



ASSOCIATION OF  
OTOLARYNGOLOGY  
ADMINISTRATORS



# 25th ANNUAL EDUCATIONAL CONFERENCE!

SEPTEMBER 12-15, 2007

JW MARRIOTT

Pennsylvania Avenue

Washington, DC



# SCHEDULE AT A GLANCE

Wednesday	Personal & Professional Development	Practice Management/ Operations	Financial	Human Resources	Coding	Ancillary Operations & Academic
11:00-12:15 1:00-2:15		<b>EB#3</b> AllMeds				<b>EB#1</b> NuEar; <b>EB#2</b> Xoran <b>EB#4</b> AHAA
2:15-3:30		<b>CS#1</b> Don't Reinvent the Wheel				
3:30-4:45		<b>EB#5</b> RealMed <b>EB#7</b> Perceptronics Medical <b>EB#8</b> Televox				<b>EB#6</b> Epic Hearing
Thursday						
9:30-10:45	<b>GS</b> Are You Ready - Ehealthcare 20/20 - The Future of Medicine, Today					
11:15-12:30	<b>101</b> Civility at Work 10 Reasons for a Kinder Workplace	<b>102</b> Making Your Practice Shine, Marketing your Medical Practice	<b>103</b> Easy as 1,2,3 Finance 101		<b>104</b> Taking the IT Leap - Coding and EMR	
2:30-3:45		<b>107</b> Creating a REGEL Compliance Program	<b>105</b> Why P4P will Become the Future for all Practices	<b>106</b> The Power of the Pow-Wow: Adding Substance and Productivity to your Employee Evaluation Process	<b>108</b> Coding & Reimbursement for the Non-Coding Manager	
3:45-5:00	<b>110</b> Hearing Loss Does TOO Hurt!	<b>111</b> EMR Showcase				<b>109</b> Academic Forums
Friday						
9:00-10:15	<b>GS</b> 25 Years of Success and Counting!					
10:45-12:00	<b>203</b> Coming to Our Senses in the Workplace: How the Generational Differences Shape our Choices	<b>204</b> Managing and Strengthening your Compliance Program	<b>200</b> Megapractices CEO/CFO Forum	<b>202</b> A Wave of the Future HSA/HRAs	<b>201</b> Coding Principals 101	
1:45-3:00		<b>207</b> Starting a Clinical Research Profit Center - A Roadmap for a New Profit Center	<b>208</b> How to be an AR Genius	<b>206</b> Avoid Top Ten Employment Law Mistakes	<b>205</b> 75 Minutes of Modifiers	
3:30-4:45	<b>209</b> Leading into the Future: How do I Strengthen My Skills.	<b>212</b> Should we add a Mid-Level Provider? When, Who and How		<b>210</b> Do you know the Golden Rule? Harassment Awareness & Prevention Training	<b>211</b> Are You Smarter than CCI? Coding Panel Discussion	<b>212</b> Should we add a Mid-Level Provider? When, Who and How
Saturday						
9:00-10:15	<b>301</b> Take the EEEK! Out of Public Speaking	<b>303</b> Think Business, Strategic Plan - Model and Application	<b>304</b> Why Invest in RealEstate?			
	<b>302</b> Working with Family - Is it working?					
10:30-11:45	<b>GS</b> Whose Team is it Anyways? Quiz Show					
1:45-2:45	<b>PC1</b> A Natural Disaster Can Happen at anytime, ARE YOU READY?	<b>PC2</b> Negotiating Managed Care Contracts				
2:45-3:45	<b>PC3</b> Coming to Our Senses in the Workplace: How the Generational differences Shape our Choices	<b>PC4</b> Executive Compensation and Company Retirement Plans				

# 2007 AOA Annual Educational Conference

## CONFERENCE OVERVIEW

The AOA's 2007 educational conference is the leading event for everyone involved in otolaryngology practice management. With over 30 sessions, keynote speakers, new post-conference symposium, seven educational tracks and numerous early bird sessions, AOA Marketplace, and attendees from around the country, it is the one conference that you can't afford to miss.

Speakers in the numerous educational sessions will help you to explore the best practices and cutting-edge ideas and techniques in practice management. You'll find topics you will relate to in sessions led by the best speakers in our industry.

You'll meet practice management professionals from around the country. Networking activities are scheduled to connect you with people who share your interests and challenges. By sharing ideas and discussing challenges with colleagues, you can gain new insight and discover solutions. The contacts and friendships you make can help you personally and professionally.

At the AOA Marketplace, you will connect with over 30 companies. You'll see the latest products and services, along with proven solutions. The marketplace will be filled with ideas, products, and strategies to keep you one step ahead.



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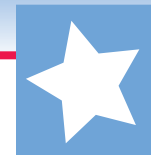
**JOIN YOUR COLLEAGUES AT THE  
PREMIER CONFERENCE DEDICATED TO  
OTOLARYNGOLOGY PRACTICE MANAGEMENT**



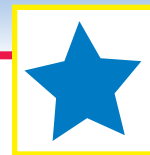
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## WHAT'S NEW!

This year's annual educational conference will provide you with unprecedented opportunities to meet and learn from the movers and shakers of the field, discover new tools to help you lead your practice, and enjoy more opportunities to network with those who share your interests.

### AOAmbassador Program

AOAmbassadors are seasoned conference attendees who will connect with first time attendees at the Welcome to Washington reception.

☆ **Attention first time attendees!** Participate in the program and you will have a connection when you arrive at the conference who can introduce you to a network of other attendees. Check the appropriate box on the registration form to participate.

☆ **Attention returning attendees!** If you would like to volunteer to be an AOAmbassador, check the box on the registration form. More information will be distributed in August.

### A Conference Within a Conference

#### *The Post Conference Symposium*

is presented by AOA members and speakers from the conference. The post-conference symposium is open to conference attendees and their physicians. No additional fees are required but preregistration is required as space is limited.

### Look for New Speakers and New Topics

We've been listening! Based on past attendee surveys, we are offering new topics and speakers at this year's Annual Educational Conference.

