

**Practice Management Workshop Session Descriptions**  
Cincinnati, OH – July 12-14, 2019

Friday, July 12

<p>2:00 – 5:30 pm (choose one)</p>	<p><b>Focused Track Learning</b> – New for 2019, these tracks are designed to bring together specific audiences to review topics of interest.</p> <p><b><i>FITs and New Allergists</i></b>  2:00 – 2:45 pm – Negotiating Employment Contracts – <i>Penelope (Penny) Phillips, JD</i>  2:45 – 3:30 pm – Business Management Basics – <i>Richard Wasserman, MD, PhD, FAAAAI</i>  3:30 – 4:00 pm – Refreshment break and exhibits  4:00 – 4:45 pm – Marketing Your Practice – <i>Amanda Reed</i>  4:45 – 5:30 pm – Introduction to Coding and Billing – <i>Teresa Thompson, CPC, CMSCS, CCC</i></p> <p><b><i>Practice Managers</i></b>  2:00 – 2:45 pm – Revenue Cycle Management – <i>Dianne LeDuc, RN and Karen L. Gregory, DNP, APRN-BC, AE-C</i>  2:45 – 3:30 pm – Billing Strategies to Avoid Insurance Denials – <i>Teresa Thompson, CPC, CMSCS, CCC</i>  3:30 – 4:00 pm – Refreshment break and exhibits  4:00 – 4:45 pm – Attracting and Retaining Quality Staff – <i>Cheryl Bernstein, RN, BSN, CCRC</i>  4:45 – 5:30 pm – Recognizing and Dealing with Burnout: Yourself, Your Staff, Your Physician – <i>Priya Bansal, MD, FAAAAI</i></p> <p><b><i>Mid Career Allergists</i></b>  2:00 – 3:00 pm – Navigating a Changing Market and Shifting Practice Paradigms – <i>Priya Bansal, MD, FAAAAI and Nick Hernandez, MBA, FACHE</i>  3:00 – 3:45 pm – Coping with Burnout – <i>Michael Rupp, MD, FAAAAI</i>  3:45 – 4:15 pm – Refreshment break and exhibits  4:15 – 5:30 pm – Practice Opportunities: MIPS, Quality Reporting and More with the AAAAI Registry – <i>Gary Steven, MD, PhD, FAAAAI and Emily Graham, RHIA, CCS-P</i></p>
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Saturday, July 13

7:00 – 8:00 am	<b>Continental breakfast</b>
8:00 – 10:00 am	<p><b>Coding and More: Updates for 2019</b> – Teresa Thompson, CPC CCC CMSCS; Dianne LeDuc, RN (moderator); Marshall Grodofsky, MD, FAAAAI (moderator)</p> <p>This always insightful overview of current hot topics in coding includes significant time for questions from the audience.</p>
10:00 – 10:30 am	<b>Coffee break and exhibits</b>
10:30 am – 12:00pm (choose one)	<p><b>New USP Compounding and Government Regulations: Get Your Practice in Compliance</b> – Andrew W. Murphy, MD, FAAAAI; Emily Graham, RHIA CCS-P; Cheryl Bernstein, RN, BSN, CCRC</p> <p>The new USP Chapter 797 requirements for sterile compounding in allergy practice are being released in June. Our panel will review the new requirements and what your practice needs to do to ensure compliance. Updates for other important regulations, including MACRA/MIPS will also be addressed.</p> <p><b>Allergy Practice Options: What's Your Best Fit?</b> – Amber M. Patterson, MD, FAAAAI; Michael Rupp, MD, FAAAAI; Mohamed Yassin, MD, FAAAAI</p> <p>Our panelists will describe what it's like to work in a solo, single specialty and multispecialty practice setting and the issues unique to each. Bring your questions for this lively, interactive session.</p> <p><b>Practice Marketing Solutions That Work</b> – Priya Bansal, MD, FAAAAI and Amanda Reed</p> <p>Whether you're looking to attract new patients, a new associate, or build awareness among current patients for a novel therapy you just started offering, our presenters will help you identify marketing strategies that will work best for your practice. Hear how videos, other technology and social media outlets can help expand your reach.</p> <p><b>Dancing with the Devil: Negotiating Managed Care Contracts</b>—TBD</p> <p>Negotiating contracts with managed care companies is a necessary evil for allergy practices. This session will show you how to successfully negotiate these contracts using tips from a former managed care negotiator. You'll learn how to evaluate the positions of both sides and develop the best course of action for your practice.</p>
12:00 – 1:30 pm	<b>Lunch, dessert reception and exhibits</b>
1:30 – 3:00 pm	<p><b>Winning HR Strategies for Allergy Practice</b> -- Penelope (Penny) Phillips, JD</p> <p>Your staff is the lifeblood of your practice. A seasoned labor and employment attorney will walk you through key aspects of employment and HR law affecting your practice including hiring and firing, employee handbooks, and more.</p>
3:00 – 3:30 pm	<b>Coffee break and exhibits</b>

