Agenda

3:00 – 7:00 PM   Registration Open

5:00 – 7:00 PM   **Networking Session**

8:00 – 8:30 AM   Registration and Breakfast – Palo Verde C

8:30 – 8:35 AM   Introduction and Welcome – **All General Session Talks are in Palo Verde AB**
Tushar M. Ranchod, MD, FASRS

8:35 – 9:15 AM   **HHS OIG Update**
Agent Christian Jurs

Course Description: Discussion of what factors the OIG looks for when deciding to investigate, what issues should retina specialists be aware of, insights into Modifier -25
Learning Objectives: Audience will understand what to expect if you are audited/investigated by the OIG

9:15 – 9:45 AM   **Lean Techniques for RCM**
Panelists: Alan Kimura, MD, MPH, FASRS, Daniel Maher, CPC, Nicole Smith

Course Descriptor: Physicians are trained to use a structured problem-solving process in medical charting. Physicians, increasingly deploy a structured problem-solving process (Lean tools) for continuous improvement of the wasteful inefficiencies of clinical workflows. Lean tools can likewise be used to reduce the waste in Revenue Cycle Management (RCM) that impact the bottom-line.

Learning Objectives: Audience sees the value of a structured problem-solving process using Lean tools (A3, PDCA, SOPs), that begin with solving clinical workflows, that then extend to solving the inefficiencies of the revenue cycle.

9:45 - 10:00   **Evaluation of Injectables**
Mark Kwong, MD

Course Descriptor: The decision to add additional injectables to a retina practice is more complex than simple reimbursement/margin. Factors that need to be considered include time of reimbursement, authorization, claim resubmittal, J-codes, CPT codes, and ordering/storage. Our practice's approach to considering new pharmaceuticals will be explored.

Learning Objectives: Participants will be able to evaluate the logistical and financial aspects of adding new injectables.

10:00 – 10:30 AM   Break

10:30 – 10:50 AM   **Washington Update**
Michael M. Lai, MD, PhD, FASRS

Course Descriptor: The objective of this presentation is to provide attendees with an update on the legislative and regulatory issues impacting retina specialists and retina practices. Key topics will include Medicare reimbursement and policy, Medicare Advantage and commercial payer utilization management actions, quality reporting, and Part B drug policy, and their impact on retina specialists' ability to provide patient care in the coming year.

Learning Objective: Attendees will be provided with information to ensure they are in compliance with federal regulations and reporting obligations.

10:50 – 11:20 AM   **Data-Driven Advocacy**
Moderator: Michael M. Lai, MD, PhD, FASRS
Panelists: Paul Hahn, MD, PhD, FASRS, Sabin Dang, MD

Course Descriptor: This panel will explore the ways ASRS is advocating to policymakers and payers using a data-driven approach to ensure patients receive the timeliest and clinically-effective treatments. Panelists will discuss successful data-based advocacy efforts, ongoing data collection and analysis, and data needs for potential future study.

Learning Objective: Attendees will learn about available data resources and strategies to assist them in their advocacy with public and private payers.

11:20 – 11:40 AM   **Documentation Compliance: Training Scribes and Staff**
Nikisha Kothari, MD

Course Descriptor: This presentation will discuss pearls for training scribes, specifically in the area of the documentation. In addition, I will review the common pitfalls in documentation and how to stay compliant and avoid these pitfalls.

Learning Objectives: Implement techniques to better train their scribes and staff; and avoid common mistakes made in documentation.

11:40 - 12:00 PM **So You Want to Build a Retina ASC**
Joel Pearlman, MD, PhD, FASRS

Course Descriptor: This will be an overview of our experience over the past decade and a half of running a retina focused ASC, lessons learned and pitfalls to avoid. The data and principles presented will hopefully help other retina specialists decide on the value of running ASCs for their own practices and patients.

Learning Objectives:
1. Discuss the risks and benefits of starting a retina-predominant ASC
2. Overview of the relevant regulatory issues
3. Overview of staffing issues
4. Overview of the finances and business model
5. Brief discussion regarding risks and benefits

12:00 – 1:25 PM Lunch
General Lunch – No Presentations – Palo Verde C

Lunch Breakout Sessions
- **Early Career Section: What Does it Mean to Be a Leader – Ocotillo ABC**
  Edward Wood, MD, FASRS, Mrinali Gupta, MD, FASRS, Hemang Pandya, MD

- **Physician Compensation Panel – Acacia BCD**
  Moderator: Vivienne S. Hau, MD, PhD, FASRS and
  Alexander Melamud, MD, MA
  Panelists: Ghassan Ghorayeb, MD; Srinivas Kondapalli, MD, Reginald Sanders, MD, FASRS; and Robert C. Wang, MD, FASRS

- **Administrator's HR Open Mic - Acacia A**
  Moderators: Claire Murphy, OSC, OCS, OCSR
  Stephanie Collins, MBA
  Disclaimer: No legal advice will be provided.

