate is September 17. Call the hotel for room reservations and brochures.

SLEEP APNEA: HISTORY, DIAGNOSIS AND TREATMENT

Jonathan O'Neil, MD, Brain & Spine Center

This session will help make coding for sleep apnea a breath of fresh air. We will discuss the presenting signs and symptoms of sleep apnea, clinical evaluation, diagnostic workup, treatment options and more.

2:45 – 3 p.m. BREAK

3 – 4:30 p.m. BREAKOUT SESSIONS

PROBLEM, PROCEDURE, PREVENT... OH MY!

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

Follow the yellow brick road to the Emerald City of correct coding and learn when it is appropriate to bill both a problem-oriented E/M service and a prevent exam or office procedure on the same day. Discussion will include when an annual physical becomes a sick visit, various payer rules, tips to assist in deciphering the note, and examples of good documentation that will support billing and payment of these services.

AND YOU THINK YOU'VE HAD A BAD DAY!*

Laurette Salzman, BSBM, CPHRM, Senior Risk Management Consultant, ProAssurance Companies

Practicing medicine sometimes can 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, patients who can't pay and more.

CME

INTERVENTIONAL RADIOLOGY CODING: YOU CAN BE A SUPERSTAR!

Sandy Giangreco, CPC, CPC-H, COBGC, CPC-I, Coding Education Supervisor, Kaiser Permanente

Thousands of dollars may be left on the table if you are not reporting your Interventional Radiology (IR) procedures properly. In this session we will discuss common mistakes made by even the most seasoned coder and how to avoid these pitfalls. Topics will include deciphering vascular families, how to capture every service while avoiding unbundling, best practices for diagnostic therapeutics and more. Ms. Giangreco will share key tips that will help you advance to the next level of IR coding. This session is designed to turn you into the IR coding superstar you've always wanted to be!

IDENTITY THEFT IN THE HEALTH CARE SETTING: COULD IT HAPPEN TO YOU?

Faith Mondry, U.S. Postal Inspector, Wisconsin Office of the U.S. Postal Inspection Service

This breakout session is designed to heighten health care professionals' awareness about identity theft. Ms. Mondry will discuss the various types of compromises, identification and notifications of compromises, and both corporate and law enforcement responsibilities surrounding identity theft. This session is designed to highlight the potential areas of personal identifier compromise that can occur in the daily handling of routine patient information, and is designed to enhance corporate practices and compliance with a focus on crime prevention.

CONTINUOUS IMPROVEMENT IN AMBULATORY CARE: THE LEAN APPROACH

Janice Ahlstrom, CPHIMS, RN, BSN, Partner Healthcare Practice, Wipfli LLP

This session will focus on the Lean approach to continuous improvement in health care. Lean tools will be explained and case studies illustrating common examples of waste in health care will be shared. Discussion will include the benefits realized by other health care organizations through the implementation of these tools. Links between Lean and everyday health care problem solving will be identified, and the necessary organizational dimensions to support Lean implementation will be discussed.

Symposium: Tuesday, October 20

8 – 9 a.m. GENERAL SESSION

THE POWER OF YES: EMBRACING CHANGE, FEAR, RISK, EXCITEMENT AND JOY IN OUR WORK AND OUR LIVES

Mark Therrien, All American Speakers Bureau

In these times of unrelenting change, it has never been more important for people to have positive attitudes toward change. Learn how to embrace change and take risks to enhance your personal and professional wellness. Change can often leave us feeling overwhelmed and stressed. We can fight change or embrace it. We don't always get to decide if change comes, but we do get to choose if we ride it with fear and white knuckles or with curiosity and excitement. This presentation will help you look at you own orientation toward personal and organizational change and help you prepare to map out your way in the changing world of health care.

9 – 9:15 a.m. BREAK

9:15 – 10:45 a.m. BREAKOUT SESSIONS

THE RACS ARE HERE: ARE YOU PREPARED?

Thomas Shorter, Esq., Godfrey & Kahn, SC

This session will provide an up-to-date overview of the recovery audit contractors (RAC) program and the current implementation status. Join Attorney Shorter as he discusses in detail the legal framework of the RAC program, including the appeals process. He will share strategies and some tips on how to create a solid defense, preparing you for the RAC letter when it arrives in the mail.

