



## **Vitreoretinal Practice Management Issues Seminar – 2010**



**Saturday & Sunday, March 27 – 28, 2010**

**Westin Beach Resort Fort Lauderdale – Ft. Lauderdale, FL**



Sunny Florida will be the host for the 12th Annual ASRS Practice Management Issues Seminar on March 27 and 28, 2010. This popular seminar is organized by the American Society of Retina Specialists for the benefit of administrators of vitreoretinal practices and those physicians acting as administrators to their own practices. The popular retina coding session and CMS update will again headline the program and the seminar program committee has also incorporated an excellent slate of practice management issues. The Saturday session will conclude with our evening reception so that participants can mingle with new and old acquaintances.

- ◆ **When?** Saturday & Sunday, March 27 – 28, 2010  
Please see Program Schedule
- ◆ **Course Objectives:**
  - Provide update from Washington CMS program
  - Provide review on retinal coding and coding for new treatments
  - Provide information on PQRI
  - Provide information on how to hire new associates
  - Provide information on successful practice marketing strategies
  - Provide suggestions on solving employee performance issues
  - Provide information on implementing EMR systems into practices
  - Provide information on effective practice web design
- ◆ **After the Seminar, the participant should:**
  - Know how the 2010 CMS program update applies to retina
  - Gain updated knowledge on retina coding
  - Understand the criteria for PQRI compliance
  - Gain information on how best to hire a new associate
  - Gain knowledge on successful practice marketing strategies
  - Gain strategies on solving employee performance issues
  - Gain knowledge on how to implement an EMR system
  - Gain knowledge on creating a retina practice website
- ◆ **Who Can Attend?** Administrators, managers, MD's, and any applicable office personnel.
- ◆ **Credits?** The American Society of Retina Specialists is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The American Society of Retina Specialists designates this educational activity for a maximum of 12 AMA PRA *Category 1 Credit(s)*.™ Physicians should only claim credit commensurate with the extent of their participation in the activity. This course will be submitted to JCAHPO for consideration of CE credits.
- ◆ **How To Register?** Use registration and hotel forms attached or contact the ASRS to have the forms e-mailed or faxed. Visit [www.asrs.org](http://www.asrs.org) for more information.
- ◆ **Questions?** Contact Jamie Pullenza, ASRS Membership & Administrative Coordinator, at phone: (530) 566-9181, fax: (530) 566-9192 or e-mail [jamie@asrs.org](mailto:jamie@asrs.org)



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 PROGRAM SCHEDULE

**Saturday March 27, 2010**

7:00 AM – 8:00 AM	<i>Registration &amp; Continental Breakfast</i>	
8:00 AM	Introduction	Reginald Sanders, MD
8:05 AM	CMS Update	William Rich, III, MD
9:00 AM	PQRI	Diana Sheriff, BBA
10:00 AM	<i>Break</i>	
10:15 AM	Retina Coding I	Kirk Mack, COMT, CPC, COE
12:15 PM - 1:15 PM	<i>Lunch</i>	
1:15 PM	Retina Coding II	Kirk Mack, COMT, CPC, COE
3:15 PM	<i>Break</i>	
3:30 PM	Retina Coding/Medicare Enrollment	Linda Georgian, COE
4:30 PM	Panel: How to Hire a New Associate	Larry Halperin, MD: Moderator
5:30 PM - 6:30 PM	<i>Evening Reception</i>	

**Sunday, March 28, 2010**

7:00 AM – 8:00 AM	<i>Continental Breakfast</i>	
8:00 AM	Effective Marketing & Communications	Joseph Grano, MBA
9:00 AM	EMR	Jeff Brochette, MHA
10:00 AM	<i>Break</i>	
10:15 AM	Retina Practice Web Design	Tracy Bradley
11:15 AM	How to Avoid an Explosion While Navigating Around the Human Resources Minefield	Joseph Carroll, MA
12:15 PM	<i>Closing Remarks/Adjournment</i>	