1:30 – 2:15 PM **What Retina Fellows Look for in a Practice – Palo Verde AB**
Moderators: Ghassan Ghorayeb, MD and Alexander Melamud, MD, Panelists: Ahsan Hussain, MD; Clayton Kirk, MD; Janani Singaravelu, MD, MS; and Meenakshisundaram (Sam) Subramanian, DO

Course Descriptor: Audience will gain insight into what fellows look for in choosing a job.
Learning Objectives: Participants will learn strategies for attracting and retaining early career physicians.

2:15 – 2:45 PM   **Disaster Planning**
J. Michael Jumper, MD, FASRS and Kristin Yockus, MPH

Course Descriptor: The presentation will cover key considerations for developing a practice disaster plan and tools to start or refine existing protocols. Lessons learned from previous incidents will highlight the importance of being prepared, protecting property, staff and patients, minimizing economic impact and defining a team.

Learning Objectives: Based on the type of emergency, key elements for creating checklist will be shared. Participants will also learn strategies for resuming operations post disaster/natural disaster.

2:45 – 3:00 PM   **Implementing DISC to Drive Culture**
Scott Westhouse, DO

Course Descriptor: DISC is a tool that can be used to better understand one's communication and behavior style as well as the style of those with whom they interact. When applied in the workplace, knowledge of DISC leads to improved communication resulting in better job performance, higher staff satisfaction, and patient satisfaction.

Learning Objectives: Audience members will learn to identify the 4 basic styles of DISC in themselves and others. Through examples, the audience will learn how and in what circumstances DISC concepts can be applied within a medical practice to transform culture. Finally, audience members will leave with references to engage further in the use of the DISC tool within their organization.

3:00 – 3:30 PM   Break

3:30 – 3:45 PM   **Practice Operational Efficiency**
Keith Warren, MD

Course Descriptor: The purpose of this lecture is to examine and attempt to streamline the processes involved in scheduling, obtaining diagnostic testing and optimizing patient flow through a retina practice.

Learning Objective: At the conclusion of the lecture the attendees should able to have their staff: schedule an appointment, appropriate testing and calculate the estimated cost PRIOR to the patient visit; appropriately prep the patient for

their appointment type (INJ ONLY, NEW, F/U); maintain efficient clinic flow with a reduced staff; and Identify areas for improving efficiency in their individual practices

3:45 – 4:30 PM	**Analysis by 3PL** Kurt Defenbaugh, MBA **Course Description**: The purpose of this discussion is to share a new perspective to help your practice leaders better understand financial performance and take actions to improve. Divide and conquer your financial reporting using the 3PL format. **Learning Objectives**: After organizing your financial reporting into 3PL format, the business can more quickly adapt to economic changes resulting from payor contracting and treatment variances.
4:30 – 4:45 PM	**Challenges in Patient Billing** Claire Murphy, OSC, OCS, OCSR **Course Descriptor**: In medical billing, we struggle against insurance companies every day, but are we neglecting the patient portion of our AR? Are there resources or strategies that make collection of patient AR easier and more efficient? As insurance deductibles, coinsurance and copays grow, make sure your practice can maximize this challenging area of revenue. **Learning Objectives**: Identify the nuanced challenge of billing patients in retina space; Learn language to help your staff and patients understand their bill; and find resources available to make payment collection easier and more streamlined.
4:45 – 5:00 PM	**Cybersecurity: Recovery After a Ransomware Attack** Bill James, MHA, COE **Course Descriptor**: Cybersecurity is always a threat to practices. This presentation will review what happened with our ransomware attack as well as the steps involved in data recovery, notification, and reporting to various government agencies including the Attorney General and the Office of Civil Rights. It will also discuss the changes made to ensure that ongoing compliance and appropriate security measures are enforced. **Learning Objectives**: Participants should be able to: • Understand the initial steps to take in the event of a cyberattack • Apply ongoing improvement measures for staff and physicians to prevent further hacks

- Be prepared for appropriate responses to government agencies and other entities, both in the first year and several years afterward

5:00 – 6:00 PM   Reception with Exhibitors

Sunday, March 10

7:00 – 8:00 AM   Breakfast – Palo Verde C

7:30 – 8:00 AM   **Retina Coding for Beginners – Palo Verde AB**
Joy Woodke, COE, OCS, OCSR

Course Descriptor: Whether you are new to retina coding or want a refresher course, this session will provide an overview of the fundamentals.

