

Bones of PA Conference and Annual Meeting
September 22-24, 2010 / Sheraton Station Square, Pittsburgh
Preliminary Program Overview

ADMINISTRATOR PROGRAM

WEDNESDAY, September 22nd ADMINISTRATOR & AFFILIATE

Welcome Reception (Sponsored by Genzyme) 6:30-8:30PM
 Sheraton Hotel Lobby —*Administrators & Affiliates invited*

THURSDAY, September 23rd ADMINISTRATOR Only

Registration/Breakfast with Exhibitors & Welcome 7:30-8:30AM

Keynote: “The Customer Sensitive Office” (*Louis Feuer*) 8:30-10:00
Affiliates invited to Keynote session

Break with Exhibitors 10:00-10:30

“HR Issues / Employment Law” (*Craig Brooks, Esq.*) 10:30-11:30

Networking Session (by group size) 11:30-12:30

Lunch and Visit Exhibit Hall 12:30- 1:30

“Leadership & Performance Evaluations” (*Louis Feuer*) 1:30- 3:00

Break with Exhibitors 3:00- 3:30

“Ortho Office Ancillary Revenue” (presentation & panel) 3:30- 5:00

- Physician Owned Physical Therapy— Hilary Hellman / Kathy Grimme
- In-Office DME— Joyce Perrone / Brad Mummert
- Ancillary Stark and Compliance issues—Attorney William Maruca

“Healthcare Reform Update” (*William Maruca, Esq.*) 5:00- 5:30

FRIDAY, September 24th ADMINISTRATOR & AFFILIATE

Breakfast with Exhibitors 7:30-8:00AM

“The Electronic Office & EMR” (with Panel Discussion and Q&A) 8:00-10:30

- E-Office Helpful Hints / Do’s & Don’ts / Benefits & Barriers
- RFP/Contract Negotiation/Selection, Meaningful Use/Stimulus, E-Rx—Janice Devine
- HITECH/HIPAA and Red Flag Rules—Cindy Dunn
- Malpractice and Compliance Risks of EMR—Ranjan Sachdev, MD

Last Chance--Break with Exhibitors 10:30-11:00

Networking Session 11:00-12:30

Lunch & Closing Comments 12:30-1:30

Bones of PA “Administrator” Program is pre-approved for 8.5 ACMPE CEUs.

SPEAKER PROFILES (Administrator Program):

Keynote: “The Customer Sensitive Office” / “Leadership and Performance Evaluations”

Louis Feuer, MA, MSW is a nationally recognized lecturer, author and healthcare management consultant. Louis is president of *Dynamic Seminars and Consulting*, providing sales, marketing and customer service training for many of the nation’s leading healthcare companies. Louis presents more than 100 programs each year at national and international conferences, as well as corporate meetings and healthcare provider organizations. Louis has presented at national AAOE meetings with excellent ratings.
www.DynamicSeminars.com

“Employment Law and HR Issues Facing Medical Practices”

Craig M. Brooks, Esq. is a Director with *HoustonHarbaugh* law firm and concentrates his practice in the labor and employment law area representing primarily management/employers. Areas of representation include: employment discrimination litigations (i.e. age, disability, sex, race, national origin, religion), harassment investigations, wage and hour matters, wrongful discharge, restrictive covenants, affirmative action programs and defamation cases. www.hh-law.com

“Ortho Office Ancillary Revenue--Physician Owned Physical Therapy”

Hilary Hellman is one of the founders and principals of *Ancillary Care Solutions*, specializing in opening and managing physician-owned physical therapy clinics across the country. Hilary focuses on clinical, recruiting and billing matters. Her first venture was as the sole owner of a nationwide rehabilitation company and then Hilary held the position of COO of a national healthcare management company responsible for the licensing, training, reimbursement, clinical services and ongoing management of 150 free-standing rehabilitation facilities in over 30 states. www.ancillarycaresolutions.com

Kathy Grimme joined *Blair Orthopedics* in 1997. For the past decade, Kathy has served as Blair Orthopedics Physical Therapy Office Manager where she manages all aspects PT front office as well as performing the PT billing functions. She was recently designated as the practice’s Revenue Cycle Coordinator focusing on maximizing reimbursement, compliance and general process improvements, conducting internal chart audits, time and work flow studies, facilitating meetings, and mentoring/training sessions for employees. www.blairortho.com

“Ortho Office Ancillary Revenue--In-Office DME”

