

AOA-27 ANNUAL EDUCATIONAL PROGRAM

SAN DIEGO

CALIFORNIA

September 30 - October 3, 2009

THE WESTIN GASLAMP QUARTER, SAN DIEGO



Get On Board!

AOA-27



ASSOCIATION OF
OTOLARYNGOLOGY
ADMINISTRATORS

Annual Educational Meeting

Wednesday	CODING	FINANCIAL	HUMAN RESOURCES	INFORMATION TECHNOLOGIES	MARKETING	PERSONAL AND PROFESSIONAL DEVELOPMENT	PRACTICE MANAGEMENT/ OPERATIONS
11:00am-12:00pm			EB2- Academy Benefit Partners 401(k) Profit-Sharing Plan Integrated Retirement Solution, Michael Sanford		EB1- Working Smarter: Maximize What You Have to Get More!, Susan Good, AUD & Sergio Guerrero, AUD		
11:30am-3:30am							PC1- Corporate Business Leaders
12:00pm-2:00pm							PC2- Academic Forum
12:30pm-1:30pm				EB3- How to Select an EHR and Evaluate Vendors, Bill Rust			EB4- Generating Revenue and a Culture of Accountability in Your Audiology Department, Michael Halley
2:00pm-3:00pm				EB6- The Recession-Proof Practice: Utilizing Technology to Thrive in a Down Economy, Danna Ruppel			EB5- What You Need to Know About Accreditation for Point-of-Care CT Imaging, Jolene Eicher
2:15pm-4:15pm						PC3- The Personal Leadership zinsight, Brett Laubach	EB7- Achieving Profitability in Your Audiology Practice - The 5 Biggest Opportunities Practices Miss, Bill Urwin
Thursday							
9:30am-10:45am						GS- Patrick Connelly Founding Father Lecture: The Power of One, Erin Brockovich	
11:15 am-12:30 pm		104- Managing A/R in a Tough Economy, Karen Lupio		101- Negotiating an EMR Purchase, Ronald B. Sterling		102- "It's a Breeze" Time Management Strategies, Brett Laubach	103- PQRI Reporting, Jean Aldrich, Todd Blum & George E. Smailstra Jr. 105- The Older Patient in Your Practice, Robert Wolosin, PhD
2:15 pm-3:45 pm	107- How to Maximize Reimbursement with Multiple Procedures, Kim Pollock	108- Negotiating Managed Care Contracts, George E. Smailstra, Jr.	110- New Hire Orientation Development, JoAnn LoForti		109- Grow Your Revenues During the Toughest Economy, Susan Good, AUD & Sergio Guerrero, AUD		106- Practice Management Panel, Todd Blum, Karen Boyd & Rob Wumar
4:00 pm-5:15 pm		113- Practice Finance at a Glance, Todd Blum & Jeff Dudley	111- Learning the ROPEs, Jim Fatzinger	112- EMR Roundtable Discussion, Jean Aldrich, Jolene Eicher & Kelly Jadd 114- E-Scripting, Barbara Cobuzzi			115- Benefits of Adding In-Office Ancillary Services to Your Practice, Rebecca Wulff
Friday							
9:00am-10:15am						GS- Organizational Excellence, Bob Vosburgh	
10:45am-12:00pm	202- Advanced Coding, Barbara Cobuzzi		204- High Performance Managers, Elizabeth A. Skinner			203- Why People Do What They Do, Chrissy Vanderbilt	201- Better Practice Benchmarks, Cheryl Fatzinger & Jim Fatzinger
1:45pm-3:15pm	205- Coding Panel, Barbara Cobuzzi, Kathi Faherty & Kim Pollock				207- Marketing Your Ancillary Services, George E. Smailstra, Jr.		206- Keeping Patients Happy and Your Practice Growing, Judy Caplo 208- So You Think You Want to Build a New Office, Jeff Dudley
3:30pm-5:00pm	209- The Last Audit Frontier: EIM Audits & Commercial Payers, Deborah Grider	210- The Cash Flow Curve- A New Look at Your A/R, Mark L. Wilson	211- Protecting Your Organization: Prevention of Harassment & Discrimination Management, Elizabeth A. Skinner				212- Patient Communications in the 21st Century, Joseph Sameh
Saturday							
9:00am-10:15am	301- ICD-10-CM for Otolaryngology, Deborah Grider		303- Your Practice, Federal Mandates and EHRs, Bill Rust				302- Patient Safety from an Administrator's Perspective, Jean Aldrich 304- Recession Proof Your Practice, Judy Caplo
10:30am-11:45am						GS- Boomers, and Xers and Y's, Oh My!, Laura Maxwell	

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A special thank you to our Corporate Partners!



President's Invitation

Dear Colleagues,

I hope everyone is as excited as I am to attend this year's Annual Educational Conference. Attending this year's conference is essential due to the uncertain future of our economy. We have been working diligently for the past year in order to provide you with educational sessions that are directly related to what is going on in today's economy and today's practices. Whether you are a small practice of three or a large practice of one hundred, you will find the tools and resources you need to face the struggles of today head on.

The keynote speakers are fantastic, the returning speakers you requested are back, and the networking opportunities have increased. Program Chair, Amanda Wood, has really put everything into making sure this year's conference will be packed with education and fun. The session topics are relevant to what's going on in the world around us and how we can overcome these trying times. A maximum amount of networking time has been worked into this year's program allowing you to get immediate feedback and advice.



Karen Boyd
President

I encourage you all to make the most of this year's conference, soaking up as much information as you can, as well as the rays of the gorgeous San Diego sun! I look forward to seeing you in September!

Karen Boyd, CMM, COPM
AOA President

Program Chair Message

Get On Board and join us in sunny San Diego, California for the 27th Annual Educational Conference of the Association of Otolaryngology Administrators. Thanks to our headquarters hotel, The Westin Gaslamp Quarter, we have secured a room rate of \$199 per night- that's the lowest rate in over 5 years! The hotel is located in a prime area and within walking distance to The Gaslamp District, Seaport Village, USS Midway Aircraft Carrier, and many other sites.

We have an outstanding educational schedule this year. This year's topics were carefully selected with the economy in mind. You are sure to walk away with new ideas to fit your practice's needs, so take advantage of the opportunity to get the answers you're looking for. The AOA is proud to present the 3 phenomenal keynote speakers that will be presenting this year, Erin Brockovich, Bob Vosburgh,

and Laura Maxwell. You won't want to miss out on the General Sessions this year!

You asked for more networking, and we're giving it to you. This year's Evening Out Event will be at the famous Buster's Beach House in Seaport Village. Plan on catching up with colleagues while enjoying great food and fun. New this year, we have planned a networking luncheon providing you with the chance to discuss everyday ENT Practice issues with your colleagues.

I would like to send a personal thank you to the Program Committee, Crystal Rooney, Gale Luce, AOA Leadership Council and the AOA Office for all their continued support in helping to put together an amazing program. Additionally, thank you to our loyal vendors for their continued support-we would not be able to provide such a high-level and valuable



Amanda Wood
Program Chair

educational conference without them! Last, but certainly not least, I would like to thank all of the AOA members. Without you we would not have this wonderful conference. I have had a blast working on this and hope that you are looking forward to the conference as much as I am.

I am pleased to invite you all to AOA-27 and cannot wait to see you in San Diego!

Amanda Wood
AOA-27 Program Chair

Keynote Speakers 2009



THURSDAY, OCTOBER 1, 2009

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

"The Power of One"

Erin Brockovich

Erin Brockovich is one of the most requested lecture clients of the William Morris Agency. She travels the world doing personal appearances spreading motivational messages, telling her story and telling of her personal life lessons. Currently, she is the President of the consulting firm, Brockovich Research & Consulting, where she is involved in numerous major environmental cases.

Ms. Brockovich's investigating inspired the hit movie "Erin Brockovich", which highlighted her legal triumph and personal challenges. From the exposure of the movie, she became a reluctant public figure. Over time, she realized she could use her notoriety to spread positive messages of personal empowerment and to encourage people to stand up and make a difference. She has come a long way from file clerk to inspired environmental activist to motivational speaker to television host and producer.



