

## 2013 Practice Management Workshop Schedule

### Friday, July 19

Registration desk open 1:00 – 6:00 pm

#### **Coding 101**

2:00 – 3:30 pm

*Teresa Thompson, CPC, CMSCS, CCC; Marshall P. Grodofsky, MD, FAAAAI, FAAAAI*

Designed for FITs, new allergists and managers/administrators who have had minimal exposure to coding terminology and theory; covers the basic principles of medical coding.

Break

3:30 – 4:00 pm

*Concurrent break out sessions (choose one)*

4:00 – 5:30 pm

#### **Career Development 101**

*Tao Le, MD, MHS, FAAAAI, FAAAAI; Marshall P. Grodofsky, MD, FAAAAI, FAAAAI; John Seyerle, MD*

This interactive panel presentation provides an overview of the different types of practice settings available in allergy/immunology along with interviewing and job hunting tips.

#### **HR and Office Management 101**

*Kevin P. McGrath, MD, FAAAAI, FAAAAI; Alice Sottile*

A basic introduction to key human resources and office management issues – bring your questions!

### Saturday, July 20

Registration desk open 7:00 am – 6:30 pm

Continental breakfast and personal financial planning presentation

7:00 – 8:00 am

*Speaker TBD*

#### **Allergy Coding Update: Get Ready for ICD-10**

8:00 – 9:30 am

*Teresa Thompson, CPC, CMSCS, CCC*

Offers a broad overview of coding and documentation principles as they apply to an allergy/immunology practice, including the most up to date information on ICD-10. Case studies will be utilized to test participants' knowledge; time will be allotted for questions.

Break

9:30 – 10:00 am

*Concurrent break out sessions (choose one)*

10:00 – 11:30 am

#### **Advanced Coding** (repeats Saturday, July 20, 3:30 – 5:00 pm)

*Teresa Thompson, CPC, CMSCS, CCC; Marshall P. Grodofsky, MD, FAAAAI, FAAAAI*

Roll up your sleeves and get ready to tackle real-world coding scenarios in this hands-on session. Participants will work in small groups to identify solutions to coding problems.

#### **Expanding the Scope of Your Practice: Does it Make Sense?**

*Keith Borglum, CHBC; Warner Carr, MD, FAAAAI, FACAAI; Robert J. Holzhauer, MD, MBA, FAAAAI; J. Allen Meadows, MD, FAAAAI, FACAAI*

Come hear how other allergists are expanding their practices by adding procedures and branching out into non-traditional practice areas such as retail and aesthetics. Learn the steps you need to take to determine if adding services will benefit – or harm – your bottom line, and get tips on how to deal with your competition – other allergists, ENTs and alternative health providers.

### **Meaningful Use Stage 2: Where We Are Now, Where We're Going and What it Means For Your Practice**

(repeats Sunday, July 21 from 11:30 am – 1:00 pm)

*Stephen McCallister, CPHIT, CPEH*

Get an overview of the meaningful use program and review Stage 1 criteria. Learn what is in store for Stage 2, how it differs from Stage 1, what happens next and how your practice can benefit.

### **Starting in Practice, Part 1**

*Tao Le, MD, MHS, FAAAAI, FACAAI; John T. Ramey, MD, FAAAAI, FACAAI; John R. Seyerle, MD*

The first of two interactive sessions designed for FITs and recent graduates looking for that first position or to start up a practice. Part 1 focuses on contract negotiation, human resources issues and a practice start up timeline. Data from the most recent FIT exit survey will also be presented. Bring your questions!

Lunch – visit the exhibits

11:30 am – 1:30 pm

*Concurrent break out sessions (choose one)*

1:30 – 3:00 pm

### **Incorporating NPs and PAs into Your Allergy Practice**

*Deidra Sanders, ARNP; James L. Sublett, MD, FAAAAI, FACAAI*

Can an NP or PA help grow your practice and increase patient satisfaction? How do you know when it's time to hire or consider hiring an NP or PA – and how do you hire the right one? This physician and nurse team will give an overview of how this works in their practice.

### **It's Not Too Late: Selecting and Implementing an EHR for Your Practice**

*Stephen McCallister, CPHIT, CPEHR; Melinda M. Rathkopf, MD, FAAAAI, FACAAI*

Looking for an EHR for your practice? This session will help you determine which features you need to have and identify work flow processes that can be addressed with an EHR. Presenters will take you through the vendor RFP proposal process and share real stories from the selection and implementation front.

### **Staffing Your Practice Right**

*Cheryl K. Bernstein, RN, BSN, CCRC; Kevin P. McGrath, MD, FAAAAI, FACAAI; Alice Sottile*

This session will cover the nuts and bolts of staffing your practice – hiring and firing policies, policy manuals and staff evaluations. Strategies to promote teamwork between front and back office staff will also be covered.

### **Using Social Media and Other Technologies to Build Your Referral Base and Market Your Practice**

(repeats Sunday, July 21, 11:30 am – 1:00 pm)

*Keith Borglum, CHBC; Betty L. Evans, CMPE; J. Allen Meadows, MD, FAAAAI, FACAAI*

Does your practice really need a web site? Should you use Facebook, Twitter and other social media platforms to interact with and engage your current and potential patients? How does social media complement traditional relationship-building techniques? Our faculty panel will walk you through the basics.

Break

3:00 – 3:30 pm

Concurrent break out sessions (choose one)

3:30 – 5:00 pm

**Advanced Coding** (repeat)

*Teresa Thompson, CPC, CMSCS, CCC; Marshall P. Grodofsky, MD, FAAAAI, FACAAI*

Roll up your sleeves and get ready to tackle real-world coding scenarios in this hands-on session. Participants will work in small groups to identify solutions to coding problems.

