

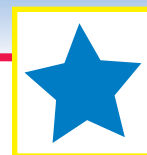
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

CONFERENCE SCHEDULE

WEDNESDAY, SEPTEMBER 12, 2007

7:30 a.m. - 7:00 p.m.
8:00 a.m. - 11:00 a.m.
8:00 a.m. - 12 Noon
8:00 a.m. - 12 Noon
11:00 a.m. - 12:15 p.m.

Registration

COPM Board Meeting

COPM Testing

AOA Marketplace Set-up

Early Bird Seminars

EB#1: All Profits Rise! ENTOvation has been declared as the emerging Business Model for the next 50 years!

Susan Good, PhD

EB#2: CT imaging in the Office – Accreditation provides an 'official stamp of approval' for insurance reimbursement.

Jolene Eicher

12 Noon - 1:00 p.m.
12 Noon - 1:00 p.m.
1:00 p.m. - 2:00 p.m.
1:00 p.m. - 4:00 p.m.
1:00 p.m. - 2:15 p.m.

Regional Coordinators Meeting/Lunch

Audit/Finance Committee Meeting/Lunch

Practice Management Committee

AOA Marketplace Opens

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

1:00 p.m. - 2:15 p.m.

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

Bill Rust

EB#4: Auditing the Audiology Department

Bill Lavinder

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

Membership Committee

2:15 p.m. - 3:30 p.m.

EB#5: Are You in Denial?

Robert F. Van Dyke and Jeremy Tuterow

EB#6: Basic Hearing Healthcare and Services

Mike Reha and Micheal Metz, PhD

3:00 p.m. - 4:00 p.m.

Communication Committee

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.

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

Caroline Stewart

4:00 p.m. - 5:00 p.m.

Leadership Council Meeting

5:00 p.m. - 6:00 p.m.

COPM Reception
(by invitation only)

6:00 p.m. - 7:30 p.m.

Welcome to Washington DC Reception



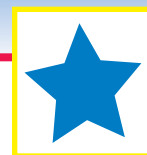
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

CONFERENCE SCHEDULE

THURSDAY, SEPTEMBER 13, 2007

Practice Management Breakfast Invitation

Greetings AOA Members,
Please accept my personal invitation to join me for the Practice Committee breakfast on Thursday, September 14, 2007 at 8:00 am. Greet and meet other AOA members involved in AOA Practice Management. We need your expertise and we are sure that you will find an area in which you could volunteer some of your time. Breakfast will be available – please join us!

Kelly Ladd, COPM
Practice Management Chair

7:30 a.m. - 5:00 p.m.

Registration

8:00 a.m. - 9:00 a.m.

First Time Attendee Orientation Breakfast

8:00 a.m. - 9:00 a.m.

Continental Breakfast / AOA Marketplace

8:00 a.m. - 9:00 a.m.

Practice Management Committee Breakfast

9:00 a.m. - 9:30 a.m.

Opening Ceremonies

9:30 a.m. - 10:45 a.m.

Patrick Connelly Founding Father Lecture: eHealthcare 20/20 – The Future of Medicine, Today

Douglas Goldstein

10:45 a.m. - 11:15 a.m.

Break/AOA Marketplace

11:15 a.m. - 12:30 p.m.

Concurrent Sessions

101: Civility at Work: 10 Reasons for a Kinder Workplace

Rhett Laubach

102: Making Your Practice Shine: Marketing Your Medical Practice

Camille Baxter

103: Easy as 1, 2, 3 Finance 101

Mark Benninghoff, COPM/Jeff Dudley

104: Taking the IT Leap, Coding and EMR

Jeannie Cagle

12:30 p.m. - 2:00 p.m.

Regional Luncheon Meetings

1:30 p.m. - 4:00 p.m.

AOA Marketplace

2:00 p.m. - 2:30 p.m.

Dessert/AOA Marketplace

2:30 p.m. - 3:45 p.m.

Concurrent Sessions

105: Why P4P Will Become the Future

Max Reibolt

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

Rhett Laubach

107: Creating REGEL Compliance Program

Moderator: Elizabeth Skinner

108: Coding and Reimbursement for the Non-Coding Manager

Betsy Nicoletti

3:45 p.m. - 5:00 p.m.

Concurrent Sessions

109: Academic Forum

Danielle DeMaio-DeAngelis, COPM

110: Hearing Loss Does TOO Hurt! The Kooser Program

Cathy Kooser

111: EMR Showcase

Moderator: Douglas Goldstein

Participating companies: AllMeds; Greenway and Nextgen

A Night at the Daughters of the American Revolution Museum

6:30 p.m. - 9:30 p.m.

