

**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>Moderators: Jonathan Feistmann, MD &amp; Vi Hau, MD, PhD</b>  <b>Panelists: Saurabh Patel, MD, MSc; Robert Wang, MD; W. Keith Wood</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: The Retina Practice Management Juggling Act</b> <hr/>	<hr/> <b>Moderators: Nancy McLaughlin, MS and Gretchen Poffenberger, MBA</b>  <b>Panelists: Mitchell Goff, MD; Kari Rasmussen, BSBM, CPPM; and David Baczewski, MBA</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
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>	Alison Ratliff, MBA

## Saturday, March 30, 2019 continued

<b>4:20-4:40 PM</b>	<b>The Nuts and Bolts of Developing a Marketing Plan</b>	<b>Thomas Stone, MD</b>
<b>4:40-5:00 PM</b>	<b>Collecting from Skilled Nursing Facilities/Hospice</b>	<b>Jessica Avetisian, BA</b>
	<b>Reception</b>	<b>Speakers available for informal Q&amp;A</b>

## Sunday, March 31, 2019

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