<p>3:30 – 5:00 pm (choose one)</p>	<p><b>HR Strategies: Harassment Recognition and Mitigation</b> – <i>Penelope (Penny) Phillips, JD; Richard Wasserman, MD, PhD, FAAAAI (moderator); Cheryl Bernstein, RN, BSN, CCRC (moderator)</i> Harassment in the workplace continues to be a major issue. This session will review the different types of harassment, the key elements of an anti-harassment policy and how to protect your practice from harassment claims.</p> <p><b>HIPAA Issues: What’s Real, What’s Unnecessary?</b> – <i>Mohamed Yassin, MD FAAAAI and Karen Gregory, DNP, APRN-BC, AE-C</i> Is your practice HIPAA-compliant? In 2018, HIPAA fines reached an all-time high with several high profile settlements. This session will review the steps you need to take to get – and keep – your practice in compliance.</p> <p><b>Practice Transitions: Buying, Selling, Retiring</b> – <i>Marshall Grodofsky, MD, FAAAAI and Nick Hernandez, MBA FACHE</i> With increasing mandates and complexities of practice, many physicians are either selling or closing a practice or joining larger entities in order to reduce financial and administrative burdens. This session will explore the steps in involved in selling or closing a practice, and challenges physicians may encounter when joining a larger health system.</p> <p><b>Practice Management Pearls for Academic Allergy Practice</b> – <i>Christina Ciaccio, MD, FAAAAI and David Lang, MD, FAAAAI</i> The academic clinical practice has its own unique challenges -- this session will explore a variety of topics to help position you for success. The panel will cover RVUs and financial benchmarks, negotiation strategies for employment agreements/contracts, and how to set a career development plan.</p>
<p>5:00 – 6:00 pm</p>	<p><b>Wine and cheese reception and exhibits</b></p>

Sunday, July 14

<p>7:00 – 8:00 am</p>	<p><b>Continental breakfast</b></p>
<p>8:00 – 9:30 am</p>	<p><b>Expanding the Scope of Practice</b> – <i>Priya Bansal, MD FAAAAI; Christina Ciaccio, MD, FAAAAI; Marshall Grodofsky, MD, FAAAAI; Richard Wasserman, MD, PhD, FAAAAI</i> New therapies and procedures –oral food challenges, oral immunotherapy, biologics, drug allergy testing, and digital health tools – are the focus of this unique session. Utilizing a “speed dating” format, attendees will rotate to a different station every 15 minutes to learn about the management issues associated with each technique, including coding, staffing patterns, and revenue cycle management.</p>
<p>9:30 – 10:00 am</p>	<p><b>Coffee break</b></p>
<p>10:00 am – 1:00 pm Break: 11:30 – 11:45 am</p>	<p><b>E/M and Procedural Coding Case Studies</b> – <i>Teresa Thompson, CPC, CCC, CMSCS; Marshall Grodofsky, MD, FAAAAI (moderator); Dianne LeDuc, RN (moderator)</i> This session will draw on some of the most frequently-asked coding questions received through the AAAAI website to demonstrate proper coding for specific procedures and E/M scenarios. Get ready to test your coding knowledge and walk away with updated strategies you can implement immediately in your practice.</p>