

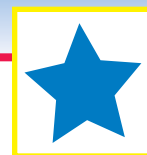
2007 AOA Annual Educational Conference



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1:00 p.m. – 2:15 p.m.

CS#1 Don't Reinvent the Wheel...
How We Did It and YOU
Can Too!

Managing an otolaryngology practice has become an extremely complex responsibility and warrants a strong peer network – we are much more effective when we have someone to review our issues or educate us so as not to “re-invent the wheel”. We've asked several AOA members to present to you some of their greatest issues during 2006 – 2007 and how they reached a successful resolution. These issues might include building a new office location, preventing a staff walkout, deciding on an EMR system, improving patient flow, etc. Each scenario requires time, patience and education – come and learn what you need to know in order to handle similar issues!

Early Bird Sessions

WEDNESDAY, SEPTEMBER 12, 2007

11:00 a.m. – 12:15 p.m.

EB#1 All Profits Rise! ENTOvation has been declared as the emerging ENT Business Model for the next 50 years! Susan Good, PhD

Are profits leaving your office with the patient? Come learn 25 ways to give your practice the means to combat decreasing insurance reimbursements and increasing expenses. Hearing aid sales is a billion dollar industry and should be considered an integral division of every ENT practice. This course will teach you to enhance your hearing aid sales revenue utilizing proven marketing and promotional tools. These tips are guaranteed to net your clinic an above-average return on investment (ROI). Hearing professionals sell over 90% of the hearing instruments yet they sell less than 50% of the hearing aid batteries. What's up with that? Learn to win patients and influence loyalty as all profits rise!

EB#2 CT imaging in the Office – Accreditation provides an ‘official stamp of approval’ for insurance reimbursement. Jolene Eicher

This early bird seminar will address the recent trend by insurance companies (such as United Healthcare) to require accreditation by every facility performing imaging services. The seminar will address the third party accreditation organizations such as, American College of Radiology (ACR) and Intersocietal Accreditation Commission (IAC). Xoran Technologies walks their Mini-CAT™ customers through the accreditation process. Immediate next steps to get accredited will be outlined in this presentation.

1:00 p.m. – 2:15 p.m.

EB#3 Electronic Medical Records: Motivation, Evaluation, and Implementation
Bill Rust

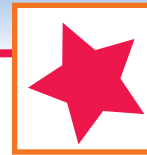
A unique, hands-on workshop that allows YOU to determine the readiness and return of your practice for an electronic medical record (EMR) solution. Includes a detailed and self-paced workbook that will guide you through the vendor evaluation process and a helpful discussion of implementation best practices. If you're interested in the future of the medical practice environment, this session is a don't-miss!

EB#4 Auditing the Audiology Department
Bill Lavinder

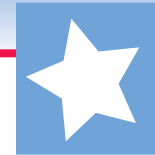
Maintaining a constant focus on improving the patient experience through the Audiology Department is paramount in achieving a state-of-the-art Otolaryngology office. This seminar will present methodologies and systems to evaluate the Audiology department's performance while enhancing patient care. By utilizing the audit process and planning tools presented, the Otolaryngology practice will immediately be able to realize substantial benefits unlock the potential of their Audiology department.

Educational Objectives:

1. Determine if standards of practice, policies and procedures, and financial contribution of the Audiology department to the medical practice are aligned with industry standards.
2. Learn best practices that add to the profitability of the practice.
3. Use the audit as an interpretive tool to improve patient care.



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Early Bird Sessions

Course Relevance and Purpose: There are few tools available for the Otolaryngology practice to measure the potential and performance of its Audiology department. This course will introduce participants to practical and economical ways to measure and improve patient care & profitability through the Audiology department.

2:15 p.m. – 3:30 p.m.

EB#5 Are You in Denial?
Robert F. Van Dyke and
Jeremy Tuterow

- Discover the most common reasons for claims errors and denials affecting physician practices.
- Learn how long it takes most practices to submit claims to payers, as well as the average number of days it takes payers to adjudicate clean claims.
- Discuss the perspectives of payers and physician practices as to the causes of errors, zero payments, and telephone calls.
- Identify steps you can take to reduce errors, improve your administrative efficiency and increase your revenue yield.

EB#6 Unbundling—Methods, Implementation, and Getting Paid
Michael Reha and
Michael Metz, Ph.D.

