

**2019 ASRS Agenda**  
**The Business of Retina Meeting**  
 March 30-31, Four Seasons Resort & Club, Dallas, Texas  
**General Session: Four Seasons Ballroom**

<b>Saturday, March 30, 2019</b>		
Time	Event	Speaker(s)
7:00 – 8:00 AM	Registration/Breakfast	
8:00 – 8:10 AM	Introduction	Tushar M. Ranchod, MD
8:10 - 8:15 AM	Retina PractiCare 2.0 - Using Benchmarks to Improve Your Bottom Line	John Thompson, MD
8:15-8:35 AM	Washington Report: The Good, Bad, and UGLY	
8:35-8:45 AM	Decoding MIPS in 2019	
8:45 - 9:05 AM	Washington Update	George Williams, MD
9:05 - 10:00 AM	Physician Driven Practice Aggregation	Julia Lee, JD Interviewers: Larry Halperin, MD and Richard Garfinkel, MD
10:00 – 10:30 AM	Polling questions, followed by break	
10:30 - 10:50 AM	Starting a Clinical Trials Program	David Eichenbaum, MD
10:50 - 11:10 AM	Dude, Where's My Scribe?	Srinivas Kondapalli, MD

## Saturday, March 30, 2019 continued

11:10 - 11:55 AM	<b>Provider Rights to Prompt Reimbursement</b>	Rick A. Elina, JD
11:55 AM – 1:25 PM	<b>General Lunch</b>	
	<hr/> <b>Early Career Section break-out lunch: Financial Planning</b> <hr/>	<hr/> <b>Jonathan Feistmann, MD &amp; Vi Hau, MD, PhD</b> <hr/>
	<hr/> <b>Provider Rights to Prompt Reimbursement break-out lunch</b> <hr/>	<hr/> <b>Rick A. Elina, JD</b> <hr/>
	<hr/> <b>Practice Administrators break-out lunch: Q&amp;A (topic TBD)</b> <hr/>	<hr/> <b>Moderators: Nancy McLaughlin, MS and Gretchen Poffenberger</b>  <b>Panelists: Mitchell Goff, MD; Kari Rasmussen, BSBM, CPPM; Kristin Yockus, BA, MPH</b> <hr/>
1:25-1:55 PM	<b>Coding Update</b>	Ankoor Shah, MD
1:55 - 2:15 PM	<b>Understanding the Audit Landscape</b>	William Koch, COA, COE, CPC
2:15 - 2:45 PM	<b>Anatomy of a Claim: The Do's and Don'ts</b>	Daniel Berinstein, MD and Linda Harrison, PhD, EdM
2:45 - 3:15 PM	<b>Polling questions, followed by break</b>	
3:15 - 4:00 PM	<b>Private Equity Panel</b>	<b>Moderator: Alan Ruby, MD</b> <b>Panelists: Carl Baker, MD; Daniel Miller, MD, PhD; David Williams, MD, MBA; and Steven Madreperla, MD, PhD</b>
4:00 - 4:20 PM	<b>Contract Negotiations with Payers</b>	David Gavin, BS, MBA
4:20-4:40 PM	<b>The Nuts and Bolts of Developing a Marketing Plan</b>	Thomas Stone, MD

## Saturday, March 30, 2019 continued

4:40-5:00 PM	Collecting from Skilled Nursing Facilities/Hospice	Jessica Avetisian, BA
	Reception	Speakers available for informal Q&A

## Sunday, March 31, 2019

Time	Event	Speaker(s)
7:00 – 8:00 AM	Breakfast	
8:00 - 8:20 PM	How to Calculate FTEs	Susan Wade, MHS and David Baczewski, MBA
8:20-9:05 AM	Doctors are Held Responsible for What They Do Not Know	Leonard Ginsburg, MD, CDE
9:05 - 9:25 AM	Malware and Security Threats within Healthcare – Strategies to Keep Your Practice Safe	Jefferey Brockette, MSHA and Michael Patrick
9:25 - 9:45 AM	Using Big Data for Practice Management	Mathew MacCumber, MD, PhD
9:45 - 10:15 AM	Polling questions, followed by break	
10:15 - 11:45 AM	Mastering Retina Coding	Joy Woodke, COE, OCS
11:45-11:50 AM	Closing Remarks	Tushar M. Ranchod, MD