### Cyber Café

Let technology help you stay in touch with friends, family and your business during the AOA Annual Educational Conference. For the first time ever, AOA attendees can participate in the annual meeting knowing they can easily keep up with business activities or news from home by visiting the *Cyber Cafe*.

At the *Cyber Cafe*, meeting attendees can check email throughout the day (not just at night when they're too tired to respond), display a web site or meet with colleagues to exchange information found on the Internet.

### COPM Study Group -

NEW AND IMPROVED!

The formalized program for the COPM Study Group will convene on Tuesday evening before the test to review for the COPM Examination on Wednesday morning.

### Registration and Housing -

NEW AND IMPROVED!

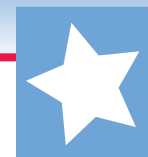
The AOA is only accepting registration and housing reservations online. Go to [www.oto-online.org](http://www.oto-online.org) and click on the meeting photo. You must register for the meeting and housing separately. Save money by registering early!



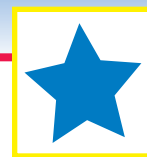
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## President's Invitation

Dear Members,

Greetings and best wishes for the Association's 25<sup>th</sup> Anniversary! AOA-25 will be a conference to remember for excellence in its education program, networking opportunities, social events and ceremony.

This year's conference will be at the JW Marriott on historic Pennsylvania Avenue in Washington, DC. The location and amenities of the hotel will serve as an uplifting backdrop for the AOA's premiere event.

The program kicks off with the Early Bird educational programs on Wednesday and goes through to the first physician-administrators postconference symposium on Saturday afternoon. The educational program is packed with course offerings for the new practice manager, private and academic practices, to Chief Executive officers of large to mega practices. The program chair, Karen Boyd, with the Program Committee, has done an outstand-

ing job of creating a calendar of social events for AOA-25 that reflects the theme of celebration of history, accomplishments and potential for continued excellence in the field of otolaryngology practice management.

This year the Thursday night event takes us to The Daughters of the American Revolution museum. This museum simply speaks Washington DC and offers a beautiful setting for tours of history, networking and reminiscing of AOA's history with new and long time friends. On Friday night after your return from dinner, a night of sightseeing, or the theater, stop in for the AOA's "Champagne & Chocolate Reception" for your evening finale. The reception is an ideal event for you to bring your physician and an opportunity to meet fellow AOA friends.

A great deal of what the AOA is able to offer in education and social events at the annual meeting are the result of vendor/sponsor



Alan Christman  
President

support participation in our conference. I thank them on behalf of the AOA and ask each of you to visit them at their booths during the meeting, in your practices and on the website to express your gratitude for their support.

I look forward to welcoming you to AOA-25.

Alan Christman  
AOA President

## Program Chair Message

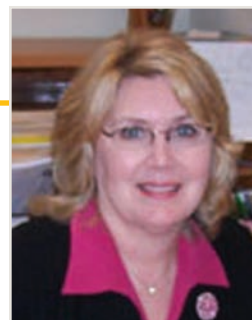
Welcome!

AOA 25 and Washington, DC are the perfect combination to help us to celebrate the past, experience the present and to plan for the future in otolaryngology office management. Historically, the annual meeting serves as a great opportunity for learning and networking and this year's annual meeting will be the best ever! The Program Committee has expanded in new ways to ensure that we accomplish educational and networking goals.

Whether you are traveling to Washington by car, train or air, you will find accessing "the District" extremely easy with its ideal mid-Atlantic location and comprehensive air service. Plan to arrive in DC early on

Wednesday and to attend the Early Bird Sessions and the Opening Reception. This year's evening- out event, *A Night at the Daughter's of the American Revolution Museum* will be held on Thursday evening. Another exciting networking opportunity will be Friday evening's "Champagne and Chocolate Reception" to top off your night out at the theater, sightseeing or dinner. We have also added a special new feature to this year's program, providing post-conference sessions for administrators and their physicians on Saturday afternoon.

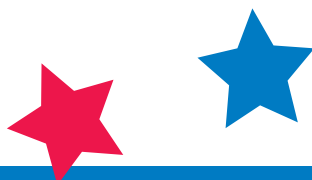
I would like to thank our sponsors and vendors for their support. As a result of their willingness to invest in our organization's annual meeting, we are able to continue to provide quality educational sessions, as well as additional benefits for our members. The Program Committee would also like to thank the AOA Office and Leadership Council for all of the



Karen Boyd  
Program Chair

support and dedication they provided throughout the year for the program. Our vision is that all who attend will leave with renewed energy, capacity and resolve to make a positive contribution toward meeting the challenges of our time. We look forward to seeing you in our nation's capital.

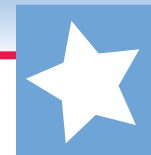
Karen Boyd, COPM  
AOA-25 Program Chair



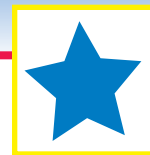
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Doug Goldstein  
Keynote Speaker



Karen Zupko  
Keynote Speaker



Bob Wells  
Keynote Speaker

## Meet Your Speakers

### KEYNOTES!

**Douglas Goldstein** is a globally recognized healthcare strategist, author, entrepreneur and “e-Futurist” focused on how electronic and emerging technologies can improve health and medical products and services today and tomorrow. He is a sought after keynote speaker and author of the recent publications *Medical Informatics 20/20 – Quality and EHRs through Collaboration, Open Solutions and Innovation*.

**Karen Zupko** is a seasoned, senior advisor who has been helping physicians navigate the waters of America’s health-care system since 1974. Her perspective stems from more than 25 years of consulting, coaching, and training experience with physicians and those who manage them.

**Bob Wells** is a theatrical producer, director, actor, choreographer, writer and teacher, and has worked with the area’s major performing arts organizations, including the Denver Center for the Performing Arts, Central City Opera, the Colorado Symphony and the Colorado Children’s Chorale. He is the owner of Chicken Lips Comedy Theater; Denver’s original and acclaimed improv-based theater and has co-hosted *Chicken Lips on the Air!* for the last five years.

### NEW SPEAKERS AT THE AOA CONFERENCE

**Jeannie Cagle, RN, CCP**, a Senior Consultant of The Coker Group, has more than 22 years experience in clinical health care working in a variety of settings including both adult and pediatric nursing. Beyond her clinical experience, she has served as a personnel management and human resource specialist. Ms. Cagle is a strong educator and instructor in a variety of areas.