Learning Objectives: Choose E/M or Eye visit codes with confidence; Discover resources to code retina laser procedures and surgeries; Understand the appropriate use of office and surgical modifiers; Recognize national correct coding initiative (NCCI) edits and the impact on testing and surgeries; and identify tools to code and bill intravitreal injections correctly.

8:00 – 8:15 AM   **Revenue Cycle Administrative Burdens**
Leonard H. Ginsburg, MD, FASRS

Course Descriptor: An overview of the process for managing the reimbursement and delivery of the retina biologics and the importance of inventory management, understanding changing insurance requirements, preauthorization and authorization and proper billing will be presented. The 10 major pain points where a mistake can be made will be demonstrated. Insurance companies make it difficult and inadvertent errors can lead to significant loss of revenue, documentation and patient errors. Physicians should understand and be involved in the administrative process**.**

Learning Objectives: Upon completion of this activity, participants should be able to appreciate the complexity of the process and the primary pain points where a practice can make a mistake, resulting in loss of revenue.

8:15 - 8: 30 AM   **Onboarding New Drugs**
Heather Thomas, OCSR

Course Descriptor: The goal of this presentation is to provide insight on what a retina practice should consider when onboarding new medications.

Learning Objectives: Upon completion of this activity, participants should be able to educate staff on how to create a practice plan of action for onboarding new retina drugs.

8:30 – 8:45 AM   **Onboarding New Physicians**
Aamer Hayat, JD

Course Descriptor: Onboarding a new physician can be a fantastic and exciting time for the practice or be a nightmare, depending on how well the practice prepares for the new addition**.**

Learning Objectives: This seminar will identify the must-do's and don'ts as well as the extra little things a practice can do to ensure a successful onboarding and future for the new physician and the practice.
Learning Objective: Participants will learn how to prepare for adding a new physician to your practices.

8:45 – 9:00 AM   **Synchronous vs. Asynchronous Scribes**
Srinivas Kondapalli, MD

Course Description: This session will discuss remote virtual scribes and how they may be a beneficial addition to your office team. We will also explore the benefit of asynchronous virtual scribes with examples from our retina practice.

Learning Objectives: Understand the benefits and drawbacks of remote scribes compared to in-person scribes; consider how asynchronous scribing may improve in-office efficiency; and review what basic technical requirements are needed to start remote scribe program.

9:00 - 9:20 AM   **Internal vs. Outsourced Billing**
Robert C. Wang, MD, FASRS; Nadeem N. Vaidya, MD

Course Descriptor: A consideration of software and automation to help practices become more efficient in managing their billing and revenue cycle.

Learning Objectives: At the end of this discussion, the participant will have a better understanding of factors and pitfalls related to using billing tools and/or outsourcing billing products.

9:20- 9:50 AM   **Fundamentals of the Drug Approval Process**
Ashley Nahrwold, COA

Course Description: The course will review the fundamentals of the drug approval process including payer policies for drug coverage, drug selection, communication between clinic and revenue cycle, obtaining prior authorization and patient assistance programs.

Learning Objectives: Participants will be provided tools and ideas to optimize practice workflows to ensure full reimbursement for each injectable drug

administered, minimize patient out of pocket costs and avoid financial surprises for the practice and patient.

9:50 – 10:05 AM	**Working Capital Management in a Retina Practice** Sharam Danesh, MD, FASRS

Course Descriptor: The subject of working capital and its importance in retina practices will be defined. Calculation of working capital will be reviewed and proper management will be discussed.

Learning Objectives: Calculate Net Working Capital (NWC) for a proactive at each point in time and learn to use Working Capital in increase revenue and grow your practice.

10:05 – 10:30 AM	Break
10:30 – 10:45 AM	**Financial Planning Strategies for the Small Retina Practice** Nadeem N. Vaidya, MD

Course Descriptor: This course is designed to help small retina practices with financial planning and tax efficiency.

Learning Objectives: Upon completion of this activity, participants should be able to create tax efficient strategies for retirement, insurance, and tax liability management for the small retina practice.

10:45 – 12:00 PM	**Coding Update** Joy Woodke, COE, OCS, OCSR

Course Descriptor: What's new in retina coding? Along with an overview of the new drug treatments this course will outline other updates impacting retina practices and review challenging retina coding scenarios and the solutions.

Learning Objectives: Review the 2024 retina coding update; Decipher the MDM definitions: E/M retina case studies; Understanding coding updates for new retina drug and delivery treatments; Updates on audits and investigations impacting retina practice; Discover retina coding resources to streamline the process; and recognize the 10-steps for retina surgery coding

12:00 PM	Adjourn