

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: March 14, 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 | <i>Moderator:</i> Vincent S. Hau, MD, PhD <i>Panelists:</i> Ashkan M. Abbey, MD and Paul Hahn, MD, PhD | |
| 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 | <i>Moderator:</i> Tushar M. Ranchod, MD <i>Panelists:</i> Philip J. Ferrone, MD; Brian C. Joondeph, MD, MPS, FACS | |
| 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 | <i>Moderator:</i> Reginald J. Sanders, MD <i>Panelists:</i> Ann M. Hulett; Lisa Gangi, COE, OCS, and Jane Palmer | |
| | 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 Administrators Working Together | <p><i>Moderator:</i> Jefferey T. Brockett, MSHA</p> <p><i>Panelists:</i> Alan J. Ruby, MD and Nancy McLaughlin, MS; Paul E. Tornambe, MD and Sandy Pival</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. Brockett, MSHA</p> <p><i>Panelists:</i> David J. Baczewski, MBA; Gretchen Poffenberger, MBA and Kristin D. Yockus, BA, MPH</p> | |