**Owen Dahl, MBA** is owner and president of Dahl Consulting, Woodlands, TX. As a consultant for physician practices in all specialties, Owen does presentations, publishing, and works with the Community Oncology Alliance in its lobbying efforts in DC.

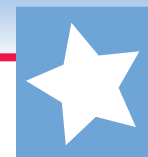
**Lee Eastwood** has 25 years of experience leasing both medical and office buildings in Atlanta. She has leased more than 4 million square feet. She understands the nuances of medical leases and tenant improvements and space requirements unique to the medical field.

**Deborah Grider, CPC, CPC-H, CPC-P, CCS-P, EMS** has over 30 years of healthcare industry experience in the clinical setting, as a practice administrator as well as educator. Deborah Grider is a Certified Professional Coder (CPC), a Certified Professional Coder-hospital (CPC-H) a Certified Professional Coder-Payer (CPC-P), an E/M specialist with the American Academy of Professional Coders, and a Certified Coding Specialist-Physician (CCS-P) with the American Health Information Management Association.

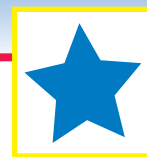
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## NEW SPEAKERS *continued*

**David Jones** is a registered principal with FSC Securities Corporation. Utilizing his background and expertise in qualified-plans, David now specializes in working with deferred compensation plans & defined benefit plans for highly compensated individuals. Currently, David owns and operates D & G Advisory Group, his own investment advisory firm, utilizing FSC Securities Corporation as the broker/dealer, which is a wholly owned subsidiary of Sun America Company, member NASD, SIPC. "To whom much is given, much is required."

**Ross Kerr, DDS, MSD** received his DDS from McGill University in Montreal, Canada, and his MSD and certificate in Oral Medicine at the University of Washington. He is a Clinical Associate Professor in the Department of Oral and Maxillofacial Pathology, Radiology and Medicine at New York University College of Dentistry where he is the Director of the Oral Mucosal Disease Service. He is the Diplomat of the American Board of Oral Medicine, and Immediate Past Chair of the Oral Cancer Consortium.

**Tricia Kinney** is a partner in the Powell & Goldstein firm's national labor and employment practice. Tricia Kinney represents corporate management in matters related to employment relationships. She regularly litigates charges and claims of discrimination, harassment and retaliation as well as wage and hour disputes, claims arising under the Family and Medical Leave Act and state law employment tort and privacy claims.

**Cathy Kooser** is a licensed social worker, who with a severe hearing loss herself, specializes in working with the hard of hearing population. She has developed and teaches a two-day aural rehabilitation program to help people effectively manage their hearing loss.

**Laura Maxwell** is a Human Resources professional with the University of Pittsburgh Medical Center (UPMC). As a facilitator, trainer and consultant, she explores the trends that impact management skills development and interpersonal communication. Her personal experience combined with her educational and professional background in nursing, health care management and counseling psychology result in a delivery of the topic with unique insight and humor.

**Debra McGrath** focuses primarily on clinical information technology. Her areas of expertise include federally qualified and community health centers, nurse practitioner practices, patient data collection, warehousing and reporting, handheld and wireless technologies, and clinical outcomes research.

**Mike Metz** has been practicing audiology for almost 40 years. He is currently an adjunct (clinical) faculty in the department of ORL/HNS at the University of California-Irvine. He has taught at both the undergraduate and the graduate levels. He has owned his own practice for over 30 years and consults to various industries.

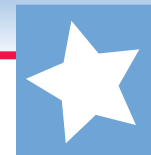
**Betsy Nicoletti** is the author of the upcoming book *The Field Guide to Physician Coding* and the *2006 Physician Auditing Workbook*, published by DecisionHealth. She has over 20 years experience in physician practice management.

**Mike Reha** is Director of Operations at EPIC (Ear Professional International Corp) a ENT network provider of practice management programs, purchasing systems and national marketing plans for the past five years. Mike oversees operations, including billing and collection processes, vendor relations, and marketing.

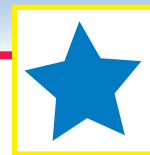
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## NEW SPEAKERS *continued*

**Max Reiboldt**, CEO and Managing Partner of the Coker Group, has total oversight of the firm. From a consulting perspective, he works with providers to improve financial operations, develop and implement compensation systems, and institute profitable service lines. His expertise encompasses governance analysis and design, strategic planning, and financial performance.

**Elizabeth Skinner** has over fourteen years of clinical and management experience and ten years experience as an attorney. Prior to joining Trillium, Elizabeth specialized in compliance, risk management and medical malpractice defense litigation. Elizabeth offers Trillium's clients expertise in health care regulatory compliance, risk management, patient safety and medical documentation.

**Keith Solinsky** oversees the Coker Group's business operations as well as providing oversight of the practice management consulting. By coordinating and supervising most projects, Mr. Solinsky helps clients achieve improved operations, sound technology selection, and enhanced financial performance.

**Caroline Stewart** currently works as the Southeastern Medical Executive for TeleVox Software. Her arena of expertise is healthcare, helping private practices, large hospital organizations and enterprise facilities implement efficient and effective ways of incorporating advanced voice and data technology solutions.

**Jeremy Tuterow**, Director of Small Group Business, directs RealMed Corporation operations for all offices with less than 10 physicians nationally. Jeremy has more than a decade of front and back office management experience. In his current position he is responsible for all aspects of the client service cycle within the small group business market, including

sales, pricing approval, workflow consulting, implementation and relationship management.

**Rob Van Dyke**, Regional Vice President, directs RealMed Corporation operations in the MidAtlantic States. Rob has more than 20 years of senior leadership experience in health insurance, managed care, revenue cycle management, and provider reimbursement. Rob holds a B.A. in Government and Sociology from Georgetown University and a MHA in Finance from George Washington University.

**Sidney Welch**, whose expertise includes advising her clients on federal and state regulatory matters including the federal Anti-Kickback Statute, Stark II, the False Claims Act, privacy and security issues under the Health Insurance Portability & Accountability Act, state self-referrals, fee splitting and the corporate practice of medicine.

