

2017 ASRS Agenda
The Business of Retina Meeting
 April 1-2, 2017, Gaylord Texan, Dallas, Texas
General Session: Grapevine A 1-3, Convention Center, 3rd Floor

Saturday, April 1, 2017		<i>Last Updated: February 13, 2017</i>	
Time	Event	Speaker(s)	Location
7:00 – 8:00 AM	Registration/Breakfast		Grapevine A Registration, Convention Center, 3 rd Floor
8:00 – 8:10 AM	Introduction	Reginald J. Sanders, MD	
8:10 – 9:00 AM	Washington Update	John T. Thompson, MD	
9:00 – 10:00 AM	Retinomics Panel: OIG Investigations: A Conversation with a Special Agent	<i>Moderators:</i> Richard A. Garfinkel, MD and Larry Halperin, MD <i>Speaker:</i> Christian Jurs	
10:00-10:15 AM	Logistics of Changing PM Systems	Lawrence J. Palmieri, MS	
10:15-10:45 AM	Polling questions, followed by break		Center Pre- function Area, Convention Center, 3 rd Floor
10:45 – 11:15 AM	Updates in Retinal Coding	Ankoor R. Shah, MD	
11:15 AM – 12:45 PM	General Lunch Young Physician Section break-out lunch: Practice Building From Different Perspectives Practice Administrators break-out lunch: Down to Details : Key take-aways and best practices from your ASRS colleagues	Jonathan Feistmann, MD & Vincent Hau, MD, PhD <i>Panelists:</i> Carolyn Chen, MD; Brandon Johnson, MD; Jawad Qureshi, MD, MBA Jefferey Brockette, MSHA & Nancy McLaughlin, MS <i>Panelists:</i> David Gavin, BS, MBA; William Koch, COA, COE, CPC; Kari Rasmussen, BSBM	

Time	Event	Speaker(s)	Location
12:45 – 1:15 PM	Advanced Retina Coding	Joy Woodke, COE, OCS	
1:15 – 2:05 PM	Marketing for the Retina Practice: Using Technology to Enhance Traditional Strategies	<p><i>Moderator:</i> Vincent S. Hau, MD, PhD</p> <p><i>Panelists:</i> Ashkan M. Abbey, MD and Paul Hahn, MD, PhD</p>	
2:05 – 2:30 PM	Polling questions, followed by break		Center Pre-function Area, Convention Center, 3 rd Floor
2:30 – 3:15 PM	Benchmarking Panel	<p><i>Moderator:</i> Tushar M. Ranchod, MD</p> <p><i>Panelists:</i> Philip J. Ferrone, MD; Brian C. Joondeph, MD, MPS, FACS</p>	
3:15 – 3:30 PM	Opening a New Office	Linda A. Lam, MD, MBA	
3:30-3:45 PM	Achieving Quality Measures	John T. Thompson, MD	
3:45-4:30 PM	Financial Statements	Richard Donnelly, MS	
4:30 – 5:30 PM	Billing Practices and Management Panel	<p><i>Moderator:</i> Reginald J. Sanders, MD</p> <p><i>Panelists:</i> Ann M. Hulett; Lisa Gangi, COE, OCS, and Jane Palmer</p>	
	Reception (immediately following course)		Center Pre-function Area, Convention Center, 3 rd Floor

Sunday, April 2, 2017			
Time	Event	Speaker(s)	Location
7:00 – 8:00 AM	Breakfast		Center Pre-function Area, Convention Center, 3 rd Floor
8:00 – 8:50 AM	Panel: MDs and PAs Working Together	<p><i>Moderator:</i> Jefferey T. Brockette, MSHA</p> <p><i>Panelists:</i> Alan J. Ruby, MD and Nancy McLaughlin, MS; Paul E. Tornambe, MD and Sandy Piveral</p>	
8:50 – 9:50 AM	Coding	Joy Woodke, COE, OCS	
9:50-10:10 AM	Polling questions, followed by break		Center Pre-function Area, Convention Center, 3 rd Floor
10:10-10:40 AM	Website and Search Engine Optimization	Randall Wong, MD	
10:40-11:30 AM	Way Beyond Your Hire Date: Human Resources for Today's Growing Retina Practice	<p><i>Moderator:</i> Jefferey T. Brockette, MSHA</p> <p><i>Panelists:</i> David J. Baczewski, MBA; Gretchen Poffenberger, MBA and Kristin D. Yockus, BA, MPH</p>	