ADVANCED EVALUATION AND MANAGEMENT (E/M) AUDITING

Jeanne Chapdelaine, Director, Wipfli LLP

There is no denying the impact of E/M coding on a clinic practice's revenue cycle. During this interactive advanced session, discussion will focus on select, problematic E/M code categories and levels of service using a standard audit tool. A variety of cases will be audited to highlight the widely varying auditing opinions/interpretations that exist with E/M coding. For example, must decision-making be one of the required components? Should you count one point for ordering an X-ray and two more for interpreting? Can you count a five-organ-system exam as detailed using the 1995 guidelines? The speaker will distinguish between attendees' interpretations, folklore and what the official guidelines do and don't say and will provide tips on how you can better manage these potential inconsistencies in your own practice.

THE REALITY OF ICD-10: IT'S HERE TO STAY

Lois Kelley, RHIA, VP, Coding Division, Amphion Medical Solutions

ICD-10-CM and ICD-10-PCS will be a reality with encounters on or after October 1, 2013. Ensure the preparedness of your practitioners and their practices with this update on ICD-10. Emphasis will be on ICD-10-CM and its use in the clinic and outpatient areas. We will review the challenges and opportunities that ICD-10 implementation presents. Ms. Kelley will provide pertinent resources for your access to the most up-to-date information on ICD-10. You will leave this presentation better understanding the value of ICD-10 and feeling assured that you can master this new coding system.

THE MOVE TO EHR: ARE YOU ARMED AND DANGEROUS?

Michelle Klagos, Quality & Efficiency Analyst, Wisconsin Medical Society

The Medicare and Medicaid incentive payments tied to "meaningful use" of an electronic health record (EHR) will begin in 2011. Even if you don't qualify for these incentives, the time to begin assessing and planning your move toward an EHR is now. Ms. Klagos will provide a brief definition of e-health and what it means to your practice, provide tips for determining your readiness, share strategies for modifying your current workflows to meet the needs of an EHR, discuss hardware and software options and much more. Leave this session armed with the tools you need to find the product that will work best for your practice—the dangerous is up to you.

COLONOSCOPY CODING INSIDE AND OUT

Jennifer Cohrs, CPC, CGIC, Gastrointestinal Associates

It's time for your colonoscopy, or is it? This session will focus on how to correctly code—and get paid for—the colonoscopy procedure. Learn the difference between surveillance, screening, diagnostic and medical colonoscopy. Ms. Cohrs will provide tips for obtaining the correct reimbursement the first time around. The Medicare guidelines for colorectal cancer screening, commercial insurance rules regarding frequency limits, age qualifiers and benefits will be addressed. Be part of this session to ensure you are coding it right the first time.

10:45 – 11 a.m. BREAK

11 a.m. – 12:30 p.m. BREAKOUT SESSIONS

RVU-BASED PHYSICIAN COMPENSATION PLANS AND THEIR IMPACT ON THE CODER

Jeanne Chapdelaine, Director, Wipfli LLP

More than half of physician compensation plans include relative value units (RVUs) in some fashion, and this model is becoming more popular. In this session the speaker will define RVUs, describe typical RVU-based physician compensation systems and identify the benefits of this type of compensation program to the organization and some of the challenges, especially those affecting coding and billing staff.

BACK TO THE BASICS: A REFRESHER ON PHYSICIAN BILLING

Penny Osmon, CHC, CPC, CPC-I, PCS, Coding and Reimbursement Educator, Wisconsin Medical Society

We can all use an occasional refresher, and this session does just that. Join Ms. Osmon as she discusses the most common nuances of physician billing that affect claims payment and ultimately your revenue cycle. Topics will include incident-to, locum tenens, shared/split visits, the difference between hospital admissions and initial inpatient care, discharge documentation and so much more. This session is not just for the beginner.

MAXIMIZING YOUR FORWARDHEALTH PORTAL EXPERIENCE

Dave Miess, Provider Relations Manager; Stacy Bernd, Provider Relations Outreach Specialist, Wisconsin Health Care EDS

It's been almost one year since implementation—are you maximizing your ForwardHealth portal experience? Join the EDS provider relations experts as they share helpful tips and time-saving tricks to help users get the most out of the ForwardHealth provider portal's functionality. This session will focus on claims and prior authorization (PA) information, enrollment verification and resources available on the portal with the objective of grooming you to become your own Medicaid correspondent.

WOUND CARE: STRAIGHT FROM THE SOURCE

Todd Sommer, DO, DPM, Prevea Health

This breakout session reviews the basic structure of the integumentary system and some of the common medical conditions that create skin breakdown resulting in complex medical management. From the perspective of both a podiatrist and a family practice physician, Dr. Sommer will cover standard wound therapy, skin debridement and more. Attend this session to learn about the newest skin technologies and how to appropriately document and bill for these services.

