



Vitreoretinal Practice Management Issues Seminar – 2009



Saturday & Sunday, March 28-29, 2009
Hilton San Diego Bayfront Hotel – San Diego, CA



Sunny San Diego will be the host for the 11th Annual ASRS Practice Management Issues Seminar on March 28 and 29, 2009. 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 28-29, 2009
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 third party insurance and physician profiling
- Provide information on practice retirement programs
- 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 legal Stark issues

◆ **After the Seminar, the participant should:**

- Know how the 2009 CMS program update applies to retina
- Gain updated knowledge on retina coding
- Understand the issue of third party insurance and physician profiling
- Gain information on practice retirement programs
- 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 legal Stark issues

◆ **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 Credits*.™ Physicians should only claim credit commensurate with the extent of their participation in the activity. This course has been 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 for more information.

◆ **Questions?** Contact Jamie Pullenza, ASRS Administrative Assistant, at phone: (530) 566-9181, fax: (530) 566-9192 or e-mail jamie@asrs.org



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 PROGRAM SCHEDULE

Saturday March 28, 2009

7:00 AM – 8:00 AM	<i>Registration & Continental Breakfast</i>	
8:00 AM	Introduction	G. Philip Matthews, MD, PhD
8:05 AM	CMS Update	William Rich, III, MD
9:00 AM	Third Party Insurance & Physician Profiling	Mark Hughes, MD
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 III	Mary Pat Johnson, COMT, CPC, COE
4:30 PM	Practice Retirement Programs	Peter Tillinghast, CLU, ChFC, CFP
5:30 PM - 6:30 PM	<i>Evening Reception</i>	

Sunday, March 29, 2009

7:00 AM – 8:00 AM	<i>Continental Breakfast</i>	
8:00 AM	Successful Marketing Strategies	Joseph Grano, MBA
9:00 AM	Employees: Elements That Hit Your Bottom Line	Kelly Wenzel, MBA, PHR, CSC
10:00 AM	<i>Break</i>	
10:15 AM	Implementation of EMR Systems	Judy Bee
11:15 AM	Stark II & Health Care Compliance Update	Jennifer Kozinn, JD
12:15 PM	<i>Closing Remarks/Adjournment</i>	