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PHYSICIAN PRACTICE COMPLIANCE CONFERENCE

October 3–5, 2007
Radisson Plaza–Warwick Hotel
Philadelphia, PA

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Part B Insider
AIS's A Guide to Complying With Stark
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Visit www.hcca-info.org or call 888-580-8373

AGENDA

WEDNESDAY, OCTOBER 3

PRE-CONFERENCE SESSIONS

7:00 – 8:00 AM

Registration

8:00 -10:00 AM

P1 Compliance 101

Debbie Troklus, CHC, CCEP, Assistant Vice President of Health Affairs/
Compliance, University of Louisville HSC

- An in-depth look at effective compliance implementation and the management of ongoing operations
- Provides a thorough understanding of the seven elements and the method to incorporate them into your compliance program
- Provides an opportunity to interact with other compliance professionals to discuss compliance operations

10:15 AM – NOON

P2 Legal Primer for Physician Practices

Steve Ortquist, Partner, Meade & Roach LLP

Marti Arvin, Privacy Officer, University of Louisville

- Review of the critical legal and regulatory requirements for physician practices
- What you need to know, in practical terms, and how to explain it in your organization
- What has gotten physician practices in trouble: real-life examples from recent investigations and settlements

NOON – 1:00 PM

Lunch on Your Own

1:00 – 3:00 PM

P3 Auditing & Monitoring for Physicians

Tom Ealey, MA, CPA, Associate Professor, Alma College;
President, The Ealey Group, Inc.

- Emphasis points of the federal and state governments
- Red flag areas and findings
- Using auditing & monitoring to improve practice operations

3:15 – 5:15 PM

P4 Coding Compliance: Tools and Know-How

Georgette Gustin, CPC, CCS-P, CHC, Director, PricewaterhouseCoopers
Rayellen Gilles, Director of Reimbursement Resources, MediRegs

- Identify what tools exist to support physician coding compliance
- Use tools that are the most critical for coding compliance
- Determine who should use the tools and how to

THURSDAY, OCTOBER 4

7:00 – 8:00 AM

Continental Breakfast/Registration

8:00 – 8:15 AM

Opening Remarks

8:15 – 9:30 AM

GENERAL SESSION:

Patient Status: Where Two Worlds Collide

Joe Zebrowitz, MD, Executive Vice President, Senior Medical Director,
Executive Health Resources

- Describe the priorities CMS and the OIG are focused on regarding medical necessity documentation
- Understand the financial impact of observation status on the hospital, doctor, and patient
- Understand the differences in medical necessity and observation rules for Medicare, Medicaid, and Managed Care

9:30 – 10:45 AM

Enforcement in Physician Practices

Roderick Chen, Deputy Chief, Administrative and Civil Remedies Branch,
Office of Counsel to Inspector General, Office of Inspector General,
U.S. Department of Health and Human Services

- Relationships with pharmaceutical manufacturers and medical device manufacturers
- Quality of care and medically unnecessary services
- Research misconduct

10:45 – 11:00 AM

Break

11:00 AM – NOON

101 Telemedicine & Electronic Health Records: Opportunities & Exposures

Cynthia Stamer, Member, Glast, Phillips & Murray PC

- Physician involvement in telemedicine and electronic health record strategies: selected emerging models and practices
- Negligence and other treatment standards, electronic health record privacy and security, and other selected legal concerns impacting design and use of telemedicine and electronic health record strategies
- Practical strategies and tips for evaluating and deploying electronic health and telemedicine strategies to manage quality of care, liabilities and costs

102 Medicare Myths

David Glaser, Attorney, Fredrikson & Byron, P.A.

- Understand how to determine whether Medicare prohibits a certain activity
- Learn to recognize when carriers, consultants and lawyers are misunderstanding Medicare requirements
- Avoid common misunderstanding of Medicare reassignment and “incident to” rules that cause clinics to bill improperly, or to mistakenly believe that they are billing improperly when their actions are perfectly legal

NOON – 1:15 PM

Lunch

1:30 – 2:30 PM

201 Compliance Education Tactics

Michael Lee, VP & Chief Compliance Officer, UW Medical Foundation

- Why we do it
- How we do it
- You can do it too!

202 Recent Changes Relating to Billing Medicare for Consultations

Peggy Blue, Regulatory Specialist, HCPro, Inc.

- Brief participants on recent changes relating to billing Medicare for consultation services furnished by physicians and non physician practitioners
- Review hypothetical examples to determine if services rendered should be billed as a consultation or some other type of encounter

2:30 – 2:45 PM

Break

2:45 – 3:45 PM

301 Combining Disciplines: Quality Improvement, Risk Management, and Corporate Compliance

D. Scott Jones, CHC, LHRM, Vice President, Corporate Compliance and Risk Management, PAHPHX/AHPIS / Duane Morris LLP

- Review the leading national database of information on why physicians are sued for medical malpractice—by medical specialty
- Examine the connections between quality improvement, corporate compliance and risk management in medical practices
- Explain how doctors and practice administrators can protect patients, practices, and physicians through combined quality, compliance, and risk management programs