Erin Brockovich
Keynote Speaker

FRIDAY, OCTOBER 2, 2009

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

"Organizational Excellence"

Bob Vosburgh

Bob has a rare mix of management and leadership talent having spent half of his professional life in the military and the other half in the corporate world. He has flown over 50 different aircraft, has managed groups, from 10 to over 1,000, and has the necessary credentials, drive, and awards associated with high performance.

After the Air Force, Bob joined a super-regional bank and managed an institutional sales group that dealt with over 500 banks. Bob then moved on to become the CEO of a startup company that focused on online brokerage until it was acquired. Four months after the acquisition Bob was moved to the CEO position of the acquiring company.

As the founder of 9g Enterprises, Bob is responsible for the company vision, strategy and leadership. His goal is to move 9g Enterprises prominently into the world of organizational consulting with a focus on increasing organizational productivity, leadership effectiveness and motivation.



Bob Vosburgh
Keynote Speaker

SATURDAY, OCTOBER 3, 2009

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

"Boomers, and Xers and Y's, Oh My!"

Laura Maxwell

Laura is a professional speaker and talent management consultant whose work focuses on interpersonal communication, management skill development and multi-generational influences in the workplace. Beginning her career in health-related fields as a registered nurse, she assumed roles in various specialty areas including managed care, physician and corporate relations, employee assistance programs, and corporate learning and development.

Her passion for helping professionals create harmony in the workplace is demonstrated by her enthusiastic delivery of her topic. A mid-life career shift immersed her into a world of work that included four generations of workers. As a Baby Boomer parent of a Millennial child, she incorporates a unique and humorous perspective.



Laura Maxwell
Keynote Speaker

AOA Speakers 2009

KEY SYMBOL INDICATORS



AOA
Speaker



New
Speaker



Returning
Speaker

AOA Leadership Council 2009

Karen Boyd, CMM, COPM
President

Kelly Ladd, COPM
President-Elect

Tony Etzel
Immediate Past President

Jeff Dudley
Secretary-Treasurer

JoAnn LoForti RN, MS
Senior Member-at-Large

Cheryl Fatzinger, CMA, MBA
Junior Member-at-Large

Camille White
Parliamentarian

James Benson
Legislative Liaison

Pat Brown Oliver, COPM
COPM Advisory Board Chair

Amanda Wood
AOA-27 Program Chair

Jolene Eicher
Executive Advocate

Dick Pabst
Practice Mgmt Chair


Christy Vanderbilt, CPC
Webmaster


Crystal Rooney
Deputy Program Chair

Todd Blum
Private Practice Exec. Forum
Chair


Robin L. Wagner, COPM
Executive Director
(Ex-Officio)

AOA Office
1844 Ardmore Blvd
Pittsburgh, PA 15221
Phone: (412) 243-5156
Fax (412) 243-5160


 **Jean Aldrich, CMPE** is President of JAS Consulting, a company that provides consulting services in health care. Jean has over twenty years of healthcare experience in areas of practice administration, physician organization and PHO leadership, and hospital ambulatory services leadership. Jean enjoys working with health care leaders to improve quality, access, and education. Ms. Aldrich serves on board and committees including Past President of the Association of Otolaryngology Administrators (AOA) and Michigan MGMA.


 **Todd Blum** is the Chief Executive Officer of Ear, Nose and Throat Associates of South Florida, PA. Mr. Blum joined the practice in July of 1999 and has over twelve years of healthcare experience in hospital, physician practice management company and private practice settings. Mr. Blum currently serves as President of the ENT Private Practice Executive Group Forum, and as a board member of the Florida Society of Otolaryngology – Head and Neck Surgery. He also served for 4 years on the Senior Executive Committee of the Association of Otolaryngology Administrators (AOA).


 **Judy Capko** is the founder of Capko & Company and author of the popular book "Secrets of the Best-Run Practices," Greenbranch Publishing, September 2005. Judy has specialized in medical practice operations and marketing for more than 20 years, and is a certified risk management specialist. Her emphasis is on building patient-centered strategies and valuing staff's contribution. Beyond this, she focuses on maximizing resources, resulting in improved operational and financial performance.


 **Barbara J. Cobuzzi** is President of CRN Healthcare Solutions. She holds certifications from the AAPC as a CPC, CENTC, CPC-H and a CPC-I, CHCC. She also holds a specialty certification in Otolaryngology. She has also earned her Certification as a Healthcare Compliance Consultant from Healthcare Compliance

Resources. She also provides coding reviews, education, practice management consulting, compliance consulting and expert witness services.

 **Jeff Dudley, CPA** is Chief Executive Office 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. Mr. Dudley joined the AOA in 2001, and has served on the Finance and Audit Committees since 2004, currently as Secretary/Treasurer and previously as the Auditor-at-large from 2004 to 2007.

 **Jolene Eicher** is Practice Administrator for Commonwealth Ear, Nose & Throat in Louisville, KY, a seven physician group practice with five locations. Jolene is Past President and Member of the AOA since 1985 and currently a member of the AOA Leadership Council serving as Executive Advocate. Jolene's practice implemented EMR in 2005. She is a member of Greenway Medical Technology's Platinum Users Council which consists of best practice end users dedicated to the advancement of EMR.

 **Cheryl Fatzinger, CMA, MBA** is the Practice Administrator for Piedmont Ear, Nose & Throat Associates (PENTA) in Winston-Salem, NC. The AOA has been instrumental in Cheryl's successful healthcare management career. She has been a member of AOA since 1990 and has served as North Carolina's State Representative, Southern Regional Coordinator, Junior Member-At-Large, and will follow up this year as Senior Member-At-Large.

 **Jim Fatzinger, M.Div., MBA** is the President of Effective Solutions, Inc. in Advance, North Carolina. In addition to his consulting work, Jim is an Assistant Professor at Metropolitan State University in Minneapolis and St. Paul, Minnesota where he has authored a course on

**AOA
Speaker****New
Speaker****Returning
Speaker**

“Managing a Diverse Workforce” and teaches Management Principles and Practices, Organizational Behavior, and Practical Research Methods for Managers. No stranger to AOA, Jim has presented “How Full is Your Bucket” at AOA-26 and “The Keys to Turnover Reduction” and “Creating Customer Service S.T.A.R.s” at AOA-24.



Kathi Flaherty has been a Certified Coder for ten years and has worked in healthcare for over eighteen 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 more than ten years.



Susan Good, AuD, joined Starkey in August 2003 and works as an expert in business development for retail dispensing, audiology and physician based dispensing programs. She has extensive clinical, teaching and business practice management experience. She spent 10 years in clinical practice prior to working with Starkey, specializing in vestibular physiology and pathology, hearing loss and related treatments.



Deborah J. Grider, CPC, CPC-I, CPC-H, CPC-P, CEMC, COBGC, CDERC, CCS-P brings over 30 years of experience in Practice Management, Insurance, Coding, Reimbursement Education, and Consulting Services to the Health Care community. Deborah teaches and consults with private practices, physician networks, and hospital-based educational programs. She was a practice manager six years in an Ophthalmology practice, a practice administrator in a surgical specialty practice for twelve years, and has been involved in education and consulting for the past twelve years.



Sergio Guerreiro Au.D., F-AAA joined the physician initiative with Starkey a year ago. He brings with him expertise from his private practice dispensing background. Along with his practice building knowledge, he understands patient care. As a clinical audiologist, he has become proficient in all aspects of hearing health care through diagnostic evaluations, aural rehabilitation and patient/family counseling.



Michael AnnMarie Halley joined AHAA in 2006 in the role of Business Development Manager for the ENT Division. Michael has served as Director of Education, Marketing and Public Relations for a large non-profit organization, Regional Director of Marketing & Consumer Relations for two different long-term care companies, owned her own business consulting firm, and more. She has over 14 years of sales, marketing, public relations and management experience, and currently works with ENT practices across the country.



Kelly Ladd, COPM, CMPE is responsible for the day to day operations and focuses her attention on practice management, ancillary services, information systems, finance, business development and strategic planning for Northwest ENT and subsidiary businesses. She is an ad-hoc member of the Board of Directors and reports directly to the President and CEO of the group. Kelly has over 20 years in healthcare management experience that includes small specialty group practices, large multi-specialty group practices, integrated healthcare systems, hospital based business offices, and corporate healthcare entities.