PROVIDER-BASED BILLING: RULES MADE EASY

John Bartell, RN, BSN, Principal & Co-Founder, Bay Area Healthcare Consulting, Inc.

This interactive session will define provider-based services for both Prospective Payment System (PPS) and Critical Access Hospitals (CAH) and identify those elements of the revenue cycle that are the same as those for the hospital and those that are different. Discussion will include reimbursement significance by various payers related to provider-based services and options that may be used to minimize negative financial impacts. Potential RAC triggers and those aspects of your revenue cycle that are part of provider-based services will also be incorporated.

12:30-1:30 p.m. LUNCH

1:30 – 3 p.m. BREAKOUT SESSIONS

GENERAL SURGERY OPERATIVE NOTE AUDITING: STRATEGIES FOR SUCCESS

Sandy Giangreco, CPC, CPC-H, COBGC, CPC-I, Coding Education Supervisor; Julie Davis, CPC, CPC-H, CPC-I, CCP-P, Coding QA & Training Manager, Kaiser Permanente

You stare at operative notes all day long, but are you truly capturing all of the surgeon's work? Do you have trouble deciphering what your surgeon is saying? Confused about what surgical procedures can be broken out and billed separately? Learn must-know auditing techniques and identify how to dissect and capture charges for both common and complicated procedures. This session is geared toward the intermediate-to-advanced coder, will be interactive and will include real-life case studies that will be audited as a group. Sanitized operative reports may be submitted by September 1 to penny.osmon@wismed.org to be considered for this session.

HIPAA: THE NEXT PHASE?

Barbara Zabawa, JD, Whyte Hirschboeck Dudek

The American Recovery and Reinvestment Act of 2009, signed into law in February 2009, includes the HITECH Act, which expands the HIPAA privacy and security rules. A majority of these changes are slated to take effect in 2010 and will dramatically increase HIPAA's impact by making the rules directly applicable to business associates, ramping up enforcement and increasing patient rights. Is your organization prepared to comply with the new rules? This session will take a closer look at the necessary changes to be implemented and provide guidance on what your organization can do now to ensure it is in compliance once the new rules become effective.

FOCUSING YOUR CODING AUDITS

Carrie Aiken, Compliance Manager & Privacy Officer, SVA Healthcare Services, LLC

While general review of coding documentation will achieve the objectives of many compliance programs, there are other review strategies that can enhance and improve coding performance. This session will focus on varied monitoring targets including duplicates, physician specialties, and E/M services, and how these results can benefit coding and billing staff. This will also include discussion of peer review, physician education and coder collaboration in the billing process.

EMERGENCY MEDICINE CODING: WHERE THE ACTION IS

Christopher Knuth, MD, Infinity HealthCare, Inc.

CPT coding for emergency medicine involves more than just Evaluation and Management (E/M) codes. Services from all specialty areas are utilized in the emergency department setting. We will review the appropriate coding for these diverse services including procedures, critical care, observation services, and E/M codes. Doctor Knuth takes you "where the action is" and provides an in-depth look at appropriate coding in the ED.

AMBULATORY SURGERY CENTER BILLING: THE MEDICARE PART B PERSPECTIVE

Mary Muchow, Senior Analyst, Provider Outreach & Education, WPS-Medicare

A detailed overview of Ambulatory Surgery Center (ASC) services, as defined by Medicare, is the focus of this session. Ms. Muchow will discuss billing instructions for various Part B payment policies implemented in the Centers for Medicare & Medicaid Systems (CMS) 2009 ASC Payment System Updates, including highlighted changes, and share the top claim denial reasons for claims submitted by ASCs and provide pointers for submitting these services accurately the first time. This session will conclude with an in-depth look at both the WPS Medicare and CMS Web sites, providing direction for ASC coders, billers and physicians to find the tools and resources they need.

3:05 p.m. DOOR PRIZE DRAWING

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

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 2009 seminar to receive full credit. Outstanding registration fee credits as of December 31, 2009 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 us at 608.442.3820.