## RETURNING SPEAKERS

**Barbara J. Cobuzzi** is currently the president of CRN Healthcare Solutions, a medical consulting firm in Tinton Falls, NJ. She is also Director of Development for CRN-Institute the AAPC's e-Learning division. Barbara has earned her Certification as a Professional Coder (CPC), Professional Coder for hospital and outpatient services (CPC-H) and Professional Coder for Payers from the American Academy of Professional Coders (AAPC) and she is also a Certified Healthcare Compliance Consultant (CHCC) as earned from the Healthcare Compliance Resources (HCR).

**Rhett Laubach** is a full-time professional speaker/author, an active member of the Oklahoma and National Speakers Association and President of [YourNextSpeaker, L.L.C.](#) His programs are high energy, interactive and filled with



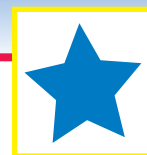
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## RETURNING SPEAKERS *continued*

educational leadership and life skills tools. Rhett presents 200 keynotes, workshops and seminars per year.

**Bill Lavinder** is the Senior Business Development Manager for the ENT Division of AHAA. Bill joined AHAA in April 2002 and leads AHAA's ENT Division. Bill graduated from Radford University with degrees in Speech Communication and Marketing. Bill has over 14 years experience in business development, most of which has been in the healthcare management field.

**Jennifer O'Brien** is a consultant who for close to 20 years has assisted physicians and clinical leaders throughout the country by providing strategic insights and practical advice. Jennifer has offered to help them manage change, improve performance, and build patient satisfaction.

**Bill Rust** has more than 27 years experience in health care practice and management. He has been CEO of AllMeds for seven years. Before joining AllMeds in 1998, he served for ten years as President and CEO of Preferred Health Partnership, Inc., later known as Cariten Health Care.

**Theresa Thompson, BS** Certified Professional Coder, Certified Multi-specialty Coding Specialist and Certified Compliance Consultant is the owner and principal of TM Consulting, a national medical consulting and management firm that specializes in coding, compliance, education and a wide range of consulting services to healthcare professionals. Ms. Thompson has over two decades experience.

## AOA MEMBER SPEAKERS

**Camille Baxter** is currently a Director, Practice and Business Development in the Department of Otolaryngology-HNS at the University of Illinois at Chicago. Camille is a Communications Professional with strong training design & facilitation, sales and marketing experience.

**Mark Benninghoff, COPM** is a Past President and lifetime member of AOA. In 2006, Mark was promoted to Executive Vice President of the University of Pittsburgh Medical Center (UPMC) Physician Services Division. He has achieved Certification in Otolaryngology Practice Management (COPM) with AOA and currently serves on the COPM Advisory Board.

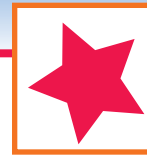
**James Benson** has been Practice Administrator and Board of Director for Northern Lights Clinic, Wisconsin since 2003. Benson worked in both the public and private sector overseeing the development of Consulting and Training Solutions.

**Danielle DeMaio-DeAngelis, COPM** Director of Operations at the Department of Otolaryngology – Head and Neck Surgery at Thomas Jefferson University has been in the healthcare field for 21 years. She has obtained her CPC (Certified Procedural Coder) and COPM (Certified Otolaryngology Practice Manager) certifications.

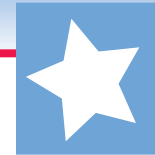
**Patrice DeLeo, MBA, COPM** is the Director of Business Development at ENT and Allergy Associates in New York. Patrice oversees both the managed care contracting and credentialing functions for her practice and has been engaged in negotiating over 10 group contracts in the last year.



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## AOA MEMBER SPEAKERS *continued*

**Jeff Dudley** currently serves as the Chief Executive Officer of Sacramento Ear, Nose and Throat Surgical and Medical Group, Inc. Mr. Dudley joined SacENT in December 2000, his first venture into healthcare. However, he brings over twenty years of experience in financial and operations management.

**Jolene Eicher** is a twenty-five year Practice Administrator for Commonwealth Ear, Nose & Throat in Louisville, Kentucky. Jolene is the current Past President of the AOA, Chair of the AOA Communications Committee and is a member of the Greater Louisville Medical Society managed care task force.

**Kathi Flaherty** has been a Certified Coder for 9 years and has worked in Healthcare for over 17 years. Kathi is presently the Revenue Manager for the Department of Otolaryngology at the University of Pittsburgh Physicians where she has worked along with the physicians and staff for over the last nine years.

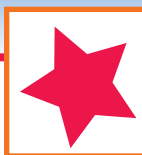
**JoAnn LoForti, RN** JoAnn LoForti, RN is the Executive Director of Operations for Central California Ear, Nose & Throat Medical Group (CCENT) a multi-specialty medical organization. Central California Clinical Research is a division of CCENT specializing in clinical trials for otolaryngology, asthma and allergy. Ms. LoForti is a Registered Nurse with over 20 years experience and has earned a Baccalaureate degree in Management and Organizational Development, and a Master of Science Degree in Health Care Administration.

**George E. Smaistrla, Jr.** is responsible for the day-to-day operations of a 25-provider otolaryngology and allergy practice in the Phoenix and Tucson metros area. He has over 15 years of experience of healthcare administration. He is a certified coder, receiving this credential in 1997. Mr. Smaistrla is a Fellow of the Healthcare Financial Management Association (HFMA) and also a Certified Medical Practice Executive (CMPE).

**Robert White** AOA Member Bob has been the Practice Administrator for Eastern ENT Sinus and Allergy Center in Goldsboro, NC, for eighteen years and has been a member of AOA and MGMA since 1991. He has served the AOA as Program Chair and Executive Committee Member At Large. He was one of the first to encourage the AOA to develop a coding discussion board.



