TOGETHER EVERYONE ACHIEVES MORE

TOGETHER: Collaboration, support and understanding each team member’s role and responsibilities are critical for success in the ever-changing world of health care. The Wisconsin Medical Society’s annual symposium brings together a variety of health care professionals and offers education and innovative strategies for improving care.

EVERYONE: Physicians, practice managers, compliance officers, coders, billers and other health care staff will benefit from peer-to-peer sessions presented by industry professionals and subject-matter experts. The wide array of topic areas create a well-rounded event, offering something for every member of the health care team.

ACHIEVES: With sessions by top-notch presenters, in-depth discussion and the opportunity to earn continuing education units (CEUs) or continuing medical education (CME) credit, participants will return to the office with valuable resources and tools to ensure success long after the event concludes.

MORE: In addition to educational offerings, attendees also can participate in the Networking “Fiesta,” which will feature the latest tools and resources for both professional and personal achievement. It’s a unique opportunity for networking with peers, colleagues and exhibitors while enjoying an evening of fun.

TO REGISTER ONLINE OR FOR MORE INFORMATION, VISIT http://wismed.inreachce.com

SESSION ICONS

The Symposium is designed to accommodate participants within a wide range of health care professions. These icons identify the target audience who will most benefit from the learning objectives for each session.

MD Physicians and other allied health professionals*
PM Practice managers, administrators and other professionals in a leadership position
CB Coders, billers and other health information staff
E Everyone/applies to all

*Educational activities that are denoted by session icon “MD” have been approved for AMA PRA Category 1 Credit™.

The Wisconsin Medical Society has a long history of being an accredited organization of the Accreditation Council for Continuing Medical Education (ACCMCE), receiving Accreditation with Commendation status in 2012 as a CME provider for physicians.

SPECIAL ROOM RATE AVAILABLE AT THE KALAHARI UNTIL AUGUST 21. See General Information for details.
11 a.m. REGISTRATION OPENS
NOON-12:20 p.m. WELCOME

12:20-1:50 p.m. KEYNOTE
Who are you BECOMING as a Leader?
Jonathan Fanning, Leadership Development Expert, Dynamic Speaker, Author, Entrepreneur, Jonathan Fanning Consulting

This engaging program draws from the lives of servant leaders who have left a lasting, positive impact on the world around them. Inspiring anecdotes include lessons from leaders such as William Wilberforce, Harriet Tubman, Walt Disney, Nelson Mandela, Margaret Thatcher, Gandhi, Mother Teresa, Winston Churchill and Martin Luther King Jr. “Who are you BECOMING as a Leader?” introduces two ingredients that the greatest leaders all have in common and a simple formula for enhancing leadership in your own life and organization. In this thought-provoking presentation, Mr. Fanning shares lessons from the best leadership development organizations in the world, as well as heartfelt examples of applying these lessons in Fortune 500 companies, small entrepreneurial ventures, educational institutions and at home!

1:50-2:20 p.m. BREAK/AFTERNOON SNACK

2:20-3:50 p.m. BREAKOUT SESSIONS

ICD-10 for Physicians and Non-Physician Practitioners
Kerin Draak, MS, RN, WHNP-BC, CPC, CPC-I, CEMC, COBGC, Director of ICD-10 Implementation, Prevea Health

This session is designed for physicians and other health care professionals to provide a comprehensive understanding of the importance of their role during the ICD-10 transition. Following this session, learners should be able to describe both the challenges and benefits associated with ICD-10, identify tools and resources to support physician leadership during the ICD-10 transition and identify tools/methods to improve documentation accuracy.

Creative Leadership—Building a Culture of Innovation
Jonathan Fanning, Leadership Development Expert, Dynamic Speaker, Author, Entrepreneur, Jonathan Fanning Consulting

Challenge your limits and get unstuck! Participants in this workshop will learn the five pillars for building an innovative culture from some of history’s most creative leaders, enhance the creative capacity of their organization and practice new tools for real-world challenges. While engaging in memorable leadership exercises, participants will learn practical tools and strategies for taking personal leadership to the next level and will apply best practices from some of today’s most creative organizations.