302 “Only the Shadow Knows”: Our Road to Implementing a Clinical Documentation Improvement Program

Nancy Campbell, CCS, CPC, CCP, Compliance Education Coordinator, UVA Health Services Foundation

Lynda Hilliard, Senior Manager, Deloitte & Touche LLP

- 10 years later in compliance
- The road to a new beginning
- Ending the turf battles with multi-disciplinary resource delegation

3:45 – 4:00 PM

Break

4:00 – 5:00 PM

401 Legal Issues in Clinical Research: What You Need to Know

Rachel Nosowsky, Esq., Assistant General Counsel, University of Michigan
Ryan Meade, Esq., Partner, Meade & Roach LLP

- Review selected FDA enforcement initiatives
- Provide an overview of recent changes to Medicare reimbursement of clinical research services
- Discuss Medicaid reimbursement for clinical research services
- Describe common themes in non-compliance investigations and practical ways to avoid these problems

402 Whatever Happened to Incident One?: An Insider’s View

Paul Kim, JD, MPH, Counsel, OBER-KALER

- Comprehend the Medicare incident-to policy
- Avoid errors in filing claims for incident-to services
- Understand the interaction of the incident-to policy with non physician practitioner services, diagnostic tests, and Part B drugs and biologicals

5:00 – 6:30 PM

Opening Reception

FRIDAY, OCTOBER 5

7:00 – 8:00 AM

Continental Breakfast/Registration

8:00 – 8:15 AM

Opening Remarks

8:15 – 9:15 AM

Quality of Care in Physician Groups: How Are They Perceived by the Enforcers?

Steve Morreale, DPA, CHC, Assistant Professor, Worcester State College

AGENDA

FRIDAY, OCTOBER 5 (CONTINUED)

9:15 – 10:30 AM

Physician Health Care Fraud Investigations

Sean McKenna, AUSA, Northern District of Texas (invited)

- Criminal and civil cases and settlements
- Investigative tools and procedures
- Problematic financial relationships

10:30 – 10:45 AM

Break

10:45 – 11:45 AM

501 Top 5 Common Compliance Issues Found in a Small/Rural Physician Practice

Teri Price, RN, CHC, Medical Compliance Officer,

Cherokee Indian Hospital—Eastern Band of Cherokee

Teresa Bivens, CPC, CHC, Deputy Compliance Officer,
University of Louisville

- This session will include a discussion of common compliance issues found in a small/rural physician practice
- Tips and tools will be provided to assist the compliance officer for a small/rural practice
- Areas of risk and audit processes will be included in this session specifically directed toward the compliance officer with limited resources

502 How to Get Your Front End to Meet Your Back End

Jocelyn Piccone, Chief Operating Officer, Wright State Physicians

Marta Kennedy, Compliance Director, Wright State Physicians

- Define front and backend risks
- Private office risk assessment tool—take away
- 3 easy steps to building a bridge

11:45 AM – 1:00 PM

Lunch

1:15 – 2:15 PM

601 Criminal and Civil Enforcement Involving Quality of Care and Medical Necessity and Reasonableness of Health Care Services

Gabriel Imperato, Esq., Managing Partner, Broad & Cassel

- Who decides the level of quality and the medical necessity and reasonableness of health care services?
- A review of "quality of care" claims under criminal and civil enforcement statutes involving physician services, hospital services and care and treatment in nursing homes
- Warning signals and lessons learned from recent enforcement actions

602 Regulatory Issues Surrounding Physicians Assistants (PAs) and Nurse Practitioners (NPs): It's Not Just about Billing

Cynthia Swanson, Senior Healthcare Consultant,
Seim, Johnson, Sestak & Quist LLP

Dawnese Kindelt, CHW Corporate Compliance,
Clinics and Physician Services

- Discuss and utilize a step-by-step tool kit to comply with physician collaboration and supervision requirements
- Learn how to ensure adherence to your state scope of practice requirements
- Take away an easy-to-use overview of Medicare rules for "incident to" and shared services tip sheet

2:15 – 2:30 PM

Break

2:30 – 3:30 PM

701 Reaching Coworkers With Your Compliance Message

Ronda Tews, CPC, CHC, CCP, Corporate Compliance Project Manager—
Education, St. John's Health System

- Online compliance education ideas
- Examples of promotional items to get the message out
- How to measure the effectiveness of your education

702 Risk Assessments

Lori Laubach, Partner, Moss Adams LLP

John Falcetano, Chief Audit & Compliance Officer,
University Health Systems of Eastern Carolina

- How to conduct risk assessments in physician practices
- Identifying universal risks and the things that affect risk
- How to conduct controlled self-assessments

Marti Arvin, CHC, JD, CPC

Privacy Officer
University of Louisville
Louisville, KY

Teresa Bivens, CHC, CPC

Deputy Compliance Officer
University of Louisville
Louisville, KY

Peggy S. Blue, MPH, CPC

Regulatory Specialist
HCPro, Inc.
Marblehead, MA

Nancy Campbell

Compliance Education Coordinator
UVA Health Services
Foundation
Charlottesville, VA