Joyce Perrone is a Consulting Partner for *PROMISE Consulting*, a company specializing in Operations and Billing for DME/OP, and is also Director of Business Development for *De La Torre Orthotics & Prosthetics*. PROMISE and De La Torre have partnered with many orthopaedic practices to provide comprehensive, profitable and seamless in-office “stock and bill” programs. Services include start-up, training, product selection, inventory management, DME/OP coding, billing and A/R management, group purchasing programs and compliance oversight. www.delatorreop.com

Brad Mummert has more than 15 years of experience in the field of Orthopaedics and Sports Medicine as a clinician and a manager. Brad has worked directly with physicians, patients, and practice administrators. As a Consultant and Program Manager for Breg’s Orthopaedic Practice Solutions Team, Brad helps to manage the OrthoSelect Program, teaching practices how to bill and manage an in-office DME program. Brad’s responsibilities include: Program Management, Process Improvement, HCPCS Coding, Reimbursement and Government Compliance. www.breg.com

“Office Ancillary Revenue” and “Healthcare Reform Update”

William Maruca, Esq. is a Partner at *Fox Rothschild* and has extensive experience in healthcare law, particularly the areas of HIPAA, HITECH Act, compliance, Stark physician self-referral law and other federal and state regulatory requirements. Bill represents physicians, hospitals and health systems, ambulatory surgical centers, imaging centers, durable medical equipment suppliers, physical therapy providers and other health-related ventures with regard to their formation, contractual relationships, compliance with federal and state regulations, credentialing, reimbursement, licensure, fraud and abuse and self-referral issues. www.foxrothschild.com

“The Electronic Office and EMR”

Janice Devine, founder of *Devine Medical Practice Consulting* has over 25 years of physician practice management experience. Janice has worked for metropolitan health systems and a major insurer. She has served as the Information Technology Director at a major health system overseeing the Information Technology strategy for their 140 physician network. Devine Medical Practice Consulting formed in 2006, assists private practice physicians, hospital owned physician networks and management service organizations to improve operational efficiency, improve financial performance and incorporate information technology in today’s ever-changing physician environment. www.devinemedconsulting.com

Cynthia Dunn is a Senior Consultant for the *MGMA HealthCare Consulting Group* and has 33 years of healthcare experience with 10 years in an orthopaedic private practice. Cindy offers clients practical and efficient solutions utilizing technology in both business and clinical management. She is well versed in evaluating workflow processes and in assisting with the operational redesign necessary for successful technology implementation. She balances her technical skills with an understanding of the practice environment and views technology as a tool that assists, not drives, practice operations. Cindy also has expertise in revenue cycle management. www.mgma.com

Ranjan Sachdev, M.D. M.B.A, C.H.C. is a board certified orthopaedic surgeon with expertise in areas of EMR, documentation and compliance. Dr. Sachdev speaks nationally on topics such as, “Malpractice and Compliance Risks of EMR” and “OIG Audits” and he also assists with setting up practice compliance programs. He is the founder and an active board member of Exscribe, Inc., an EMR software company. Dr. Sachdev is certified in Healthcare Compliance by the Healthcare Compliance Certification Board and is a Certified Register Coder. Dr Sachdev practices medicine with Orthopaedic Associates Bethlehem, in Bethlehem, PA. www.lvbones.com or www.exscribe.com

AFFILIATE PROGRAM

(New Program: Sessions for Staff Level attendees)

WEDNESDAY, September 22nd AFFILIATE & ADMINISTRATOR

Welcome Reception (Sponsored by Genzyme) 6:30-8:30PM
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THURSDAY, September 23rd AFFILIATE Only

Registration/Breakfast with Exhibitors & Welcome 7:30-8:30AM

Keynote: “The Customer Sensitive Office” (*Louis Feuer*) 8:30-10:00
Affiliates invited to attend Administrator Keynote session

Break with Exhibitors 10:00-10:30

“How to be a Better Office Team Player” (*Louis Feuer*) 10:30-12:30
(Surviving the Office Island & Not Getting Voted Off)
The Patient Experience / Dealing with Difficult People / Embracing Change / Staying Positive

Lunch & Learn:
“Stress Management in the Workplace” (*Eileen Crossey*) 12:30-2:00

Break with Exhibitors 2:00-2:30

“Revenue Cycle Round Table: Your impact on the Bottom Line” 2:30-4:00
How all staff can positively impact practice revenue—Cindy Dunn, Donna Kell and Kathy Grimme

“Risk Management: How to Avoid Malpractice Claims” (*PPIX*) 4:00-5:00

“Healthcare Reform Update” (*William Maruca, Esq.*) 5:00- 5:30
Affiliates invited to attend Administrator session