Rhett Laubach, a professional speaker, author, presentations coach, Personal Leadership Insight expert and owner of YourNextSpeaker, LLC, has taught leadership skills for over 15 years, to more than half a million audience members and in 40 states, the Bahamas and Canada. Rhett's clients include students, educators and business professionals in the agriculture, sales, human resource, banking, health, transportation and insurance industries. His primary focus is the development of Personal Leadership Insight; our ability to positively influence people and situations to create value and growth.



JoAnn LoForti is the Executive Director of Operations for Central California Ear, Nose & Throat Medical Group (CCENT) a multi-specialty medical organization composed of: Otolaryngology, Aesthetic and Plastic Surgery, the ENT Facial Surgery Center, Physicians Hearing Service and Central California Clinical Research. Ms. LoForti is a Registered Nurse with over 27 years' experience.



Kim Pollock, RN, MBA, CPC specializes in streamlining the operations of otolaryngology practices. For over ten years, Ms. Pollock has helped large group practices, as well as academic and solo practices, improve collections and efficiency. She is expert at auditing otolaryngology coding and documentation for all subspecialties of otolaryngology. Ms. Pollock is the recipient of the prestigious Presidential Citation Award from the SOHN as well as an Honor Award from the AAOHNS.



Danna Ruppel, from TeleVox Software, works with healthcare practices of all sizes to improve patient communication while streamlining daily operations. Danna is a graduate of San Diego State University and has more than 10 years of healthcare industry experience.

**AOA
Speaker****New
Speaker****Returning
Speaker**

William T. (Bill) Rust has more than 31 years experience in health care practice, finance and management. He has been CEO of AllMeds since 1998. Before joining AllMeds he served for ten years as President and CEO of Preferred Health Partnership, Inc., later known as Cariten Health Care. During his tenure, the company grew from a single product company with yearly revenue of \$500,000 and eight employees into a multi-product line, managed care organization with revenues exceeding \$325 million and over 700 employees, covering over 700,000 patients in Tennessee.

Joseph Sameh has 33 years experience in healthcare communications systems along with a decade in medical practice management. A recognized industry leader; author and speaker, Joe is in the forefront of integrating technology to facilitate patient/provider communication. His expertise has been widely recognized by the healthcare, answering service and pharmaceutical industries.

Elizabeth A. Skinner, R.N., J.D. is Vice President of Legal, Quality and Regulatory at Access Genetics in Eden Prairie, MN. She has been in private practice as an attorney and consultant, with experience in litigation, compliance, risk and general business matters. Ms. Skinner is a RN with 14 years of critical care and ER experience. She is a licensed attorney and was admitted to the Minnesota bar in 1996.

George E. Smaistrila, Jr., FHFMA, CMPE is responsible for the day-to-day operations of a 25 provider otolaryngology and allergy practice in the Phoenix and Tucson metro areas. He has over 15 years of experience in healthcare administration. He is a certified coder, receiving this credential in 1977. Mr. Smaistrila is a Fellow of the Healthcare Financial Management Association (FHFMA) and also a Certified Medical Practice Executive (CMPE).

Ronald B. Sterling, President of Sterling Solutions, Ltd., authored the 2008 HIMSS Book of the Year, *Keys to EMR Success: Selecting and Implementing an Electronic Medical Record*. He has worked with practices and healthcare organizations in over 30 states. Mr. Sterling has reviewed electronic medical record and practice management systems for over 150 vendors.

Bill Urwin came to Oticon, Inc with 20 years experience in the hearing healthcare industry having held positions ranging from Regional Manager to Vice President of Training and Development. Bill has also had articles appear in professional journals on a wide variety of practice management subjects, and is a popular presenter at hearing instrument meetings.

Christy Vanderbilt, CPC is the Director of Business Operations and Information Systems for Oklahoma Otolaryngology Associates. She has over 20 years of management experience with 11 years in Healthcare. She has presented Webinars on Microsoft Office applications for the national AOA where she serves as Webmaster.

Mark L. Wilson is a Regional Sales Director for Transworld System Inc., an AdminiServe partner with the MGMA and has passed "Peer Review" with the HFMA. For the past 25 years with TSI, Mark has worked with over 2,000 medical practices of all sizes, helping them with a unique, cash-flow management system. As a national speaker, Mark combines his analytical methodology with presentation skills to develop a practical way to look at the accounts receivable process to easily recognize areas for maximizing efforts to immediately increase profit margins and cashflow.

Robert Wolosin, Ph.D., is a Research Product Manager at Press Ganey Associates, Inc. As such, he manages survey research on a daily basis. He is a member of AcademyHealth, the National Association for Healthcare Quality, and the Association for the Behavioral Sciences in Medical Education. He has presented at national and international conferences including the Medical Group Management Association, the American College of Physician Executives, the International Society for Quality in Health Care, and the European Association for Healthcare Education.

Rebecca (Minney) Wulff is currently completing her MBA in healthcare administration and human resources. Her background includes contract and payer negotiations, marketing, media & public relations, vendor and professional relations and developing processes to optimize financial return. Becky is a committee member on The Reggie White Sleep Disorders Research & Education Foundation.

Robert Wunar, COPM is the Executive Administrator for the Department of Otolaryngology at the University of Pittsburgh. Rob has been in the healthcare field for over 15 years and has a broad base of expertise in high-level strategy development, physician operations, finance and business development.

Karen Zupko, President of Karen Zupko & Associates, is a nationally recognized speaker, writer and consultant in the otolaryngology community. She has participated in AAO-HNS annual meeting programs since 1984, and taught at AAFPRS and state meetings. Karen is a known friend to the otolaryngology community, and has written articles for *The Bulletin*, worked with the AOA, and participated in the Cherry Blossom Festival and the Windy City Symposium as a planner and speaker.



The AOA Has Gone **GREEN!**

The AOA is continuing to do its part in order to make a difference and be more earth friendly. We thank you for helping make last year a huge success and hope you will “Get On Board” and “Go Green” with us again this year! The AOA is taking action by:

- **Going paperless:** all speaker handouts will be collected electronically and can be downloaded prior to the conference by going to the AOA-27 homepage at www.oto-online.org/aoa27
- Recycling plastic bottles and cans during lunch and scheduled breaks
- Requesting that the hotel not pass out note pads to attendees prior to the sessions

Instructions for downloading speaker handouts will be emailed so that you can begin downloading **September 16, 2009.**

NOTE:

All content in the AOA Program has been edited by the AOA Leadership Council. Every effort has been made to provide accurate information regarding this Educational Conference. Any typographical errors or omissions are not intentional.

Please visit us at: <http://www.oto-online.org> for updates and registration info.

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CONFERENCE SCHEDULE

TUESDAY, SEPTEMBER 29, 2009
& WEDNESDAY, SEPTEMBER 30, 2009

TUESDAY, SEPTEMBER 29, 2009

6:00 p.m. - 8:00 p.m. COPM Study Discussion Group

WEDNESDAY, SEPTEMBER 30, 2009

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

8:00 a.m. - 11:30 a.m. COPM Board Meeting

8:00 a.m. - 12:00 p.m. COPM Testing

8:00 a.m. - 12:00 p.m. AOA Marketplace Set-up

8:00 a.m. - 12:00 p.m. Cyber Café Set-Up

11:00 a.m. - 12:00 p.m. **EB #1:** Working Smarter. Maximize What You Have to Get More!