Learning Objectives:

1. appreciate the rationale for itemizing clinical Audiology services
2. better understand the viewpoint of the insurer or third-party payer
3. begin implementation of strategies for “unbundling” audiology services and products

An audiology/otolaryngology practice that unbundles or itemizes services when dispensing hearing aids is typically difficult to

find. Most offices bundle devices and services into a single cost to the patient, like most other retail sales. This presentation discusses the history of healthcare, the influence of insurance on patient utilization, the various roles of insurers in the hearing care arena, and the methods that offices might use to better clinically differentiate themselves.

3:30 p.m. – 4:45 p.m.

EB#7 Advances in Early Detection of Oral Cancer
Ross A. Kerr, D.D.S., M.S.D.

The presentation will focus on recent and emerging technologies for assisting health care providers in early detection and diagnostic workup of patients with suspicious lesions, such as visualization devices, toluidine blue and quantitative cytology. The seminar will also highlight the application of these technologies in clinical practice.

EB#8 Doing More for Less: Streamlining Patient Communication with Automated Messaging
Caroline Stewart

This session will discuss the benefits of automated patient messaging in an otolaryngology practice setting. Areas of discussion include outbound messaging from practice to patients such as: customized mass messaging, appointment notifications and confirmations and immunization reminder calls. The overall effectiveness, benefits and time savings of these systems will be examined closely. An overview of the system's implementation and daily use in a university setting will be presented, as well as a look at how these systems are used to improve efficiency, employee productivity and reduce patient no-shows.



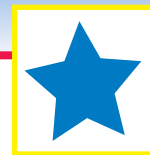
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Keynote Sessions

eHealthcare 20/20 – The Future of Medicine, Today Douglas Goldstein

The pressure to transform medical practices and health care into a safe, high quality and patient centered system is greater than ever. Health care today is plagued by declining reimbursement, an epidemic of errors, inefficient processes, fragmented medical records and gaps in delivery of medical knowledge at the point of care. The result...the United States ranks near the bottom of developed countries on health outcome indicators and the medical system itself is the 3rd largest cause of death after heart disease and cancer. Tomorrow, we can do better!

This keynote will explore the key driving forces of change. It will examine the rise of retail medicine, the explosion in medical technology and knowledge, new health-care reform legislation, expanding pay for performance programs, online personal health records, Regional Health Information Organizations and the IHI's campaign to reduce harm to 5 million hospital patients. The session will deliver a glimpse of our Health@Anywhere™ future and describe strategies for clinical and financial excellence based on Doug's latest book, *Medical Informatics 20/20 – Quality and EHRs through Collaboration, Open*

Solutions and Innovation. Join us to sharpen your focus on today, envision tomorrow and chart a path to a better future...together

AOA-1982-2007: 25 Years of Success and Counting! Karen Zupko

Let's take a look back at how we've progressed as managers, how the specialty of otolaryngology has developed, how the science and art of managing a practice has expanded and how AOA has grown as an organization.

Whose Team Is It, Anyway? Bob Wells

Let's find out what we learned here! This conference has provided incredible speakers, lively discussions, new material and exciting information. Now - let's take it home and use it! **Whose Team Is It, Anyway?** is the *quiz show* that will help you do exactly that! This is a fun, lively and competitive way to *nail the conference's messages*. In a fast-moving quiz show format, participants are divided into random teams -which may change constantly as points add up, challenges are made, and face-offs occur to determine who learned the most from this conference. Fun, fast, and funny, the game will engage teams as they collaborate on winning the *information challenge!*

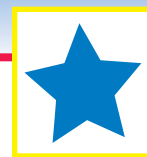
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Concurrent Sessions

Thursday, September 13, 2007

10:45 a.m. – Noon

101 Civility at Work: 10 Reasons for a Kinder Workplace (and 20 Ways to do it!) Rhett Laubach

Rhett Laubach is back for his third year at AOA! You can guarantee he will make this session on civility fun, interactive and filled with useful, relevant content. Come learn why a kinder workplace is a more profitable workplace and gain insight on how!

102 Making your Practice Shine: Marketing your Medical Practice
Camille Baxter

This seminar will help practice administrators to apply the principles necessary to develop a strategic marketing plan for their practice. Through a combination of lecture and application exercises participants will apply marketing principles to begin the development of a strategic plan. The session will apply approaches proven successful in both academic and private practice settings.