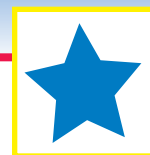
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## CONFERENCE SCHEDULE

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**



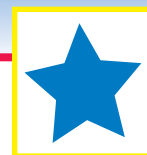
# 2007 AOA Annual Educational Conference



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## 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

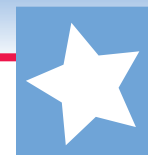
#### **A Night at the Daughters of the American Revolution Museum**

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

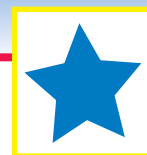
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## CONFERENCE SCHEDULE

FRIDAY, SEPTEMBER 14, 2007

### *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

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

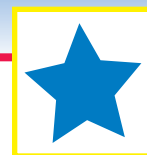
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## CONFERENCE SCHEDULE

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!



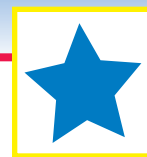
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## Networking and Social Events

At AOA-25, networking is in the spotlight with conference networking events, including the Welcoming Reception, Breakfasts, Lunches, and Breaks. You'll connect informally with colleagues, session leaders, and those colleagues that have years of experience to share.

### **COPM Reception**

**"for COPM designees".**

**Wednesday, September 12**

**5:00 p.m. – 6:00 p.m.**

By invitation only for COPM designees.

### **Welcome Reception**

**Wednesday, September 12**

**6:00 p.m. – 7:30 p.m.**

This special event is a great way to begin your conference experience. Meet with the AOA leadership and other members while enjoying a delightful array of appetizers and beverages. This reception is where new members will meet with their assigned AOA Ambassador, as well as a place for groups to gather before venturing out to the sights.

### **Regional Luncheons**

**Thursday, September 14, 2006**

**12:00 p.m. – 1:30 p.m.**

All members are requested to attend their regional meeting. Take advantage of this opportunity to meet with your regional area members for networking and to discuss topics pertinent only to your area.

### **Evening Out at the Daughters of the American Revolution Museum**

**Thursday, September 13**

**6:30 p.m. – 9:30 p.m.**

In keeping with the celebration of AOA's 25<sup>th</sup> Anniversary, this event will give you a true glimpse of Washington DC from the inside out. The DAR Museum was founded as a repository for family treasures. The

DAR Museum has grown into one of the foremost collections of American decorative arts made or used before the Industrial Revolution, including furniture, ceramics, pewter, glass, silver, textiles and paintings. The DAR library is also home to a vast collection of highly specialized American genealogical and historical publications. The Museum is composed of two exhibition galleries and 21 period rooms, which portray various scenes from the life in early America.

This spectacular DC evening will include heavy hors d'oeuvres, beverages, a music and dance area, tours and some fun surprises to keep you entertained. Located just six blocks from the conference hotel, the DAR Museum is within convenient walking distance. There will be a one bus shuttle for those with special requirements or those that don't desire to walk. After the event, DC is at your fingertips...so many restaurants, monuments, clubs to visit. Enjoy!!

This event is a separate ticket price.

### **Past President's Council Reception**

(By Invitation Only)

**Friday, September 14**

**5:00 p.m. – 6:00 p.m.**

A private reception will be held for all AOA past presidents.

### **Champagne and Chocolate**

**Friday, September 14**

**9:30 p.m. – 11:00 p.m.**

After an evening of enjoying a great Washington restaurant, shopping or sightseeing, come back to the JW Marriott and top off your free evening with champagne and chocolate! This decadent nightcap will certainly please the senses.



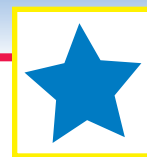
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## Conference Information

### AOA Marketplace

The AOA Marketplace is the place to meet and visit with over 30 top vendors in the industry. You will be able to view new products, new technology and meet representatives face to face. Past attendees have purchased products or systems that have tremendously impacted their offices and practices. All continental breakfasts and refreshment breaks will be served in the AOA Marketplace. On Friday, vendors will also give away prizes for attendees that have visited their booths. You must be present to win.

### Dress Code

The dress code for the annual educational conference is business-casual. Be comfortable while soaking up that new knowledge and meeting those new people who will be resources for you in the future. Don't forget a jacket or sweater — sometimes the temperature of the meeting rooms can be difficult to control. The dress code for the evening out – A Night at the Daughters of the American Revolution Museum – is Business Dress. Remember to choose carefully your dress shoes for the six-block walk to the museum.

### CERTIFIED OTOLARYNGOLOGY PRACTICE MANAGERS (COPM)

If you have been thinking about obtaining the COPM designation, complete your application and make plans to sit for the examination today. Become a member of this unique group of practice managers. All COPM materials are available on the website, [www.oto-online.org](http://www.oto-online.org).

#### ☆ COPM Study/Discussion Group Tuesday, 6:00 p.m. – 8:00 p.m.

This session will be open to all members registered to sit for the COPM Testing.

#### ☆ COPM Testing Wednesday, 8:00 a.m. – 11:00 a.m.-

Examinees sitting for the test must bring their registration materials with them to enter the exam.

### Cell Phone

We appreciate your understanding and respect for your colleagues and speakers by having your cell phones on vibrate or silent during all luncheons and sessions. Thank you.

### Elections

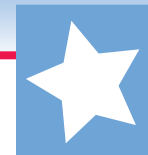
AOA Candidates for elected positions will speak briefly at the Presidential luncheon on Friday, September 14. All Elections will be held from 1:30 p.m. – 1:45 p.m., immediately following the Presidential Luncheon in the capitol ballroom foyer. All Active Primary and Secondary members are asked to cast their vote.



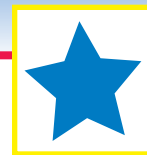
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## Conference Information

### SPECIAL DIETARY NEEDS

Please complete your special requirements on the registration form. Please advise your waiter of special dietary requirements.

### ADA NEEDS

If you have any special accommodations or dietary requests, please submit a written request to the AOA office at least two weeks in advance of the conference.

### CONTINUING EDUCATION CREDITS

This program has been designated for 14.0 CEU's (continuing education units) by the **Association of Otolaryngology Administrators**. One CEU is designated for each hour of programming. Forms and certificates of attendance are available at the registration desk when returning your evaluation at the end of the conference.