EB #2: Academy Benefit Partners 401 (k) Profit Sharing Plan
Integrated Retirement Solution

12:00 p.m. - 1:00 p.m. Regional Coordinators Meeting & Lunch

11:30 p.m. - 3:30 p.m. **PC #1:** Corporate Business Leaders Moderator: *Todd Blum*

12:00 p.m. - 2:00 p.m. **PC #2:** Academic Forum Moderator: *Rob Wunar, COPM*

12:30 p.m. - 1:30 p.m. **EB #3:** How To Select an EHR and Evaluate Vendors

EB #4: Generating Revenue and a Culture of Accountability in
Your Audiology Department

1:00 p.m. - 4:00 p.m. AOA Marketplace Open

1:30 p.m. - 2:00 p.m. Refreshment Break

2:00 p.m. - 3:00 p.m. **EB #5:** What You Need to Know About Accreditation for
Point-of-Care CT Imaging

EB #6: The Recession-Proof Practice: Utilizing Technology to
Thrive in a Down Economy

2:15 p.m. - 4:15 p.m. **PC #3:** The Personal Leadership Insight Formula for
Management Success *Rhett Laubach*

3:00 p.m. - 4:00 p.m. Leadership Council Meeting

3:15 p.m. - 4:15 p.m. **EB#7:** Achieving Profitability in Your Audiology Practice -
The 5 Biggest Opportunities Practices Miss

3:30 p.m. - 5:00 p.m. Cyber Café Open

5:00 p.m. - 6:30 p.m. Wine & Cheese Welcome to San Diego Reception



CONFERENCE SCHEDULE

THURSDAY, OCTOBER 1, 2009

THURSDAY, OCTOBER 1, 2009

- 7:30 a.m. - 5:00 p.m.** Registration
- 8:00 a.m. - 5:00 p.m.** Cyber Café
- 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
- 9:00 a.m. - 9:30 a.m.** Opening Ceremonies
- 9:30 a.m. - 10:45 a.m.** General Session: Patrick Connolly Founding Father
Lecture: "The Power of One" *Erin Brockovich*
- 10:45 a.m. - 11:15 a.m.** Break/AOA Marketplace
- 11:15 a.m. - 12:30 p.m.** Concurrent Sessions
- 101:** Negotiating an EMR Purchase *Ronald B. Sterling*
- 102:** "It's a Breeze" Time Management Strategies
Rhett Laubach
- 103:** PQRI Reporting Presenters: *Jean Aldrich, Todd Blum and George E. Smaistrle, Jr.*
- 104:** Managing A/R in a Tough Economy *Karen Zupko*
- 105:** The Older Patient in Your Practice *Robert Wolosin, PhD*
- 12:30 p.m. - 1:45 p.m.** Networking Luncheon
- 1:45 p.m. - 2:15 p.m.** Dessert/AOA Marketplace
- 2:15 p.m. - 3:45 p.m.** Concurrent Sessions
- 106:** Practice Management Panel
Panelists: *Todd Blum, Karen Boyd, COPM and Rob Wunar, COPM*
- 107:** How to Maximize Reimbursement with Multiple Procedures
Kim Pollock
- 108:** Negotiating Managed Care Contracts
George E. Smaistrle, Jr.
- 109:** Grow Your Revenues During the Toughest Economy
Sergio Guerreiro, AuD
- 110:** New Hire Orientation Development *JoAnn LoForti*
- 3:45 p.m. - 4:00 p.m.** Refreshment Break/AOA Marketplace
- 4:00 p.m. - 5:15 p.m.** Concurrent Sessions
- 111:** Learning the ROPES *Jim Fatzinger*
- 112:** EMR Roundtable Discussion
Jean Aldrich, Jolene Eicher and Kelly Ladd, COPM
- 113:** Practice Finance at a Glance *Todd Blum and Jeff Dudley*
- 114:** E-Scribing *Barbara Cobuzzi*
- 115:** Benefits of Adding In-Office Ancillary Services to Your Practice
Rebecca Wulff
- 7:00 p.m. - 10:00 p.m.** Evening Out Event: "Busters Beach House"
Don't forget to bring your favorite beach shirt, shorts and flip flops!



CONFERENCE SCHEDULE

FRIDAY, OCTOBER 2, 2009
& SATURDAY, OCTOBER 3, 2009

FRIDAY, OCTOBER 2, 2009

- 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. - 12:00 p.m.** AOA Marketplace Open
- 9:00 a.m. - 10:15 a.m.** General Session: "Organizational Excellence" *Bob Vosburgh*
- 10:15 a.m. - 10:45 a.m.** Break/AOA Marketplace
- 10:45 a.m. - 12:00 p.m.** Concurrent Sessions
- 201:** Better Practice Benchmarks
Cheryl Fatzinger and Jim Fatzinger
- 202:** Advanced Coding
Barbara Cobuzzi
- 203:** Why People Do What They Do
Christy Vanderbilt
- 204:** High Performance Managers
Elizabeth A. Skinner
- 12:00 p.m. - 1:15 p.m.** Presidential Luncheon
- 1:15 p.m. - 1:45 p.m.** Elections
- 1:15 p.m. - 4:00 p.m.** AOA Marketplace
- 1:45 p.m. - 3:15 p.m.** Concurrent Sessions
- 205:** Coding Panel
Panelists: *Barbara Cobuzzi, Kathi Flaherty and Kim Pollock*
- 206:** Keeping Patients Happy and Your Practice Growing
Judy Capko
- 207:** Marketing Your Ancillary Services *George E. Smaistrle, Jr.*
- 208:** So You Think You Want To Build a New Office
Jeff Dudley
- 3:15 p.m. - 3:45 p.m.** Break/AOA Marketplace/Exhibitor Drawings
- 3:45 p.m. - 5:00 p.m.** Concurrent Sessions:
- 209:** The Last Audit Frontier: E/M Audits & Commercial Payers
Deborah Grider
- 210:** The Cash Flow Curve-A New Look at Your A/R
Mark L. Wilson
- 211:** Protecting Your Organization: Prevention of Harassment & Discrimination Management
Elizabeth A. Skinner
- 212:** Patient Communications in the 21st Century
Joseph Sameh

SATURDAY, OCTOBER 3, 2009

- 7:30 a.m. - 2:00 p.m.** Registration
- 8:00 a.m. - 9:00 a.m.** Networking Continental Breakfast
- 9:00 a.m. - 10:15 a.m.** Concurrent Sessions
- 301:** ICD-10-CM for Otolaryngology
Deborah Grider
- 302:** Patient Safety from an Administrator's Perspective
Jean Aldrich
- 303:** Your Practice, Federal Mandates and EHRs
Bill Rust
- 304:** Recession Proof Your Practice
Judy Capko
- 10:15 a.m. - 10:30 a.m.** Break
- 10:30 a.m. - 11:45 a.m.** General Session: "Boomers, and Xers And Y's, Oh My!"
Laura Maxwell
- 12:00 p.m. - 1:30 p.m.** Closing Luncheon & 2010 Boston Preview
- 1:45 p.m. - 2:45 p.m.** LC Orientation
- 2:45 p.m. - 3:45 p.m.** Program Committee Wrap-Up

EB#1: Working Smarter. Maximize What You Have to Get More!

11:00 a.m. - 12:00 p.m.

Presenters: Susan Good, AuD and Sergio Guerreiro, AuD

This past year has had many of us scaling down, increasing efficiencies and working harder to maintain profitability. The cost of getting a new hearing aid patient through the door by traditional retail marketing can cost the practice more than \$600 per patient! Physician practices sit at an advantage - find out how practices have been maximizing that advantage, better serving their patients and increasing the bottom line.

New hearing aid patients are right under your nose and non-traditional marketing strategies in a physician practice are practically FREE! Learn where to find new patients and how to keep them coming back for more!

Sponsored by: AuDMED

EB#2: Academy Benefit Partners 401(k) Profit Sharing Plan Integrated Retirement Solution

11:00 a.m. - 12:00 p.m.

Presenter: Michael Sanford

ENT Resources, Inc. (ENTRI) has worked with physicians to identify products and services that help them run their business. Financial management services, retirement planning in particular, has been identified as a key area of concern. ENTRI has developed what could be considered one of the best retirement plan solutions (Academy Benefit Partners) on the market, with a first to market advantage providing features and benefits that no other plan offers. This session will provide attendees with an in depth overview of the ABP program.

Sponsored by: Academy Benefit Partners 401K Plan

EB#3: How to select an EHR and evaluate vendors

12:30 p.m. - 1:30 p.m.