Auditing for Surgical Procedures
Shannon DeConda, CPC, CPC-I, CEMC, CMSCS, CPMA, Founder/President, National Alliance of Medical Auditing Specialists (NAMAS)

Global packages, surgical modifiers and operative report documentation will be discussed during this 90-minute session. Ms. DeConda will highlight the keys to a successful audit of surgeries and break down the components of an operative report. Don’t miss the opportunity to learn how to perform an internal audit and keep your operative notes as clean and transparent as possible for medical necessity, reimbursement, quality and more! Following this session, learners should be able to apply the principles of Current Procedural Terminology (CPT) to coding and medical record documentation.

CHECK OUT OUR EXHIBITORS AND MUCH MORE!
wisconsinmedical society.org/resources/education/2015-symposium/
**Monday, Sept. 21 (continued)**

**3:55-5:25 p.m. Breakout Sessions**

**MD** Evaluation and Management Documentation Improvement for Physicians
   Jen Cohrs, CPC, CPMA, CGIC, Director of Educational Strategies, Wisconsin Medical Society
   Although documentation is the basis for coding, physicians may not always include enough detail to support accurate code selection. The complexity of the coding and payer guidelines, along with limited training in CPT coding, likely accounts for the high error rate of physician evaluation and management (E/M) coding. Following this session, learners should be able to identify potential gap areas in E/M and improvement methods, apply the principles of CPT to coding and medical record documentation, demonstrate applicable E/M documentation and compliance guidelines and describe the required supporting documentation and when it is appropriate to bill for separately identifiable E/M encounters.

**CB** Coding and Billing for Incident-to and Non-Physician Practitioners
   Kerin Draak, MS, RN, WHNP-BC, CPC, CPC-I, CEMC, COBGC, Director of ICD-10 Implementation, Prevea Health
   Billing correctly for incident-to services can significantly benefit your practice; however, the negative impacts of incorrect incident-to billing are even greater. During this session, Ms. Draak will discuss the Medicare Part B incident-to provision, split/shared visit billing in the hospital setting, direct supervision requirements and how to maximize revenue and patient care opportunities with correct utilization of physician assistants, nurse practitioners and other qualified health care professionals.

**PM** RAC and Your Compliance Program: Tools and Strategies for Physician Practices
   Carrie Aiken, CHC, Compliance and Consulting Manager, SVA Healthcare Services
   While hospital settings are actively targeted by Recovery Audit Contractor (RAC) auditors, physician practices often have less experience with RAC and its goals. Practices can use RAC issues to their advantage and proactively monitor for a better understanding of their practice and risks. This session explores these concepts and helps participants channel these audit issues into benefits for their practice. Following this session, learners should have a thorough understanding of RAC.

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**EXHIBITOR NETWORKING FIESTA**

6-8 p.m.

¡Olé! Don’t miss out on the Networking Fiesta Monday evening. Make the most of your Symposium experience by networking with peers, colleagues and exhibitors while enjoying an evening of food, cocktails and musical entertainment. Cash prizes and more will be awarded throughout the night.

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**Save $100 when you register by August 21!**

**Session Icons**

- **MD** Physicians and other allied health professionals
  - Educational activities that are denoted by session icon “MD” have been approved for AMA PRA Category 1 Credit™.

- **PM** Practice managers, administrators and other professionals

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**License and Registration**

All sessions are available at no cost to registered attendees. There is no substitute for your individual registration to ensure your attendance in the classroom or virtual space.

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**Additional Information**

- **Contact Information**
  - For questions about the program or registration, please contact:
  - Name: [Symposium Name]
  - Phone: [Phone Number]
  - Email: [Email Address]

- **Accreditation**
  - The Symposium is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education (CME) for physicians.
  - The Symposium is also accredited by the Accreditation Council for Pharmacy Education (ACPE) to provide continuing pharmacy education (CPE) for pharmacists.

- **Disclaimer**
  - The information provided in these sessions is intended for educational purposes only and is not intended to be a substitute for professional medical advice.