This program may qualify for continuing education credit for the **American College of Medical Practice Executives (ACMPE)**. To apply for ACMPE credit, submit the ACMPE generic credit hour form with a copy of this brochure. Credit hour forms will be available at the registration desk.

This program/publication/subscription/etc. has prior approval of the **American Academy of Professional Coders** for 1.5 Continuing Education Units for each of the following sessions: 103, 105, 107, 108, 109, 201, 204, 205, 208, 211.

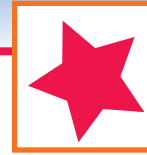
Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.

This program has been granted prior approval by the **American Association of Medical Assistants (AAMA)** for 14 Administrative CEUs (continuing educational units). Granting approval in no way constitutes endorsement by the AAMA of the program content or the program's sponsor.

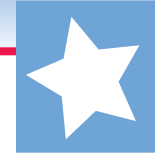
### Staying for the AAO-HNSF meeting?

- OTO-passes can be obtained by registering online through the AOA link.
- Bus schedule for the AAO-HNSF meeting will be available at the meeting.

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## AOA Marketplace

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We rely on the generous support of our Sponsors to provide the AOA membership with an outstanding Annual Educational Conference.

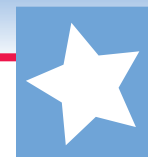
In turn, we rely on the AOA membership to become familiar with the outstanding products and services our Sponsors provide. When your business has a need – please remember the fine Sponsors of the AOA and give our Sponsors an opportunity to gain your trust and your business throughout the year.



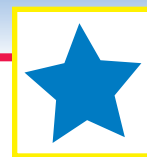
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## Early Bird Sessions

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!

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:

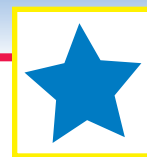
1. Determine if standards of practice, policies and procedures, and financial contribution of the Audiology department to the medical practice are aligned with industry standards.
2. Learn best practices that add to the profitability of the practice.
3. Use the audit as an interpretive tool to improve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

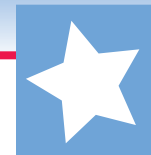
This session will discuss the benefits of automated patient messaging in an otolaryngology practice setting. Areas of discussion include outbound messaging from practice to patients such as: customized mass messaging, appointment notifications and confirmations and immunization reminder calls. The overall 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.



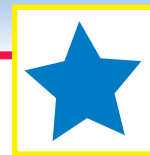
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## Keynote Sessions

### **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 3<sup>rd</sup> 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!*



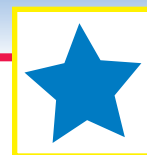
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## Concurrent Sessions

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.

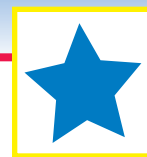




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## Concurrent Sessions

### **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.

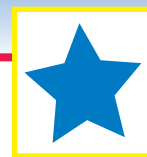
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## Concurrent Sessions

### 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

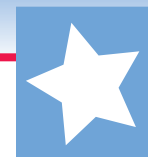
Laura Maxwell

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

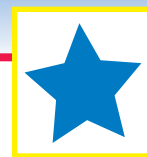




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## Concurrent Sessions

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!

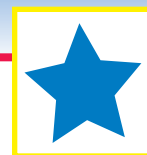




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## Concurrent Sessions

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

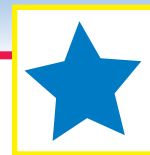




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## Concurrent Sessions

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

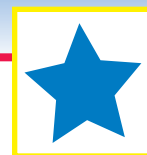




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## Post Conference Symposium

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. Smaistrle, 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

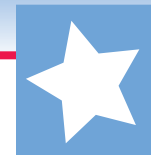
As leaders in Otolaryngology practices one of the most critical measures of success is improvement of return on shareholder investment. Often overlooked with the significant focus on reduced overhead and increased sales, is the development of effective executive compensation and retirement plans. By 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.



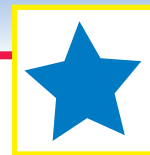
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## Destination – Washington DC

The nation's capital is one of the easiest cities to navigate and a terrific city for touring. Most of Washington, DC's many attractions and neighborhoods are easily accessible. One of the best ways to experience Washington is on foot. With its central location, the JW Marriott provides attendees with easy access to the inspiring monuments and museums found on the National Mall, as well as world-class theatres, splendid gardens, and other attractions throughout the District. There are also great guided tours of the city to get you oriented.

Below is information on several of the area's most popular tours. Be sure to contact the concierge at the JW Marriott prior to the conference for more information.

**National Mall** - Visit the Lincoln Memorial, Washington Monument and Jefferson Memorial. Take a tour of the U.S. Capitol (tickets are required) and stop for a photo in front of the White House.

**Smithsonian Institution Museums** - Since it is impossible to visit all of the 15 museums in a single visit, pick a few and save the rest for your next trip. Some of the Smithsonian experiences include the Arthur M. Sackler Gallery, National Museum of American History and the Hirshhorn Museum and Sculpture Garden.

**Union Station** - This beautifully restored train station houses shops, restaurants, a nine-screen movie complex and both Amtrak and Metrorail train stations.

**Georgetown, Adams Morgan, Capitol Hill, Dupont Circle** - These trendy neighborhoods are popular for their taverns, restaurants, shopping and clubs.

**National Aquarium** - One of the best in the nation.

**Washington National Cathedral** - The sixth largest cathedral in the world offering magnificent views of Washington, DC, Maryland and Virginia from its 57-acre site

**International Spy Museum** - Explore the craft, practice, history and contemporary role of espionage in one of Washington's newest museums. Located at 800 F Street, NW, one block from the Gallery Place-Chinatown Metro station. Tickets are \$14 for adults, \$13 for seniors, \$11 for children and children 4 and under are admitted FREE. For more information, visit [www.spymuseum.org](http://www.spymuseum.org).

**Nightlife** - Of course, if nightlife and music is more your style, you will find lively restaurants, trendy nightclubs, and piano bars within walking distance or a quick cab ride away of the JW Marriott on Pennsylvania Avenue.

Be sure to make your restaurant reservations at least two to three weeks in advance. You can contact the hotel concierge direct at 1-202-393-2000 and ask for assistance.