Easy as 1,2,3 Finance 101 Everything you wanted to know about finance but were afraid to ask! Jeff Dudley and Mark Benninghoff, COPM

The basics of finance will be discussed to anyone who wants to understand finances a little better. At the end of this course you will understand basic financial term definitions, be able to read and understand an income statement, and most importantly know who to contact to answer your finance questions and learn about other resources to understand more about how finances work in your practice.

104 Coding and EMR Jeannie Cagle

EMR vendors lavish physicians and practice management executives with promises to make the practice run smoothly. Some assure that their software eliminates the physician's frustration of having to know ever-changing coding guidelines by assigning or suggesting appropriate codes. Can this be true and how do you know for sure? Will your new EMR progress note stand the test of a Medicare audit? Participants will be able to sort through vendor promises to recognize the appropriate system for identifying codes; determine if the EMR-provided templates meet CPT/CMS coding criteria, determine if the printed progress note will stand under audit scrutiny; etc.

2:00 p.m. – 3:15 p.m.

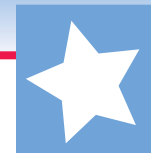
105 Why P4P Will Become the Future for all Practices Max Reibolt

P4P is an attempt to give incentives to physicians (who both provide care and contract care with others) to reduce variation, utilize best practices, involve themselves in all aspects of the patient's care, and raise the standard of care. This issue directly affects providers as far as how they will get paid for services to Medicare patients, how much they will get paid, and what kind of time frame in which providers will get paid. Clearly, this issue is of significant concern to healthcare professionals. Participants will gain valuable insight to help them sort through the maze of information and consider the realities of the opportunities promised.

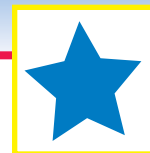




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Concurrent Sessions

106 The Power of the Pow-Wow: Adding Substance and Productivity to Your Employee Evaluation Process

Rhett Laubach

Rhett Laubach's second session will highlight 5 simple keys to turning your office's standard employee evaluation process into a high-powered system that delivers results.

107 Creating a REGEL Compliance Program Panel Discussion

Moderator: Elizabeth Skinner

This session will provide creative methods to build and maintain an effective compliance program with limited resources. Using the Risk, Ethics, Government Enforcement and Legal (REGEL) approach, participants will learn to prioritize and manage compliance issues. The seven critical elements of a compliance program will be reviewed with attention to practical methods of incorporating the elements into a clinic compliance program. Practical recommendations will be provided on responding to government investigations. The session will also include a panel discussion. Panel members will share lessons learned and give additional ideas in building and maintaining a strong compliance program.

108 Coding and Reimbursement for the Non-Coding Manager Betsy Nicoletti

Practice managers do not need to be coders to insure the success of their practice, but do need to understand the structure of coding, the source of authoritative citations and rules, and basic concepts to achieve maximum revenue with certain compliance.

This session, in a lecture format with time for participants' questions, has a twofold strategy: provide answers to coding ques-

tions applicable to a wide range of specialties and supply participants with the ability to find answers to other questions when they return to their practices.

When they return to their practices, the manager will:

- Be able to evaluate their own practice to identify coding areas of revenue potential and areas of risk
- Understand the structure behind coding rules and know where to find definitive, authoritative answers to coding questions
- Have the knowledge to supervise their coding staff and the coding systems and processes

3:30 p.m. – 5:00 p.m.

109 Academic Forum

Moderator: Danielle Demaio-Deangelis, COPM

An open forum for all academic administrators, this session offers an opportunity to discuss different hurdles and share best practices and ideas which are specific to academic medical center practices.

110 Hearing Loss Does Hurt!

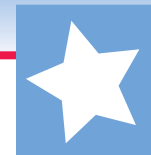
Cathy Kooser

A highly interactive holistic framework that seeks to provide education related to all aspects of hearing loss. Traditional aural rehabilitation programs generally focus on audiograms, amplification and communication strategies. The program includes these subjects but also spends considerable time presenting important information regarding assertiveness skills, self esteem, the emotional impact including grieving, and how hearing loss affects relationships. These additional topics support a well rounded education regarding the impact of hearing loss and how to live with it in a positive and effective manner.