Presenter: Bill Rust

In February 2009, President Obama finally put money where Uncle Sam's mouth is: the federal government has allotted nearly \$20 BILLION to incentivize physicians and hospitals to adopt electronic health records (EHRs). But, with deadlines looming to receive full incentive payments, the time to get your EHR buying process started is TODAY! This session gives you a firm understanding on EHR functionality and features as well as a methodology for evaluating both the product and the vendor. Also presented is a demonstration of how an EHR will function within a practice.

Sponsored by: AllMeds

EB#4: Generating Revenue and a Culture of Accountability in Your Audiology Department

12:30 p.m. - 1:30 p.m.

Presenter: Michael Halley

This session will teach you how to recognize your Audiology Department's potential for revenue generation, how to establish the revenue requirements and how to create an atmosphere of accountability. Attendees will also come to understand that what gets measured gets managed and discuss how creating communication tools allow for sustainable growth.

Sponsored by: American Hearing Aid Associates

EB#5: What You Need to Know About Accreditation for Point-of-Care CT Imaging

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

Presenter: Jolene Eicher

Accreditation of CT is a means by which medical practices can evaluate and demonstrate the level of patient care they provide. With the increasing number of physicians incorporating point-of-care imaging into their practice, CT Accreditation is quickly becoming

one of the major topics discussed among ENTs. This presentation will cover the process in its entirety, including the purpose and benefits of accreditation, the beginning steps toward becoming accredited, the ICACTL application process, and the requirements that must be fulfilled.

Sponsored by: Xoran

EB#6: The Recession-Proof Practice: Utilizing Technology to Thrive in a Down Economy

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

Presenter: Danna Ruppel

The recession is changing the game for practices of all sizes, as staff hiring freezes, higher patient no-show rates and greater volumes of delinquent accounts are becoming increasingly common. Leading practices are taking advantage of technology to reverse the economy's negative effects. Participants in this session will learn how technology can make a significant impact on the bottom line through revenue growth, reduced operating expenses, maximized profits and redistribution of assets

Sponsored by: TeleVox

EB#7: Achieving Profitability in Your Audiology Practice - The 5 Biggest Opportunities Practices Miss

3:15 p.m. - 4:15 p.m.

Presenter: Bill Urwin

The successful Audiology Department can be a very profitable part of the Otolaryngology Practice. We will explore methods to improve the function of the Audiology Department, establish techniques for handling the needs of both the Physicians and the Audiologist, review industry benchmarks of successful Audiology Departments and determine what you can expect from the Audiology Department. You will leave with systems and procedures to implement that will increase patient care, profit and productivity.

Sponsored by: Oticon, Inc.

Concurrent Sessions 2009

PC#1 Corporate Business Leaders

Moderator: Todd Blum

This 2 hour course is specifically targeted for private practice executives/administrators who have managers and directors reporting to them for all of the day-to-day functions of their very large practice.

PC#2 Academic Forum

Moderator: Rob Wunar, COPM

This 2 hour session has been designed for AOA Academic members to review issues and educate us so as not to reinvent the wheel. Common issues discussed: improving patient flow, patient access, counseling a disgruntled employee, and many others.

PC#3 The Personal Leadership Insight Formula for Management Success

Rhett Laubach

Managing and leading are not mutually exclusive topics. Great managers are great leaders and vice-versa. This interactive, small group discussion session is designed to allow each participant the opportunity to learn new leadership strategies, share their best practices and experience one-on-one time with leadership expert and AOA favorite Rhett Laubach.

101 Negotiating EMR Purchases

Ronald B. Sterling

This presentation provides practical strategies to save you money as you negotiate for the purchase of an EMR. It will examine the vendor contracting process, including establishing the business basis for the contract and producing a results oriented contract. You will learn strategies to avoid pitfalls that can lead to problems and damage your practice, as well as a negotiating guide to help you protect your practice.

102 "It's a Breeze" Time Management Strategies

Rhett Laubach

There are two types of professionals: those controlled by their time and those who control their time. This fast-paced, interactive session highlights AOA favorite Rhett Laubach's best time management strategies he uses to stay sane and wildly productive as a business owner, constant traveler, husband and father of two.

103 PQRI Reporting

Presenters: Jean Aldrich, CMPE, Todd Blum, George E. Smaistrla, Jr., FHFMA, CMPE

This course will provide REAL ENT stories of transitions and the basic steps that will help you start a successful reporting program. We will give explanations on accessing PQRI feedback, provide some ideas for integrating PQRI in an EMR and mechanisms that early adopters can utilize to insure reaching the required target levels.

104 Managing Accounts Receivable in a Tough Economy

Karen Zupko

If you were good at collecting in '08, you need to be great this year to stay even.

Extraordinary economic circumstances, call for extraordinary operational changes and a fresh approach to patient counseling, payment plans and AR management. Attend this course for ideas.

105 The Older Patient in Your Practice

Robert Wolosin, PhD

Increases in longevity and the aging of the baby boom generation require that health care providers understand service quality issues as older adults define them. This session will provide facts, discussion scenarios, and best practice suggestions for improving service quality for older patients. Education strategies to be used include lecture/discussion and case studies. Participants will be able to describe service quality issues important to older adults, assess treatment situations for vulnerability to poor service quality, and apply best practice tips to optimize service quality.

106 Practice Management Panel

Panelists: Todd Blum, Karen Boyd, CMM, COPM and Rob Wunar, COPM

This panel will conduct an AOA member open discussion on Practice Management with other AOA administrators. Our panel will represent small, large, and academic practice settings. Join us for this session to discuss everyday practice operations issues.

Note: this is not a coding discussion panel

107 How to Maximize Reimbursement with Multiple Procedures

Kim Pollock, RN, MBA, CPC

Do you ever bill more than one CPT code on a claim? Of course you do – you're in an ENT practice! But, do you know if you are billing correctly for multiple procedures? And, do you know if you are being PAID correctly for all the services you bill? The world of coding and reimbursement is complicated and, in these economic times, you don't want to leave any money on the table! We will discuss the coding and reimbursement applications of common ENT multiple, bilateral and separate procedure/service scenarios.

KEY CODE

Yellow	Coding
Dark Blue	Financial
Dark Purple	Human Resources
Light Green	Information Technologies
Pink	Marketing
Light Blue	Personal Professional Development
Orange	Practice Management/Operations
Dark Blue	General Session

Concurrent Sessions 2009

108 Negotiating Managed Care Contracts

George E. Smaistrila, Jr., FHFMA, CMPE

Learn about newly updated strategies that will include more tools for you to successfully negotiate contracts with third party payers. Come listen to tips and tactics that will help you increase your knowledge of these plans and ultimately increase your understanding of the process needed to win a workable contract.

109 Grow Your Revenues During the Toughest Economy!

Susan Good, AuD and Sergio Guerreiro, AuD

During these challenging economic times consumer confidence is at an all time low. No industry is exempt, not even the ENT profession. Even so, some medical groups are actually growing their revenues. Find out about "new marketing strategies" that successful ENT practice managers are deploying! Learn how to multi-layer the marketing approach - find new patients, serve the existing patients better and grow the business. It can be as easy as 1, 2, 3 - increase patient flow and revenue with little time spent managing your marketing.

110 New Hire Orientation Development

JoAnn LoForti, RN, MS

Hiring and orienting new employees in a slow economy is charged with a new set of challenges. Now, more than ever, it is imperative to create an orientation program designed to retain and motivate employees, reduce turnover and increase productivity. If you must hire new employees, downsize and redirect individual job description to cover all of the duties and tasks associated with administrative or clinical functions this course is a must.

111 Learning the ROPES

Jim Fatzinger, M.Div., MBA

In what single employment document do FLSA, EEOC, ADA, HIPAA all converge? The job description! Yet few job descriptions provide adequate compliance guidance or the resources to improve hiring accuracy and reduce turnover rate. You will learn how to create your own R.O.P.E.S. (**R**esults-**O**riented **P**erformance **E**valuation **S**ystem) tool which is an integrated job description - performance evaluation - selection interview that can be endlessly customized to fit each practice.