### Getting to DC By air

**Ronald Reagan National Airport (DCA)**  
[www.mwaa.com/national](http://www.mwaa.com/national)  
(703) 417-8000

Direct connections to the MetroRail system. The hotel is 4 miles from the airport. Seventeen passenger airlines serve National.

Daily nonstop service is offered to 62 U.S. cities.

Major carriers include: Air Canada; America West; American Airlines; Continental Airlines; Delta Airlines; Delta Shuttle; Midway Airlines; Midwest Express Airlines;

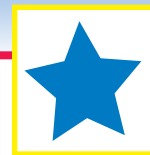
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## Destination – Washington DC

Northwest Airlines; Trans World Airlines; United Airlines; US Airways; US Airways Shuttle.

Regional carriers include: American Eagle; Continental Express; Delta Connection; and US Airways Express.

Estimated taxi fare is \$14.00

### Dulles International Airport (IAD)

[www.metwashairports.com/Dulles](http://www.metwashairports.com/Dulles)  
(703) 572-2700

The hotel is 27 miles from the airport.

Built on 10,000 acres situated in Loudoun and Fairfax Counties in Virginia, the airport is approximately 26 miles or 30 minutes from downtown Washington, D.C.

Thirty-four passenger airlines serve Washington Dulles International Airport.

Major airlines serving Dulles includes: American Airlines; Continental Airlines; Delta Airlines; Delta Shuttle; Midwest Express Airlines; Northwest Airlines; Trans World Airlines; United Airlines; US Airways; US Airways Shuttle, etc.

Estimated taxi fare \$45.00

### Baltimore-Washington Airport (BWI)

[www.bwiairport.com](http://www.bwiairport.com)  
(800) 435-9294

The hotel is 40 miles from BWI

American Airlines; Continental Airlines; Delta Airlines; Delta Shuttle; Midwest Express Airlines; Northwest Airlines; Trans World Airlines; United Airlines; US Airways; US Airways Shuttle, etc.

Estimated taxi fare is \$60.

### AOA GROUND TRANSPORTATION

Supershuttle  
[www.supershuttle.com](http://www.supershuttle.com)

Reservations:  
(800) BLUE VAN (258-3826)

Group Sales, Charters & Conventions:  
(800) 622-2089 or (703) 416-7873 ext. 707

MetroRail Subway System  
[www.wmata.com](http://www.wmata.com)  
(202) 637-7000

### SPECIAL DISCOUNT AIRLINE RATE FOR AOA

**American Airlines** offers a 5% discount off their discountable fares. Zone fares, which are already a discounted refundable fare with change fee are also offered only by calling the number below. To qualify, call American's Group and Travel Desk at **1-800-433-1790** and reference the **Discount Code A4296AG**. There is a \$10 booking fee if you call the 800# and ticket over the phone. There is no booking fee if you use your discount code via [www.aa.com](http://www.aa.com)

**United Airlines** is offering a 2% discount off the lowest applicable fares to all attendees of AOA. An additional 5% discount will apply when tickets are purchased 30 days in advance of the attendees travel. This special offer applies to travel on domestic segments of all United Airlines and United Express Flights. Call **1-800-521-4041** and reference the **Meeting ID Number 538TL**, Monday through Friday from 8:00am-10:00pm EST and Saturday and Sunday from 8:00am-8:00pm EST.

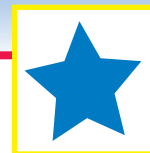
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## Destination – Washington DC

### SPECIAL CAR RENTAL RATES

AOA has arranged special discounted rates with Avis for car rentals during AOA's Conference in Washington DC. To receive these rates call:

**1-800-331-1600**

Your special AOA Avis number is:

**CV #J867692** or go online to [www.avis.com](http://www.avis.com) and enter the same discount code.

This special rate is available September 5 through September 22, 2007. Return locations include the Greater DC and Baltimore area. All rates include unlimited

mileage. Weekend daily rates are available from Noon Thursday-Monday, at 11:59 p.m. (vehicle must be checked out by 3:00 p.m. Sunday). Rate discounts are available at all corporate and participating licensee locations. Rates do not include any state or local surcharges, tax, optional coverages or gas refueling charges. Renter must meet Avis' age, driver and credit requirements. **Should a lower qualifying rate become available at the time of booking, AVIS is pleased to offer a 5% discount off the lower qualifying rate or the meeting rate, whichever is lowest.** You can't go wrong. Book through our Avis discount number and save!



**Some parents  
are better than others**

Congratulations AOA, for successfully raising the best otolaryngology certification. Happy 25th Anniversary!  
[www.oto-online.org/copm](http://www.oto-online.org/copm)



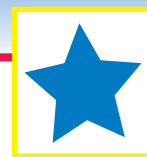
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## Your Registration At The Conference Includes

### Sessions

- ★ **Your choice of over 30 educational sessions.** Whether you have worked in the field for five days or twenty years, you will find sessions geared to your unique needs. Sessions are organized into 7 tracks with levels ranging from basic to advanced.
- ★ **Three dynamic general sessions.** Energizing speakers who will motivate, inspire and challenge you.

**Early Bird:** These sessions are sponsored by our AOA Marketplace partners. In Early Bird Sessions, you will get a closer look at products and services and be able to ask specific questions about products for your office.

**Postconference Symposium:** Bring your physician and listen to two additional sessions.

### Breakfasts

- ★ **Communications Committee Breakfast – Friday** (open to all members). Learn more about AOA's communication tools, the issues shaping the field, and how to strengthen our communications to the membership.
- ★ **Practice Management Breakfast – Thursday** (open to all members). Learn about the practice management committee and the plans for the next year.
- ★ **First Time Attendee Breakfast – Thursday.** Is this your first time at the AOA Annual Educational Conference? Are a new member wanting to get the most out of your time here? Either way plan to attend this breakfast. It will begin with a brief presentation that will help you build your network and gain insight into why AOA is known as the best educational conference for our specialty. Meet and visit with your AOA leaders and AOAmbassadors.