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Breakfast with Exhibitors 7:30-8:00AM

“The Electronic Office & EMR” (with Panel Discussion and Q&A) 8:00-10:30

- E-Office Helpful Hints / Do’s & Don’ts / Benefits & Barriers
- RFP/Contract Negotiation/Selection, Meaningful Use/Stimulus, E-Rx/PQRI—Janice Devine
- HITECH/HIPAA and Red Flag Rules—Cindy Dunn
- Malpractice and Compliance Risks of EMR—Ranjan Sachdev, MD

Last Chance--Break with Exhibitors 10:30-11:00

Networking Session 11:00-12:30

Lunch & Closing Comments 12:30-1:30

Bones of PA “Affiliate” Program is pre-approved for 10.5 ACMPE CEUs.

Updated: 7/7/10

SPEAKER PROFILES (Affiliate / Staff Program):

Keynote: “The Customer Sensitive Office” / “How to be a Better Office Team Player”

Louis Feuer, MA, MSW is a nationally recognized lecturer, author and healthcare management consultant. Louis is president of *Dynamic Seminars and Consulting*, providing sales, marketing and customer service training for many of the nation’s leading healthcare companies. Louis presents more than 100 programs each year at national and international conferences, as well as corporate meetings and healthcare provider organizations. Louis has presented at national AAOE meetings with excellent ratings. www.DynamicSeminars.com

Lunch & Learn: “Stress Management in the Workplace”

Eileen Crossey graduated from Duquesne University with a Bachelor of Science in Nursing and a Masters in Education and is now the Health Educator at Duquesne University. In that position, she has had a variety of roles including, one-on-one health counseling with students, teaching Success Classes, coordinating volunteer activities and orientation programs. Eileen supports Duquesne’s mission statement which stresses the importance of serving others. She has presented on topics such as: Nutrition and Wellness, Women’s Health Issues and Heart Health, Supporting Healthy Relationships and Breast Cancer Awareness.

“Revenue Cycle Round Table: Your Impact on the Bottom Line”

Cynthia Dunn is a Senior Consultant for the *MGMA HealthCare Consulting Group* and has 33 years of healthcare experience with 10 years in an orthopaedic private practice. Cindy offers clients practical and efficient solutions utilizing technology in both business and clinical management. She is well versed in evaluating workflow processes and in assisting with the operational redesign necessary for successful technology implementation. She balances her technical skills with an understanding of the practice environment and views technology as a tool that assists, not drives, practice operations. Cindy also has expertise in revenue cycle management. www.mgma.com

Donna Kell is the CEO of the Kell Group and has been providing in-house and outsourced billing solutions for practices as well as practice management consulting services for nearly 10 years. Donna has 24 years of practice management experience including accounts receivable administration, information systems development, human resources management and general practice operations. She has been a healthcare consultant for an accounting firm, director of a hospital management subsidiary where she facilitated practice startups and was the Director of Practice Management for an acquiring hospital and was charged with transitioning a variety of practices from private to an integrated network model. www.kellgroup.com

Kathy Grimme joined *Blair Orthopedics* in 1997. For the past decade, Kathy has served as Blair Orthopedics Physical Therapy Office Manager where she manages all aspects PT front office as well as performing the PT billing functions. She was recently designated as the practice’s Revenue Cycle Coordinator focusing on maximizing reimbursement, compliance and general process improvements, conducting internal chart audits, time & work flow studies, facilitating meetings & mentoring/training sessions for employees. www.blairortho.com

“Risk Management: How to Avoid Malpractice Claims”

Brian York has been with Positive Physicians Insurance Exchange (PPIX) for the past five years. PPIX is a physician-driven, professionally managed Pennsylvania medical malpractice insurance company. Brian is responsible for growth & development, administration of risk management programs, and assisting the investment committee in management of the company’s investment portfolio. He works with physician practices & provides educational resources to physicians and staff on how to prevent claims. www.positivephysicians.com

“Healthcare Reform Update”

William Maruca, Esq. is a Partner at *Fox Rothschild* and has extensive experience in healthcare law, particularly the areas of HIPAA, HITECH Act, compliance, Stark physician self-referral law and other federal and state regulatory requirements. Bill represents physicians, hospitals and health systems, ambulatory surgical centers, imaging centers, durable medical equipment suppliers, physical therapy providers and other health-related ventures with regard to their formation, contractual relationships, compliance with federal and state regulations, credentialing, reimbursement, licensure, fraud and abuse and self-referral issues. www.foxrothschild.com