112 EMR Roundtable Discussion

Jean Aldrich, CMPE, Jolene Eicher and Kelly Ladd, COPM

This panel of otolaryngology administrators will describe their practice needs and reasons for selecting a particular EMR system. They will share their action items for implementation, tips for contract negotiations, and for gearing up staff for this exciting transition. They will lay out work/flow analyses, development of templates, and present "best practices". They will also discuss how the system is currently implemented in each of their practices and what they would have done differently. Finally, they will address the cost/benefits associated with implementing an EMR system.

113 Practice Finance at a Glance

Todd Blum and Jeff Dudley, CPA

Join us for a session on how to make sense (and hopefully more dollars for your practice as well) out of all of the financial data that is readily available from your practice management system. You will learn which key indicators are used to analyze performance in an ENT office, the role of expense management and physician productivity as it relates to the financial health of your practice, the importance of having diverse ancillary services in your practice, and a financial overview of making the investment in ancillary services.

114 E-Scribing

Barbara Cobuzzi

The President's stimulus package, along with CMS's incentive's and mandates for the implementation of e-Scribing, has brought e-Scribing to the top of the list of practice imperatives. If your practice has not implemented an EMR to date, this presentation addresses how to select an e-Scribing system that can either be integrated with the EMR, or be implemented independent of the installation of an EMR, for the practice not quite ready for electronic records.

115 Benefits of Adding In-Office Ancillary Services to Your Practice

Rebecca Wulff

This session will give an overview of the variety of in-office ancillary services available as well as the pros and cons of each service. Attendees will also learn reimbursement examples, how to add ancillary services to your practice and how to market the services to increase patients.

201 Better Practice Benchmarks

Cheryl Fatzinger, CMA, MBA and Jim Fatzinger, M.Div., MBA

We all learned in school that a 90% was an A — a grade that would please our parents and of which we could be proud. So it would stand to reason that a medical practice with a 90% net collection rate should be pleased with its A/R processes, right? Would you believe that if this practice has three (3) physicians with an average of \$1 million each in net (adjusted) charges and has a 90% collection rate, it is leaving almost a quarter-million dollars on the table each year? We will look at the ratios and numbers you should be tracking, what they tell you, the benchmarks against which to compare them, and what steps to take if these indicators are out of line.

Concurrent Sessions 2009

202 Advanced Coding

Barbara Cobuzzi

Let's dive into complex operative notes and actually code them and review the coding together in this interactive session. Bring your CPT manuals so we can discuss the specifics and unique qualities of these surgeries and add to your advanced coding knowledge.

203 Why People Do What They Do

Christy Vanderbilt, CPC

For centuries, philosophers, psychologists, behaviorists and temperament theorists have attempted to answer this age-old question: Why do people do what they do? It's a simple question, but the answer is anything but. The Spectrum Temperament Development Model® answers the question in an interesting and colorful way.

204 High Performance Managers

Elizabeth A. Skinner, R.N., J.D.

In an era of economic challenges, health care providers and managers can make a significant impact on employee productivity, best practices, job satisfaction and the retention of valuable talent in the work-force. This session will provide tools and key elements for lowering organizational risk in interviewing practices, evaluating employee performance,

addressing performance issues, documenting best practices and investigating workplace misconduct or poor performance.

205 Coding Panel

Barbara Cobuzzi, Kathi Flaherty and Kim Pollock, RN, MBA, CPC

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.

206 Keep Patients Happy and The Practice Growing

Judy Capko

This program focuses on quality service and what it takes to be a top performing medical organization. Whether you're in private practice, academic medicine or part of a diagnostic facility or ambulatory care center, keeping patients happy is critical to your success. By attending this presentation you will better understand what is on the minds of your patients, and obtain strategies to build and maintain higher levels of patient satisfaction. Customer service is the

foundation for a stable, viable and a growing practice. Learn how to keep your patients happy and coming back.

207 Marketing Your Ancillary Services

George E. Smaistrila, Jr., FHFMA, CMPE

In this session you will learn the Media 101 basics including, how to write an article for your local media, Q&A protocols/tips for answering questions from your local media, how to write a press release, how to successfully include ancillaries in your waiting room and on your website as well as view sample referral letters to send physicians.

208 So You Think You Want to Build a New Office

Jeff Dudley, CPA

In 2007 Sacramento Ear, Nose and Throat left a 13,000 square foot facility and moved into a brand new 20,000 square foot facility – after being at the same location for over 30 years. Areas of discussion will range from evaluating your options at your current location, site selection, design, build-out, completion and moving. One of the most important parts of this presentation will be discussing what we would do different now that we have been there a while! If you are contemplating a move or adding new offices, draw on the experience of others before you head down that adventurous path!!



Concurrent Sessions 2009

209 The Last Audit Frontier: E/M Audits & Commercial Payers

Deborah Grider

With patient visits representing a smaller part of total expenses, and historically high costs associated with medical records review, these services have been audited less frequently than many others. But with estimates showing more than \$20 billion lost annually on incorrect coding, payers are taking a new look. This session discusses preparation and audit readiness for the new design of payer-driven evaluation and management audit programs.

210 The "Cash Flow Curve"- A New Look at Your Accounts Receivables

Mark L. Wilson

There is little argument these days that lower reimbursements and higher costs are putting more emphasis on the unpaid dollars in the "patient buckets" on your accounts receivables. However, there does seem to be some question on which approach is best to increase patient payments and reduce write-offs. The real answer may come from improved segmenting of your patient accounts based on the information you already have. How to build a "Cash Flow Curve" to effectively analyze results and effectiveness gives practices a new tool allowing them to see their whole AR in a new light.

211 Protecting Your Organization: Prevention of Workplace Harassment & Discrimination

Elizabeth A. Skinner, R.N., J.D.

This session will provide an understanding of how your organizations' policies, training and practices can benefit you, your employees and the organization when everyone understands a zero tolerance policy regarding offensive conduct and violation of employee rights. An overview of Equal Employment Opportunity law and the elements of harassment will be presented, in

addition to examples that demonstrate workplace conduct challenges and the tools to deal with these challenges.

212 Patient Communications in the 21st Century

Joseph Sameh

Few aspects of our lives have changed more in the past several decades than communications. We have gone from payphones to cell phones; tone pagers to text messaging, letters to email. You will learn what options are available, what to avoid, what to expect by integrating these changes into your medical practice, and how making changes can increase your practice profitability and your job satisfaction. This session will show how to continue to move forward while avoiding pitfalls. You will develop an understanding of how new technology can enhance the communications experience between practice, staff, and patients.

301 ICD-10-CM for Otolaryngology

Deborah Grider

ICD-10-CM is the diagnostic coding system that is expected to replace ICD-9-CM on October 1, 2013. How can we seamlessly move from a system with 13,500 codes to a system with 68,000 codes? This session will provide guidance for preparation of implementation and analysis of ICD-10-CM.

302 Patient Safety from an Administrator's Perspective

Jean Aldrich, CMPE

Doctors take an oath of "Do No Harm." As a leader in your office have you given enough focus to safety in your office? This session will explore six key areas of patient safety - medication, patient transitions, surgery procedures, personnel competency, practice culture, and patient education.

303 Your Practice, Federal Mandates and EHRs

Bill Rust

This session presents explanations of recent federal programs, such as the American Recovery and Reinvestment Act of 2009, which are designed to help move the nation's healthcare system to electronic health record (EHR) systems. Financial incentives, technical requirements, penalties, and arcane language (such as "meaningful EHR user") will be described. Some programs are already underway (such as ePrescribing and PQRI), but are due to expire in the coming years. Other, even larger programs are just over the horizon, that hold the promise of paying for EHR systems, but only if your practice is positioned to achieve acceptable levels of usage in the next 12 months.

304 Recession Proof Your Practice

Judy Capko

This course will give medical professionals and practice administrator's valuable tools to help weather the storm of a bad economy and execute sound strategies to keep the practice on solid ground. You will learn the value of business intelligence, what key indicators are essential to measuring practice performance, how to capture loss revenue and gain as much as 25%, how to build and enforce solid financial policies, why technology rules the day and saves you big dollars, ways to examine customer service and patient satisfaction and how to optimize productivity and improve accountability.

KEY CODE

	Coding
	Financial
	Human Resources
	Information Technologies
	Marketing
	Personal Professional Development
	Practice Management/Operations
	General Session

Networking and Social Events

Welcome Reception

Wednesday, September 30
5:00 p.m. - 6:30 p.m.