**Developing and Maintaining a Profitable Research Center: Secrets of the Trade**

*Cheryl K. Bernstein, RN, BSN, CCRC; Warner W. Carr, MD, FAAAAI, FACAAI*

Want to get involved in a clinical research trial but don't know how to get started? This program will take you through the process of selecting the correct clinical trial for your practice, from study coordinator selection and training to contract review and budget negotiation to patient recruitment. Ensure that your clinical research center is a profitable part of your practice!

**Getting the Most Out of Your EMR** (repeats Sunday, July 21, 9:30 – 11:00 am)

*Stephen McCallister, CPHIT, CPEHR; Melinda M. Rathkopf, MD, FAAAAI, FACAAI*

This session is for allergy practices that already have an EMR and want to make sure it is being utilized to its full potential. You'll learn how to develop customized templates for your practice and which functions are key to ensuring you meet all meaningful use and reimbursement criteria.

**Starting in Practice, Part 2**

*Keith Borglum, CHBC; Marshall P. Grodofsky, MD, FAAAAI, FACAAI; Tao Le, MD, MHS, FAAAAI, FACAAI; John R. Seyerle, MD*

The second of two interactive sessions designed for FITs and recent graduates looking for that first position or to start up a practice. Part II focuses on basic practice financial management, malpractice and marketing a new practice and building a referral base.

**Wine and Cheese Reception**

5:00 – 6:30 pm

Take time to visit the exhibits, relax and mingle with your colleagues and workshop faculty before heading out to dinner on your own.

**Sunday, July 21**

Registration desk open

7:00 am – 1:00 pm

Continental breakfast

7:00 – 8:00 am

Come down early and join in the EMR round table discussion. Faculty members will head up informal discussion groups by EMR product.

**New Trends in Healthcare: Accountable Care Organizations (ACO)**

8:00 – 9:15 am

*Daniel Ein, MD, FAAAAI, FACAAI; Warner W. Carr, MD, FAAAAI, FACAAI*

What is an ACO and why do you need to know? Find out how allergy practice will be affected by this new trend in healthcare and hear how one member's practice succeeds as part of an ACO.

Break

9:15 – 9:30 am

Concurrent break out sessions (choose one)

9:30 – 11:00 am

### **Advanced Financial Management: Controlling Costs**

*Keith Borglum, CHBC; Robert J. Holzhauer, MD, MBA, FAAAAI; John T. Ramey, MD, FAAAAI, FACAAI*

The changing healthcare landscape is making it harder than ever to control practice expenses and maximize profits while delivering high quality patient care. Our panel will walk you through some new strategies for payment collection options and how to negotiate vendor and third party payer contracts.

### **Compliance, Documentation and More: What Your Practice Needs to Know in 2013 and Beyond**

*James L. Sublett, MD, FAAAAI, FACAAI; Sheila Heitzig, JD, MNM, CAE*

Learn about new federal regulations for skin testing, vial preparation and more and what your office needs to do to remain in compliance. Are you prepared for allergy and asthma measurement and PQRI reporting? You'll hear about these new regulations, how they can benefit your practice's bottom line and the pitfalls of noncompliance.

### **Getting the Most Out of Your EMR (repeat)**

*Stephen McCallister, CPHIT, CPEHR; Melinda M. Rathkopf, MD, FAAAAI, FACAAI*

This session is for allergy practices that already have an EMR and want to make sure it is being utilized to its full potential. You'll learn how to develop customized templates for your practice and which functions are key to ensuring you meet all meaningful use and reimbursement criteria.

### **Using Mobile, Web and Other Non-EMR Technologies to Run Your Practice**

*Betty L. Evans, CMPE; Tao Le, MD, MHS, FAAAAI, FACAAI; John R. Seyerle, MD*

Your patients are connected – are you? Learn about the tech tools (iPhones, iPads, Droid) and other resources (automated lab reminders, patient portals, ePrescribing systems, social media platforms) that can help streamline your practice and boost patient satisfaction and your bottom line.

Break

11:00 – 11:30 am

Concurrent break out sessions (choose one)

11:30 am – 1:00 pm

### **Advanced HR Issues: Difficult Cases**

*Kevin P. McGrath, MD, FAAAAI, FACAAI; Alice Sottile*

Take your HR policies to the next level – learn about tools to help you measure the success of your staff, ideas for cell phone and internet use policies for your office and how to identify staff who can succeed in leadership positions. This will be highly interactive, so bring your problems and get answers!

### **Contract Negotiation: Partnerships, Employment Agreements and More**

*Robert J. Holzhauer, MD, MBA, FAAAAI; John T. Ramey, MD, FAAAAI, FACAAI; James L. Sublett, MD, FAAAAI, FACAAI*

If you're looking to join a new practice, add a new associate or partner or are thinking about retiring or reducing your hours, you'll want to attend this session. Contract negotiation techniques and structuring partnership agreements are just some of the topics that will be addressed.

### **Meaningful Use Stage 2: Where We Are Now, Where We're Going and What it Means For Your Practice (repeat)**

*Stephen McCallister, CPHIT, CPEHR*

Get an overview of the meaningful use program and review Stage 1 criteria. Learn what is in store for Stage 2, how it differs from Stage 1 and what happens next.

**Using Social Media and Other Technologies to Build Your Referral Base and Market Your Practice** (repeat)

*Keith Borglum, CHBC; Betty L. Evans, CMPE; J. Allen Meadows, MD, FAAAAI, FACAAI*

Does your practice really need a web site? Should you use Facebook, Twitter and other social media platforms to interact with and engage your current and potential patients? How does social media complement traditional relationship-building techniques? Our faculty panel will walk you through the basics.