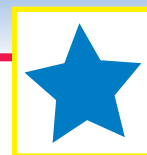
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

CONFERENCE SCHEDULE

FRIDAY, SEPTEMBER 14, 2007

7:30 a.m. - 5:00 p.m.

Registration

8:00 a.m. - 9:00 a.m.

Continental Breakfast / AOA Marketplace

8:00 a.m. - 9:00 a.m.

Communication Committee Breakfast

8:00 a.m. - 12 Noon

AOA Marketplace

9:00 a.m. - 10:15 a.m.

General Session: 25 Years of Success and Counting!

Karen Zupko

10:15 a.m. - 10:45 a.m.

Break/AOA Marketplace

10:45 a.m. - 12 Noon

Concurrent Sessions

200: Megapractices: A Large Group CEO/CFO Forum

George Smaistrla

201: Coding Principles 101

Deborah Grider

202: A Wave of the Future: HSA/HRAs

Keith Solinsky

203: Coming to our Senses in the Workplace:

How the Generational Differences Shape our Choices

Laura Maxwell

204: Managing and Strengthening Your Compliance Program – Panel Discussion

Elizabeth Skinner

12 Noon - 1:30 p.m.

Presidential Luncheon

1:30 p.m. - 1:45 p.m.

Elections

1:30 p.m. - 4:00 p.m.

AOA Marketplace

1:45 p.m. - 3:00 p.m.

Concurrent Sessions

205: 75 Minutes of Modifiers

Deborah Grider

206: Avoid Top 10 Employment Law Mistakes

Tricia Kinney

207: Starting a Clinical Research Profit Center – A Roadmap for a New Profit Center

JoAnn Loforti

208: How to be an AR Genius

Karen Zupko

3:00 p.m. - 3:30 p.m.

Break/AOA Marketplace/Market Scavenger Hunt Drawings

3:30 p.m. - 4:45 p.m.

Concurrent Sessions

209: Leading into the Future How Do I Strengthen My Skills?

Jennifer O'Brien

210: Do you Know the Golden Rule? Harassment Awareness & Prevention Training

Keith Solinsky

211: CPT Debate: Coding Panel Discussion

Moderator: Robert White; Panelists: *Deborah Grider; Barbara Cobuzzi; Teresa Thompson and Kathi Flaherty*

212: Incorporating Nurse Practitioners and Physician Assistants in Otolaryngology Practice

Debra McGrath

5:00 p.m. - 6:00 p.m.

Past President's Council Reception (by invitation only)

9:30 p.m. - 11:00 p.m.

Champagne and Chocolate Reception

Communications Breakfast Invitation

Greetings AOA Members,

Please accept this informal but personal invitation to join me for the Communications Committee breakfast on Friday, September 14, 2007 at 8:00 a.m. Greet and meet other AOA members involved in AOA Communications. You might find an area of Communications in which you could volunteer some of your time and expertise. Breakfast will be available – grab a danish and join us!

Jolene Eicher
Communications Chair
Past President



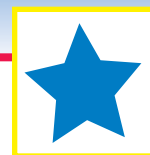
2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

CONFERENCE SCHEDULE

SATURDAY, SEPTEMBER 15, 2007

7:30 a.m. - 2:00 p.m.

Registration

8:00 a.m. - 9:00 a.m.

Networking Continental Breakfast

8:00 a.m. - 9:00 a.m.

By-Laws Committee

9:00 a.m. - 10:15 a.m.

Concurrent Sessions

301: Take the EEEK! Out of Public Speaking *Bob Wells*

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

303: Strategic Planning *Owen Dahl*

304: Why Invest in Real Estate? *Sidney Welch / Lee Eastwood*

10:15 a.m. - 10:30 a.m.

Break

10:30 a.m. - 11:45 a.m.

General Session

Whose Team Is It Anyway? *Bob Wells & Dave Johnson*

12 Noon - 1:30 p.m.

Closing Luncheon & 2008 Chicago Preview

1:30 p.m. - 1:45 p.m.

Break

1:45 p.m. - 2:15 p.m.

Regional Coordinators Orientation

1:45 p.m. - 2:45 p.m.

Post-Conference Symposium

1:45 p.m. - 2:45 p.m.

PC1: A Natural Disaster Can Happen at Any Time, Are You Ready? How to Prepare for a Disaster *Owen Dahl*

1:45 p.m. - 2:45 p.m.

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

2:45 p.m. - 3:45 p.m.

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

2:45 p.m. - 3:45 p.m.

PC4: Physician /Medical Practice Ppension and Tax Deferral Plans
James Benson and David Jones

2:15 p.m. - 3:40 p.m.

Orientation Session

Executive Committee, Leadership Committee and Regional Coordinators

See you next year
in Chicago!