Please join us for a special evening reception to kick off this year's Annual Educational Conference. Don't miss the opportunity to visit with your AOA colleagues that you haven't seen for a while, as well as, meet new friends and AOA Leadership. This event will include a hosted wine and cheese selection.

First Time Attendee Breakfast

Thursday, October 1
8:00 a.m. - 9:00 a.m.

All first time attendees to the AOA Annual Educational Conference are encouraged to attend. There will be a continental breakfast, comfortable seating and an opportunity to meet with AOA Leadership one-on-one. During breakfast you will be provided with a brief presentation about the AOA, leadership opportunities, AOA Ambassador Program and time for any questions you may have. Come and mingle with the AOA Leadership, AOA Ambassadors and other first time attendees – it's a great way to network with your fellow AOA members!

Networking Luncheon

Thursday, October 1
12:30 p.m. - 1:45 p.m.

New to the conference this year, our past conference surveys indicated that attendees wanted more time to network at the event. So, we are gathering everyone together for one fantastic lunch to give you time to sit with industry leaders, regional peers, vendors, speakers and the AOA Leadership.

Presidential Luncheon

Friday, October 2
12:00 p.m. - 1:15 p.m.

Enjoy a special lunch with your colleagues while hearing from Ronald B. KupperSmith, MD.



Closing Luncheon & 2010 Boston Preview

Saturday, October 3
12:00 p.m. - 1:30 p.m.

Goodbye San Diego, Hello Boston! Come join in the fun and meet with your peers one more time and reminisce about San Diego. This luncheon will give you a taste – literally – of what we are preparing for you in Boston. And you may be the lucky winner of some very special prizes and Boston giveaways.

Evening Out Event

Thursday, October 1
7:00 p.m. - 10:00 p.m.

A Night in Seaport Village at Buster's Beach House – Surf's Up!!!

This private event is at the famous Buster's Beach House. Enjoy the panoramic views of San Diego Bay while you "hang ten" for a fun evening out. The ambience is warm, colorful and relaxed. You'll feel the beachy, vintage surf style and aloha spirit where everyone is "ohana" (family). You will be greeted with a complimentary specialty drink and a full buffet of house specialties and

mouth watering dinner temptations. Bring your camera for some special photo opportunities and we suggest "beach style casual attire" for this fun event. A beach band will provide surfing tunes, Jimmy Buffet and other 1960's classics. A dance floor and unique decorations surrounding it will add to the evening. Afterwards, enjoy the surrounding area of Seaport Village. Aloha!!!

AOA Marketplace

The AOA Marketplace is the place to meet and visit with vendors in the industry. The Marketplace is where you will get first hand experience of all the new products, technology and innovative tools available for managing today's medical practice. Take advantage of this opportunity to meet the representatives face-to-face, ask your questions, and take back information to your practice. All continental breakfasts and refreshment breaks will be served in the AOA Marketplace. Don't miss the special vendor drawing event on Friday for everyone who visited the vendor booths. You must be present to win.

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What is Your Experience?®



A special thanks to the generous corporate sponsors support and partnership. Once again, the AOA Annual Education Conference is able to provide you with insight to the latest technology and products available to better manage your practice. We encourage you to take advantage of this opportunity to introduce yourself to each of the vendors and to call on them when you are looking for that next piece of new equipment, service, or product for your practice.

As of June 15, 2009

General Information

ADA Needs

Please list your special requirements when completing your registration.

Special Dietary Needs

Please list any dietary requests when completing your registration. Also, please be sure to advise your waiter as well.

Continuing Education Units

This program has been designated for 14 Continuing Education Units (CEU) by the **Association of Otolaryngology Administrators (AOA)**. One CEU is designated for each hour of programming. You can request a certificate of attendance at the registration desk.

This program has the prior approval of the **American Academy of Professional Coders (AAPC)** for 5 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content of the program sponsor.

SPECIAL DISCOUNT AIRLINE RATES FOR AOA – ACT NOW!

American Airlines offers a **5% discount** on their discountable fares before taxes. To qualify, call American's Meeting Services Desk at **1-800-433-1790** and reference the **discount code 1199AL**. There is a \$20 booking fee if you call the 800 number and purchase your ticket over the phone. There is no booking fee if you use your discount code via **www.aa.com**. The earlier you book, the more you save!

SPECIAL CAR RENTAL RATES

AOA has arranged special discounted rates with **Avis** for car rentals. To receive these rates call: **1-800-331-1600** or visit **www.avis.com**. Your special AOA Avis discount code is: **J867692**. Have this code with you when renting your car over the phone or online.

This special rate is available September 23 - October 10, 2009. Return locations include any Southern California locations. Please advise the agent of your drop-off

location. All rates include unlimited mileage. Weekend daily rates are available from 12:00 p.m. Thursday-Monday at 11:59 p.m. and the vehicle must be checked out by Sunday at 3:00 p.m. 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. **AVIS is pleased to offer a 5% discount off the lowest qualifying rate - should a lower qualifying rate become available at the time of booking. The earlier you book, the more you will save!!** You can't go wrong. Book through our Avis discount number and save!

Dress Code

The dress code for the Annual Educational Conference is business-casual. Be comfortable while learning and networking. Don't forget a jacket or sweater – sometimes the temperatures of the meeting rooms can be difficult to control and evenings in San Diego may be cool. The dress code for Thursday's Evening Out Event is casual beach attire – wear your most fun, craziest beach or Hawaiian shirt, Bermuda shorts, etc. Any casual dress is appropriate.

Cell Phones

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

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. Become a member of an elite group of practice managers. All COPM materials are available on the AOA website, **www.oto-online.org/copm**.

COPM Study/Discussion Group

Tuesday, September 29
6:00 p.m. – 8:00 p.m.

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

COPM Testing

Wednesday, September 30
8:00 a.m. – 12:00 p.m.

Attendees sitting for the exam must bring their registration materials with them to enter the exam room.

Elections

AOA Candidates for elected positions will speak briefly at the Opening Ceremonies on Thursday, October 1. All Elections will be held from 1:15 p.m. - 1:45 p.m., immediately following the Presidential Luncheon on Friday, October 2. All active primary and secondary members are asked to cast their vote.

Sessions

This year's educational meeting will offer over 30 educational sessions. This program is designed to meet a wide array of experience and knowledge. The sessions are categorized and color-coded to help you identify the COPM core educational and management objectives: Academic, Coding, Financial, Human Resources, Information Technology, Marketing, Personal and Professional Development and Practice Management/Operations.

We will be offering three General Sessions with outstanding keynote speakers who will motivate, inspire and get you thinking about how you can make changes in your work place.

Early Bird Sessions

These sessions are sponsored by our AOA Marketplace Exhibitors. By attending these sessions, you will get to better understand the products and services and how they work for your practice. Bring your questions because here is your change to ask the vendors directly how their products will help your practice.



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.



Registration

Conference Registration

The conference registration is only available on-line.

Visit www.oto-online.org/aoa27 and click on the link that says "Conference Registration". Registrations will not be processed without payment.

Early Bird Fee Registration Deadline September 1, 2009 — register today to receive the discount!

To take advantage of the discount, your payment must be postmarked **no later than September 1, 2009**.

Accepted forms of payment are Visa, MasterCard, American Express, or check. If you intend to pay by check, please print out your completed on-line registration form to use as an invoice and mail with your check to the AOA Office, 1844 Ardmore Blvd. Pittsburgh, PA 15221.

Fees

	Early Bird through Sept. 1 st #	After Sept. 1 st
Active/Associate Member	\$595	\$695
Non-Member	\$950	\$1050
New Member Discount*	\$1050	\$1150
Guest/Spouse/Vendor	\$300	\$300

Thursday Evening Out

Buster's Beach House \$99 per person

* If you become a member today you will receive conference registration, membership through the rest of 2009 AND membership for 2010! For just \$100 more than the non-member rate you will receive membership for 2009-2010 and save \$235 in dues for both 2009 AND 2010. By becoming a member you will receive the member rate for next year's annual meeting in Boston as well.