### Luncheon Meetings

- ★ **Regional Luncheons – Thursday.** Find out what is happening in your region. Each region will meet and conduct a short business meeting and then a "hot topic" for discussion.
- ★ **Presidential Luncheon – Friday.** Join us for this special 25<sup>th</sup> Anniversary Celebration with a special presentation of 25 years of AOA and a glance into the future.
- ★ **Closing Luncheon – Saturday.**

**2008 CHICAGO PREVIEW.** The grand finale luncheon will feature highlights of next year's annual meeting will be featured. Next year's theme, the "Winds of Change" is the appropriate title for its location in the Windy City.

During the luncheon we will also hold the drawing for the five grand prizes to be awarded. Winners will be selected from completed conference evaluations. You must be present to win, so don't miss out!

### Receptions

- ★ **Welcome to Washington Reception – Wednesday.** Come to greet old friends and make some new friends in the process.
- ★ **Night Out at the Daughters of the American Revolution Museum – Thursday.** Make the plans to attend this "exclusive" event (additional ticket required).
- ★ **Champagne & Chocolate Reception – Friday.** Join your colleagues for a champagne and dessert reception to top off your evening.

**Networking** — Networking is one of the most important reasons to attend AOA conference. The AOA Program Committee has arranged ample time along with superb settings for networking opportunities. Cost . . . priceless!

### FEES

	Early Bird Through July 31 <sup>#</sup>	Regular or After July 31 <sup>st</sup>
Active/Associate Member	\$550	\$650
Non-member*	\$800	\$900
New member discount*	\$750	\$850
Guest/Spouse/ Vendor**	\$300	\$300
Evening out-DAR Museum	\$ 50	\$ 50

\* If you are a non-member, register as a new member and save \$50. This will give you access to AOA resources for the rest of the year plus a cost savings.

\*\* Guest fee includes: Welcome to DC Reception, Breakfasts, Luncheons, Refreshment Breaks and Champagne Chocolate Reception. The fee DOES NOT include access to meetings rooms, registration materials or the DAR museum event.

# Registration and fees must be postmarked or faxed by **July 31, 2007** to receive the Early Bird Rate.

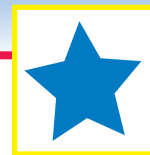
# 2007 AOA Annual Educational Conference



Get Inspired



Get Connected



Get Results

## How to Register

### MEETING REGISTRATION –

Registration is available online only. Please go to [www.oto-online.org](http://www.oto-online.org) for the online registration form. If you are paying by check, please complete the online process. Once you have registered you can print out the registration to use as an invoice. Check payments should be mailed to PO Box 503269, St. Louis, MO 63150-3269.

### EARLY FEE REGISTRATION – (Deadline: July 31, 2007)

#### Early Registration is Encouraged!

Register early to save money. To qualify for the early bird discount, your form and payment must be postmarked by July 31, 2007.

You may continue to register in advance after July 31, 2007, by completing your registration form with a payment by August 31, 2007. You may complete the registration form and charge the fee to MasterCard or Visa until September 5, 2007. After these dates, you must register on-site.

### HOTEL REGISTRATION – (Deadline: August 20, 2007)

Members must register separately for hotel accommodations by completing the Hotel Reservation Form on [www.oto-online.org](http://www.oto-online.org).

#### The ONLY form of payment accepted for room reservation is credit card.

This year's meeting hotel is the JW Marriott on Pennsylvania Avenue. The hotel is located at 1331 Pennsylvania Avenue, Washington, D.C., 20004. The JW Marriott Hotel on Pennsylvania Avenue is located among the most recognizable landmarks of Washington, DC. This prestigious Pennsylvania Avenue hotel provides easy access to the DC area's renowned

monuments, museums and cultural venues, and restaurants. This premier hotel is near the White House, the National Theatre, the Convention Center, and the National Portrait Gallery. You can view the hotel online by going to [www.oto-online.org](http://www.oto-online.org) and clicking on the Capitol to get the meeting page.

A block of rooms has been set aside for September 9-19, 2007 for AOA attendees. Please note: the hotel will not accept reservations direct via phone, fax or online. **Marriott accepts VISA, MC and American Express.**

## HOUSING INFORMATION

### Room Rates:

Single	\$245.00	Quads	\$285.00
Double	\$245.00	Add'l person	\$ 20.00
Triple	\$265.00		

Stay at the AOA Headquarter Hotel – JW Marriott on Pennsylvania Avenue! We have secured room discounts on your behalf. To be able to give you these benefits, AOA has to commit to a certain amount of rooms. If we do not meet the room commitment, AOA will be responsible to pay penalties to the hotel. If penalties are paid, we will have to make up the fees by increasing the cost of registration on future conferences. We appreciate your cooperation, and we know you will enjoy your stay.

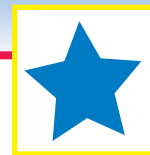
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## How to Register

### Don't forget to . . .

- Complete your course and activity selections
- Register for the Evening out
- Register separately for the Post-conference symposium
- Add your credit card or send payment
- Make your travel arrangements
- Make your hotel arrangements
- Mark yourself out

**GET READY TO LEARN  
AND ENJOY!**

### QUESTIONS?

Call the AOA office if you have questions, 412-243-5156

CHECK the website for meeting updates and look for our AOA meeting alerts for additional information.

### REGISTRATION CANCELLATION REMINDERS

All registration cancellations are considered official on the date they are received in writing at the AOA office. For cancellations made prior to August 28, 2007 AOA will refund the entire registration fee minus a \$75 processing fee; however, refunds will not be processed until after the Conference. Registration fees for cancellations received after August 28, 2007, will not be refunded. In addition, refunds will NOT be made for no-shows. If you have any questions, please contact the AOA office at 412-243-5156.

### HOTEL CANCELLATION POLICY

Credit card will be charged for your first night deposit. If you need to cancel your hotel room you must do so at least 72 hours prior to your arrival. If you fail to cancel your room reservation, one nights stay will be charged. Failure to check-in on the scheduled date of arrival will result in the loss of deposit and cancellation of the room for the remainder of the stay.

# SEE YOU IN DC!



**ASSOCIATION OF  
OTOLARYNGOLOGY  
ADMINISTRATORS**

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MERRIFIELD, VA

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**See you at the  
25th Anniversary  
& Celebration!**