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**Symposium Sponsor**

- [Symposium Sponsor Name]

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**Symposium Venue**

- [Symposium Venue Address]
TUESDAY, SEPT. 22

6:30 a.m. REGISTRATION OPENS
7 a.m. BREAKFAST
7:45-9 a.m. GENERAL SESSION
   All About Communication and the Generational Divide
   Sarah Gibson, President, Accent Learning and Consulting, LLC
   Punk. Geezer. Whatever. Generational differences affect how employees function and relate to one another, ultimately affecting the customer’s experience and the bottom line of your business. Learn more about generational differences in customer interactions, manager expectations, work ethic and communication styles. This fun, eye-opening session provides insight into understanding your work teams.

9:05-10:05 a.m. BREAKOUT SESSIONS

   MD  Highlights of the 2016 Medicare Physician Fee Schedule Proposed Rule
       Jen Cochrs, CPC, CPMA, CGIC, Director of Educational Strategies, Wisconsin Medical Society; Chris Rasch, Director of State and Federal Relations, Wisconsin Medical Society
       Join these Society experts as they walk you through the need-to-know information carved out of the hundreds of pages of the 2016 Medicare Physician Fee Schedule proposed rule. Items to be discussed include physician reimbursement, quality reporting, public reporting, proposed services for 2016 and more. Following this session, learners should be able to describe how to move to a value-based payment and delivery structure by taking advantage of and improving Affordable Care Act (ACA) statutory and regulatory initiatives and recognize what initiatives are happening in Wisconsin that will position them successfully for the future.

   PM  Coding & Billing for Oncology Services
       Sandy Giangreco, RHIT, CCS, CCS-P, RCC, CPC, CPC-H, CPC-I, COBGC, PCS, Senior Associate, PricewaterhouseCoopers, LLP
       From carcinoid tumors to invasive adenocarcinoma, coding for oncology can be complicated. Pathology results, chemotherapy and comorbidities and complications can affect diagnosis code assignment and sequencing. During this session, participants will learn the ICD-10 guidelines and other tips for clean coding and billing of oncology services.

10:05-10:35 a.m. BREAK/HOTEL ROOM CHECK OUT
10:40-11:40 a.m. BREAKOUT SESSIONS

   MD  The Affordable Care Act and State of the State for Physicians
       Chris Rasch, Director of State and Federal Relations, Wisconsin Medical Society
       Join Mr. Rasch for an update on the state of the state and discussion about the future impact on physicians of the ACA, Health Insurance Marketplace and the repeal of the sustainable growth rate formula. Following this session, learners should be able to describe the current conditions of the ACA and formulate strategies that will implement change within their practice as it relates to the ACA; evaluate how the ACA is affecting the payer, purchaser and clinician/provider communities; describe how to move to a value-based payment and delivery structure by taking advantage of and improving ACA statutory and regulatory initiatives; and recognize what initiatives are happening in Wisconsin that will position them successfully for the future.

   CB  Managing and Negotiating Payer Contracts
       Jennifer Glasheen, CPC, Provider Relations Representative/Contracting, ThedaCare ACO
       As health care and payment reform shifts providers from the current volume-based incentive model towards payment models that reward for quality and efficiency, contract negotiations have become more complex than ever. In this session, Ms. Glasheen will walk through the contract negotiation process, providing practical advice and strategies to help maximize reimbursement and avoid potentially costly errors. She will then turn attention to post implementation—an area often neglected by many provider groups and health systems—and will share tools and suggestions for monitoring and maximizing contract performance.

Professionals in a leadership position  CB  Coders, billers and other health information staff  Everyone/applies to all
TUESDAY, SEPT. 22 (continued)

**PM**

**All About Health Care IT for the Non-Tech Savvy**

**CB**

Tina Schrader-Berte, RAC-CT, President / CEO, Reimbursement & Outcomes Services, Pro-Ed Continuum LLC

EHR, ERA, EDI—Oh my! Health care continues to evolve and become more complicated with computerized and electronic records, remittance and information exchange. This session will include an overview of health information technology, terminology and jargon used in health care settings today.

**MD**

**The GI ‘Scope’ of 2015**

**CB**

Eric Johnson, MD, Gastroenterologist and Advanced Endoscopist, Gastrointestinal Associates, S.C.; Jen Cohrs, CPC, CPMA, CGIC, Director of Educational Strategies, Wisconsin Medical Society

Upper and lower gastroenterology procedures have been overhauled over the last two years. During this session, participants will learn about new technology such as endoscopic mucosal resection and the most impactful new procedure codes for 2015. Healthcare Common Procedure Coding System (HCPCS) G-codes and reimbursement for colonoscopy also will be discussed. Following this session, learners should be able to apply the principles of CPT to coding and medical record documentation.