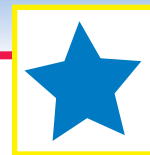
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111 EMR/EHR "Showcase"

Moderator: Douglas Goldstein;
Participating companies: AllMeds; Greenway and Nextgen

Picking the right EMR system can make or break your practice's success. But don't worry, AOA-25's to the rescue. This "SHOWCASE" will take you step by step through the process of finding the right EMR for your practice's needs. It's EMR matchmaking made easy.

Friday, September 14, 2007

10:45 a.m. – Noon

200 Megapractices – CEO/CFO Forum

Moderator: George E. Smaistrle, Jr.

This new course is specifically targeted for academic, multi-specialty or private practice administrators who have supervisors, managers and directors reporting to them for all of the day-to-day functions of their very large practice. Prior to the conference a survey will be sent to those administrators enrolled in the course to solicit topics of interest so that the content is relevant and focused. Some possible topics: Manager Training and Development; Strategic Planning and Analysis; Staying in touch with patients and front line staff; etc.

201 Coding Principles 101

Deborah Grider

Have you recently inherited a shocking A/R? A letter from the insurance company asking for money back on all scopes performed for the past two years? Found charges for the past six months that were never keyed? Discovered no pay EOB's in a file cabinet dating back past two years? All of this and it's just your first week on the job! Sound familiar? Learn the basics of coding in an otolaryngology practice to help you turn those denials into money,

reduce the A/R and prevent it from growing in the future, find out coding strategies to help your claims get paid correctly the first time, and familiarize yourself with the fundamentals of coding for otolaryngology.

202 A Wave of the Future: HSA/HRAs

Keith Solinsky

The rapid onset of consumer choice models coupled with high deductible insurance plans give patients more control over their health care spending. Consumer-driven health plans will compel you to amend billing and collection policies for payment of services, forcing you to deal with patients who want to negotiate your fees and those who will hesitate to get the care that they need due to the out-of-pocket expense. This session explains the fundamentals and unique characteristics of various plans and provides ideas for establishing policies and procedures for billing and collections in these new models.

203 Coming to our Senses in the Workplace: How the Generational Differences Shape our Choices

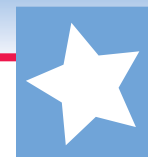
Laura Maxwell

Are you looking for ways to create a more harmonious work environment? Come to your senses and explore how generational differences give us the opportunity to make choices to positively impact productivity and morale. Find answers to questions like "Why does my new nurse seem so bored?"; "How dare that Resident have a life outside of work and studies?"; "Why won't the boss be a little more receptive to new ideas?" and "Don't our older patients just realize that it's not 'the good old days' anymore?". Neither wrong nor right, individuals from each generation have distinctly different values and attitudes. With insight and awareness, one can learn to embrace the differences and

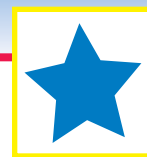




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integrate them into successful practices for your staff, providers and patients.

204 Managing and Strengthening Your Compliance Program Elizabeth Skinner

This session is intended for administrators of larger clinics or clinics with well established compliance programs. The seven critical elements of a compliance program will be reviewed as they relate to some of the latest developments in compliance topics and issues. Health care laws and regulations governing compliance issues faced by clinics will be reviewed and recommendations will be provided for key tactics and actions that strengthen compliance initiatives.

2:00 p.m. - 3:15 p.m.

205 75 Minutes on ENT Modifiers

Deborah Grider

75 Minutes is a session that is information packed with the specifics you need to report services—and be paid correctly the first time. Modifiers are the essential tools in the coding process enhancing some codes, explaining details and indicating exceptions to rules in other settings. Used to report services in the office and surgical settings, modifiers can impact payment.

During this session, you'll see how modifiers clarify the reporting of otolaryngology services. You'll see nuanced usage. How payers interpret or misinterpret modifiers are discussed, along with appeal strategies. Join us!

206 Avoid Top 10 Employment Law Mistakes

Tricia Kinney

Several key areas where physician practices run afoul of their legal obligation can be easily corrected with the right guidance. We will provide some tips to avoid

such common pitfalls as:

- ❑ Employee Handbook: Gathering dust or an effective tool
- ❑ The Employer Who Cried Wolf: Under reacting to complaints of discrimination or harassment
- ❑ The Dating Game: Ignoring problem relationships in the workplace
- ❑ The Retaliation Trap: Walking into potential claims
- ❑ Wage and Hour Practices: Demystifying the rules
- ❑ Release agreements: Current and Enforceable?
- ❑ Confidentiality: Putting an end to the office buzz.