Registering for AOA-27 and membership for 2009-2010: **\$1050**

Enjoying the Evening Out Event to Buster's Beach House: **\$99**

Becoming a part of an organization who cares about your needs: **PRICELESS!**

Past member of AOA are only eligible for the New Member Discount if you have not renewed your dues in two or more years. 2009 Membership will be effective starting August 1, 2009.

Registration and fees must be postmarked or faxed by September 1, 2009 in order to receive the Early Bird rates.

REGISTRATION CANCELLATION

All registration cancellations are considered official on the date they are received at the AOA Office. AOA will refund the entire registration fee minus a \$75 processing charge for cancellations made prior to August 28, 2009. Refunds will not be processed until after the conference. There will be no refund for cancellations received after August 28, 2009. In addition, refunds will NOT be provided for no-shows.

Don't forget to . . .

- Indicate which ribbons you will need
- Register for the Evening Out Event to Buster's Beach House
- Make your travel arrangements early to get the best rates
- Make your hotel reservations at the conference hotel, The Westin Gaslamp Quarter

Hotel Accommodations

HOTEL RESERVATIONS

Westin Gaslamp Quarter

(Deadline: September 6, 2009)

Room rate is \$199 per night! This is the lowest group rate the AOA has offered in over 5 years!

Members must make hotel reservations separately from registering for the conference. Hotel reservations can be made online by going to the AOA-27 home page at www.oto-online.org/aoa27 and clicking on the link that says "Hotel Reservations." In order to receive the AOA group discount online, you MUST use the link found on the AOA-27 homepage. Reservations can also be made by calling 1-800-WESTIN1 and referencing AOA.

The Westin Gaslamp Quarter is located at 910 Broadway Circle, San Diego, California 92101. With views of the city or bay and located within walking distance of restaurants, shopping, entertainment and the cultural district, The Westin will suit all your needs. The Westin is minutes away from many attractions including The USS Midway Museum, Sea World, San Diego Zoo, and more!

A block of rooms has been set aside for September 27, 2009 and October 9, 2009 for AOA attendees. All aspects of the conference will take place at this hotel with the exception of the Thursday evening out event.

HOTEL FEES

Single/Double \$199 per night

Show your support for the AOA by staying at the AOA27 Headquarters Hotel, The Westin Gaslamp Quarter. The AOA has committed to a certain amount of rooms and has secured room discounts on your behalf. If we do not meet this contractual obligation, the 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 a more regular basis. So, to keep your costs down, please stay at The Westin Gaslamp Quarter. We appreciate your cooperation and we know you will enjoy your stay.



HOTEL RESERVATION DETAILS

- Reservations received at the hotel after September 6, 2009 will be subject to availability and current room rates designated by hotel.
- A deposit of one night's room and taxes (12.565%) for each room is required when making your reservation.
- All reservation changes/cancellations must be done directly through the hotel.
- Check in time is 3:00 p.m. and check out time is 12:00 p.m.
- An early departure fee of \$75.00 will be charged to guests who leave earlier than the confirmed departure date at check in.

HOTEL CANCELLATION POLICY

Reservations may be canceled up to 72 hours before arrival date without penalty. Cancellations made after 72 hours will result in one room night and taxes being charged. If you fail to cancel your reservation or check in on your scheduled arrival date, no refund of any kind will be provided.

QUESTIONS?

Call the AOA office at 412-243-5156 or email the AOA-27 Program Chair at awood@okoa.org

Visit the AOA-27 homepage at www.oto-online.org/aoa27 for meeting updates and look for our email blasts with additional information.

DIRECTIONS FROM SAN DIEGO AIRPORT

By Taxi

Taxis are available at the San Diego Airport, and the cost of fare to the hotel is approximately \$10 each way.

By Train

The hotel is located approximately five blocks from the Santa Fe Depot, which serves Amtrak's San Diego rail line.

By Car

Exit the airport onto Harbor Drive/Downtown. Turn left onto West Broadway. Turn right into Broadway Circle. The hotel is on the right side.

SAN DIEGO ATTRACTIONS

San Diego offers something for everyone! Whether it's shopping at the Horton Plaza Shopping Center, strolling through the historic Gaslamp Quarter, playing golf at one of the many premiere courses, sailing along San Diego Bay or wine tasting in the Temecula Valley, you are sure to enjoy your stay. Be sure to visit the hotel's Concierge Desk if you need directions or assistance.



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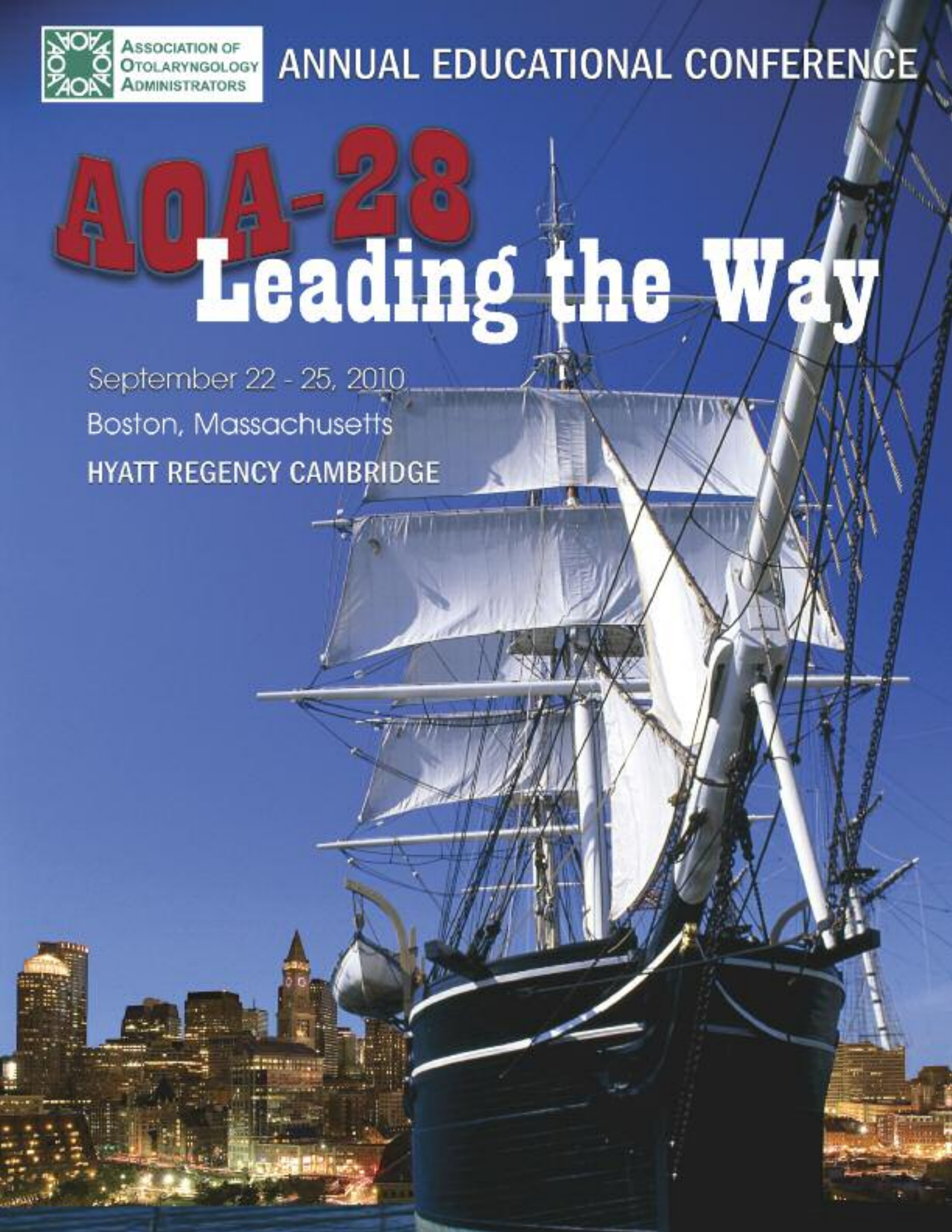
AOA-28

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Register TODAY!

San Diego

Get On Board!

September 30 - October 3, 2009