SPEAKERS

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

REGISTRATION FORM

SESSION PREFERENCES

PRE-SYMPOSIUM, SUNDAY, OCTOBER 18 (Please choose only 1 session)

- Stress Resiliency: How to Build It
- Simply EHR System Demos!
- Exploring E/M: A Physician's Perspective on Medical Necessity

MONDAY, OCTOBER 19

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

- What's New in Knee Surgery?
- From the Exam Room to the Courtroom
- Modifier Jeopardy!
- Collecting from the Economically Distressed
- Cracking the Code: Keys to Simple and Accurate Pediatric Coding

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

- Negotiating Your Electronic Health Record Contract: The Practical, the Legal, and the Ugly
- Navigating the Maze of Common Urology Procedures and Diagnoses
- Patient-Centered Medical Home: A Case Study
- Medicare Advantage: 2010 and Beyond
- Sleep Apnea: History, Diagnosis and Treatment

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

- Problem, Procedure, Prevent... Oh My!
- And You Think You've Had a Bad Day!
- Interventional Radiology Coding: You Can Be a Superstar!
- Identity Theft in the Health Care Setting: Could It Happen to You?
- Continuous Improvement in Ambulatory Care: The Lean Approach

TUESDAY, OCTOBER 20

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

- The RACs Are Here: Are You Prepared?
- Advanced Evaluation and Management Auditing
- The Reality of ICD-10: It's Here to Stay
- The Move to EHR: Are You Armed and Dangerous?
- Colonoscopy Coding Inside and Out

11 a.m. – 12:30 p.m. (Please choose only 1 session)

- RVU-Based Physician Compensation Plans and Their Impact on the Coder
- Back to the Basics: A Refresher on Physician Billing
- Maximizing your ForwardHealth Portal Experience
- Wound Care: Straight from the Source
- Provider-Based Billing: Rules Made Easy

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

- General Surgery Operative Note Auditing: Strategies for Success
- HIPAA: The Next Phase?
- Focusing Your Coding Audits
- Emergency Medicine Coding: Where the Action Is
- Ambulatory Surgery Center Billing: The Medicare Part B Perspective

ATTENDEE INFORMATION

Name

Clinic/Organization

Address

City State ZIP

Telephone Fax

Physician/Clinic Specialty

E-mail

I Am Registering From My Local AAPC Chapter (chapter location)

Special Dietary Needs

REGISTER BY SEPTEMBER 18 AND SAVE \$80 ON REGISTRATION FEES!

	Before Sept. 18	After Sept. 18
<input type="checkbox"/> I am attending the pre-symposium only	\$159	\$239
<input type="checkbox"/> I am attending one day of the symposium	\$249	\$329
Please indicate which day you are attending: <input type="checkbox"/> October 19 <input type="checkbox"/> October 20		
<input type="checkbox"/> I am attending both days of the symposium	\$309	\$389
<input type="checkbox"/> I am attending one day of the symposium and the pre-symposium	\$359	\$439
Please indicate which day of the symposium you are attending: <input type="checkbox"/> October 19 <input type="checkbox"/> October 20		
<input type="checkbox"/> I am attending both days of the symposium AND the pre-symposium	\$459	\$539
<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.

Expiration Date V-Code

Name of Card Holder

Signature of Card Holder

10TH ANNUAL MIDWEST CODING & PRACTICE MANAGEMENT SYMPOSIUM

Kalahari Resort • Wisconsin Dells
October 18-20, 2009

FEATURED SESSIONS

Stress Resiliency: How to Build It
Simply EHR System Demos!
Exploring E/M: A Physician's Perspective on Medical Necessity
What's New in Knee Surgery?
From the Exam Room to the Courtroom
Modifier Jeopardy!
Collecting from the Economically Distressed
Cracking the Code: Keys to Simple and Accurate Pediatric Coding
Negotiating Your Electronic Health Record Contract: The Practical, the Legal and the Ugly
Navigating the Maze of Common Urology Procedures And Diagnoses
Patient-Centered Medical Home: A Case Study
Medicare Advantage: 2010 and Beyond
Sleep Apnea: History, Diagnosis and Treatment
Problem, Procedure, Prevent... Oh My! And You Think *You've* Had a Bad Day!
Interventional Radiology Coding: You Can Be a Superstar!
Identity Theft in the Health Care Setting: Could It Happen to You?

Continuous Improvement in Ambulatory Care: The Lean Approach
The RACs Are Here: Are You Prepared?
Advanced Evaluation and Management Auditing
The Reality of ICD-10: It's Here to Stay
The Move to EHR: Are You Armed and Dangerous?
Colonoscopy Coding Inside and Out
RVU-Based Physician Compensation Plans and Their Impact on the Coder
Back to the Basics: A Refresher on Physician Billing
Maximizing Your FowardHealth Portal Experience
Wound Care: Straight from the Source
Provider-Based Billing: Rules Made Easy
General Surgery Operative Note Auditing: Strategies for Success
HIPAA: The Next Phase?
Focusing Your Coding Audits
Emergency Medicine Coding: Where the Action Is
Ambulatory Surgery Center Billing: The Medicare Part B Perspective

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330 E. Lakeside St.
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