207 Starting a Clinical Research Profit Center- A Roadmap for a New Profit Center JoAnn LoForti

Starting a Clinical Research Profit Center" will cover the pros and cons of clinical trials in an otolaryngology practice. This informational presentation is formatted in a practical 'how to' fashion covering all aspects of developing a successful and new profit center within your practice. Topics include staffing, regulatory issues, space design and the business of networking with pharmaceutical sponsors.

208 How to Be an Accounts Receivable Genius Karen Zupko

No manager in their right mind wants to be anything less than brilliant when it comes to the AR. Great collection results, after all, earn you positive attention from the physicians, while cash flow shortages attract negative attention.

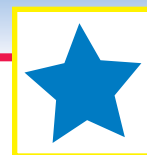
Attend this session and get your Genius-Batteries recharged and renewed. Return to your office with new insights, new tools and new motivators. You'll leave with a plan to get the doctors a nice year end bonus—and hopefully one for yourself too!



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3:45 p.m. – 5:00 p.m.

209 Leading into the Future – How Do I Strengthen My Skills? Jennifer O'Brien

Accomplishing practice goals and carrying out the organizational mission through effective staff leadership is one of the greatest challenges an administrator faces today.

Sometimes, it just seems easier to look at a spreadsheet or CPT frequency report than 'deal with' employees and their need for development. New and seasoned administrators alike find themselves at a loss when facing employee issues, performance management, and communication.

This lively and interactive session will explore the myths and methods of: delegation, providing feedback, developing employee productivity, motivating people and communication, all the while reinforcing your role as a contemporary leader within your practice organization

210 Harassment and Awareness Training Keith Solinsky

When the word "harassment" is tossed around, usually "sexual harassment" comes to mind. However, harassment in the workplace can encompass much more than that.

Hostile work environment harassment occurs when unwelcome comments or conduct based on sex, race or other legally protected characteristics unreasonably interferes with an employee's work performance or creates an intimidating, hostile or offensive work environment. Anyone in the workplace might commit this type of harassment – a physician, management official, co-worker, or non-employee, such as a contractor, vendor or patient.

Employers are obligated to train their staff on harassment awareness, yet it is a legal

obligation that is often ignored—until an incident occurs.

Participants of this session will glean the following:

- Gain a refined and expanded definition of harassment
- Learn their responsibilities for implementing policies and procedures for reporting incidents of harassment
- Attain an appreciation for the exposure to risk for falling short of employee obligations
- Expand ideas and obtain resources for scheduling harassment awareness training programs.

211 CPT Debate

Moderator: Bob White;

Panelists: Deborah Grider, Barbara Cobuzzi, Teresa Thompson and Kathi Flaherty

Join a panel of experts as they engage in an open debate of coding questions that have eluded a consensus as to proper coding. This promises to be a very lively discussion as the panel will engage in an open debate in an effort to resolve many coding questions that have resulted in conflicting advice as to proper coding including: bundling, correct order, correlating ICD-9 and CPT codes correctly, reimbursement and appeals. Following the panel discussion the moderator will open to the floor for a question and answer session.

212 Incorporating Nurse Practitioners and Physician Assistants in Otolaryngology Practice Deb McGrath

This session focuses on the use of nurse practitioner and physician assistant providers in a clinical practice. The differences and similarities among the two provider types are explored as well as how this type of provider can enhance and improve the practice already in place. Topics include (1) description of nurse

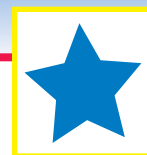




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practitioner/physician assistant roles, (2) description of the similarities and differences between the two professions, (3) discussion of laws and regulations affecting practice, (4) reimbursement issues surrounding nurse practitioners and physician assistants (5) enhancing patient outcomes through nurse practitioner and physician assistant practice.

Saturday, September 15, 2007

9:00 a.m. – 10:15 a.m.