**PM**

**Streamlining the Prior Authorization Process**

**CB**

Jamie Binkowski, RHIT, CGIC, Pre-certification Specialist, Bone and Joint Clinic, S.C.

Precertification, referrals and prior authorization can be cumbersome, but are necessary for patient care. During this session, topics discussed will include medical necessity and the importance of prior authorization, best practices for the prior authorization process and the use of Advance Beneficiary Notice of Noncoverage in the physician office. Payer policy and local coverage determinations also will be explored.

**CB**

**Coding and Reimbursement for Injuries**


From sprains to fractures, coding for injuries can compound and get more complicated with ICD-10. Meanwhile, reimbursement for the procedures performed depends on specified documentation. Be prepared for the Oct. 1, 2015, ICD-10 transition and learn about coding guidelines and documentation requirements, key medical terminology and diagnosis specificity during this informative session from an orthopedic coding expert.

**MD**

**1:50- 2:50 p.m. BREAKOUT SESSIONS**

**Quality Over Quantity: Top Terminology That Drives Successful Clinical Documentation Improvement**

**CB**

Greg Blommel, MD, Medical Director of Quality and Outcomes, Froedtert & Medical College of Wisconsin Community Physicians; Jen Cohrs CPC, CPMA, CGIC, Director of Educational Strategies, Wisconsin Medical Society

This session will focus on the significance of clinical documentation specificity as it relates to quality, data accuracy and reimbursement. Doctor Blommel and Ms. Cohrs will share several real-world examples of common gaps and missed details in the medical record that demonstrate the value of precise and thorough data capture. Discussion also will include how documentation supports medical necessity and treatment appropriateness, risk-adjusted payment scoring and more. Following this session, learners should be able to describe both the challenges and benefits associated with diagnosis coding and recognize gaps in clinical documentation within the medical record.

**11:40 a.m.- 12:40 p.m. LUNCH**

**12:45 -1:45 p.m. BREAKOUT SESSIONS**

**All About Opioid Abuse and Dependence Coding and Reimbursement**

**CB**

Joseph Blustein, MD; Jen Cohrs, CPC, CPMA, CGIC, Director of Educational Strategies, Wisconsin Medical Society

Substance use, abuse and dependence is a problem often accompanied by other mental disorders and sometimes can be overlooked. During this session, Dr. Blustein will discuss treating patients with opioid addiction and other contributing medical conditions. Ms. Cohrs will help identify key terminology to be included in the medical record that promotes clean data, transparent communication and specified diagnosis coding. Following this session, learners should be able to apply the principles of CPT to coding and medical record documentation.
Maximizing Workflow and Productivity in the Physician Office

Sandy Bissen, RHIA, FHIMSS, Executive Director, Wisconsin Health Information Management Association (WHIMA), Inc.

Productivity can be lost if your staff is unprepared for the evolving health care landscape. With ICD-10 on the horizon, being adequately prepared is important to your bottom line. During this session, discussion will include how to maximize workflow and increase productivity without creating overtime or burnout among health care staff.

Coding and Billing High-Dollar Orthopedic Surgery


Understanding the complexities of coding for shoulder, hip and knee procedures can be overwhelming. During this session, Ms. Scalley Vaught will explain the difference between CPT guidelines, National Correct Coding Initiative (NCCI) edits, and the American Academy of Orthopaedic Surgeons (AAOS) recommendations for these high-dollar surgeries. The new X{ESPU} modifiers and how they relate to orthopedics also will be addressed.
SESSONS AT A GLANCE

- Keynote: Who are you BECOMING as a Leader?
- ICD-10 for Physicians and Non-Physician Practitioners
- Creative Leadership—Building a Culture of Innovation
- Auditing for Surgical Procedures
- Evaluation and Management Documentation Improvement for Physicians
- RAC and Your Compliance Program: Tools and Strategies for Physician Practices
- Coding and Billing for Incident-to and Non-Physician Practitioners
- All About Communication and the Generational Divide
- Highlights of the 2016 Medicare Physician Fee Schedule Proposed Rule
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