301 Take the EEEK! Out of Public Speaking Bob Wells

You're making a presentation. Now what? Well, take control and enjoy it! In this "hands-on" session, you will learn tools, procedures and experiences for conquering stage fright. Participants will learn the actor's approach to letting go of fear and how to really enjoy being in front of groups. Practical exercises, valuable research, and *some simple tricks* will be presented to help participants change dread of the stage into how to relax and enjoy the experience. And it's fun - that's a promise

302 Working with Family: Is It Working? Jennifer O'Brien

Physician spouses and other family members working in the practice is very common in Otolaryngology. The range of success (and disaster) is vast. In some cases working with family is essential to accomplishing practice goals and carrying out the organizational mission, in others it is detrimental.

- Are you a spouse administrator or nurse?
- Do you work in a practice that involves physicians who are married or otherwise related to each other?

- Are you an administrator, unrelated to the physician but having to manage an employee who *is* related to one or more of the doctors?
- Is there a consideration to employ one or more physician relatives in your situation?

If the answer to any of these questions is yes, plan on attending this session. We will explore the complicated and delicate nature of familial relations in the practice.

303 Strategic Plan – Model and Application Owen Dahl

Strategic planning will be the survival mechanism for the medical practice of the future. External events including actions here in Washington and in your home states as well as local with your hospital and other physicians require awareness and a plan to respond. In addition, there are internal issues leading to quality outcomes for all patients and pay for performance. How your practice prepares to meet these issues evolve around a strategic plan. We will review the components of a plan, put forth a format for implementation in your practice as well as review matters of importance to your ongoing success.

304 Why Invest in Real Estate? Sidney Welch and Lee Eastwood

Physicians & Real Estate: Landlords, Tenants, Developers & Partners Explore the business and legal implications for physicians in the world of real estate:

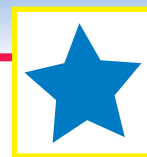
- To Rent or Own - That is the Question
- As a Tenant: Finding Space, Negotiating the Deal: and Finalizing the Lease
- Wearing the Landlord Hat
- Real Estate as an Investment



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Post Conference Symposium

1:30 p.m. - 2:30 p.m.

PC1 A Natural Disaster Can Happen at Any Time, Are you Ready? Owen Dahl

Preparation and continuity are vital in the event of a disaster. Disasters are becoming more common including both man-made and acts of nature. The issues for the practice include preparation, response during, and following. These require planning and awareness for patient care, employee and family support, and business continuity. This presentation will address all of the above based upon experience from Katrina and interaction and practice planning for terrorism, pandemic flu, and other natural disasters.

PC2 Negotiating Managed Care Contracts Patrice Deleo, MBA, COPM and George E. Smaistrila, Jr.

The strategies used to successfully negotiate contracts with third party payors will be discussed. Come listen to tips and tactics that will help you increase your knowledge of these plans and ultimately increase your leverage. Learn the value of educating your local legislators and state government about the inequities in the contracting process in your state. We'll also review development of rate proposals and rate comparisons.

2:30 p.m. – 3:30 p.m.

PC3 Coming to our Senses in the Workplace: How the Generational Differences Shape our Choices

Laura Maxwell

Are you looking for ways to create a more harmonious work environment? Come to your senses and explore how generational

differences give us the opportunity to make choices to positively impact productivity and morale. Find answers to questions like “Why does my new nurse seem so bored?”; “How dare that Resident have a life outside of work and studies?”; “Why won't the boss be a little more receptive to new ideas?” and “Don't our older patients just realize that it's not ‘the good old days’ anymore?”. Neither wrong nor right, individuals from each generation have distinctly different values and attitudes. With insight and awareness, one can learn to embrace the differences and integrate them into successful practices for your staff, providers and patients.

PC4 Physician /medical practice pension and tax deferral plans –James Benson and David Jones

As leaders in Otolaryngology practices one of the most critical measures of success is improvement of return on shareholder investment. Often overlooked with the significant focus on reduced overhead and increased sales, is the development of effective executive compensation and retirement plans. By taking advantage of Defined Compensation, Differed Compensation Plans, and Defined Benefit Plans medical practices can significantly reduce tax burdens on shareholders and highly compensated employees while at the same time, offering a competitive benefit package for staff members. This presentation will outline the benefits of effectively developed compensation and retirement plans, familiarize participants with different types of income deferral and retirement plans, and outline the process for moving forward with the various options.