Tom Ealey, CPA

Associate Professor
Alma College
Alma, MI

John Falcetano, CHC, CIA, MA

Chief Audit & Compliance Officer
University Health Systems of
Eastern Carolina
Greenville, NC

Rayellen Gilles

Director of Reimbursement Resources
MediRegs, Inc.
Wellesley, MA

David Glaser

Attorney
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Indianapolis, IN

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Senior Manager
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Mt. Shasta, CA

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Fort Lauderdale, FL

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and Risk Management
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CHW Corporate Compliance
Clinics and Physician Services
Rancho Cordova, CA

Lori Laubach

Partner
Moss Adams LLP
Tacoma, WA

Michael Lee

VP & Chief Compliance Officer
UW Medical Foundation
Madison, WI

Cynthia Marcotte Stamer, PC

Member
Glast, Phillips & Murray, PC
Dallas, TX

Sean McKenna (invited)

AUSA
U.S. Attorney's Office for the
Northern District of Texas
Dallas, TX

Ryan Meade

Meade & Roach
Chicago, IL

Steve Morreale, DPA, CHC

Assistant Professor
Worcester State College
Worcester, MA

Rachel Nosowsky

Assistant General Counsel
University of Michigan
Ann Arbor, MI

Steve Ortquist, CHC, JD, CCO

Partner
Meade & Roach
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Affairs/ Compliance
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Louisville, KY

Sheryl Vacca, CHC

Director, Health Care and Life Science
Regulatory Practice
Deloitte & Touche LLP
Newport Beach, CA

Joseph Zebrowitz, MD

Executive Vice President
Senior Medical Director
Executive Health Resources
Philadelphia, PA

Physician Practice Compliance Conference

OCTOBER 3-5, 2007 | RADISSON PLAZA-WARWICK HOTEL | PHILADELPHIA, PA

SESSION SELECTION: Please indicate below which sessions you would like to attend. This information will be used in planning. You are not obligated to attend selected sessions.

Wednesday

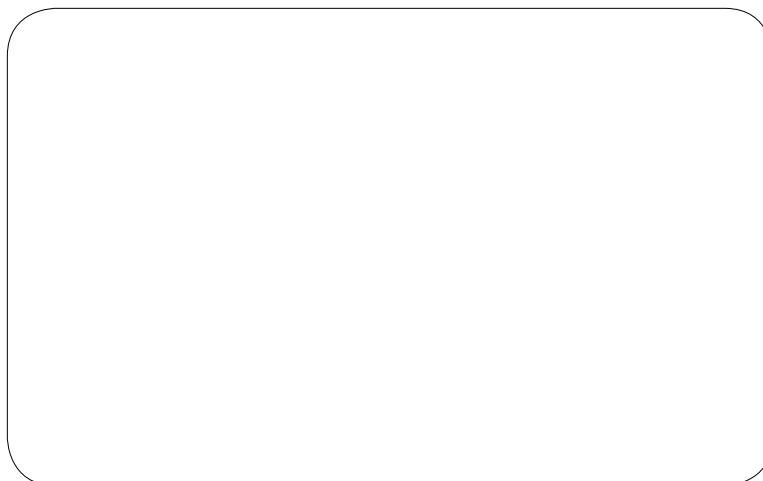
Pre-Conference AM	<input type="checkbox"/> P1 (8:00-10:00 AM)
	<input type="checkbox"/> P2 (10:15 AM-NOON)
Pre-Conference PM	<input type="checkbox"/> P3 (1:00-3:00 PM)
	<input type="checkbox"/> P4 (3:15-5:15 PM)

Thursday

11-NOON	1:30-2:30 PM	2:45-3:45 PM	4-5 PM
<input type="checkbox"/> 101	<input type="checkbox"/> 201	<input type="checkbox"/> 301	<input type="checkbox"/> 401
<input type="checkbox"/> 102	<input type="checkbox"/> 202	<input type="checkbox"/> 302	<input type="checkbox"/> 402

Friday

10:45-11:45 AM	1:15-2:15 PM	2:30-3:30 PM
<input type="checkbox"/> 501	<input type="checkbox"/> 601	<input type="checkbox"/> 701
<input type="checkbox"/> 502	<input type="checkbox"/> 602	<input type="checkbox"/> 702



REGISTRATION: If the information in your pre-printed label is incorrect, please type or print the correct information below, and fill out the additional information such as phone, fax, and e-mail.

Member ID _____

First Name _____ M.I. _____ Last Name _____

Title _____

Organization _____

Address _____

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Email (required for confirmation notice) _____

- | | | |
|--|--------------------------------|--------------------------------|
| <input type="checkbox"/> HCCA Members | Until 8/1 | After 8/1 |
| <input type="checkbox"/> Non-Members | <input type="checkbox"/> \$495 | <input type="checkbox"/> \$545 |
| <input type="checkbox"/> HCCA Membership & Registration* | <input type="checkbox"/> \$595 | <input type="checkbox"/> \$645 |
| <input type="checkbox"/> Pre-conference AM sessions Wed | <input type="checkbox"/> \$695 | <input type="checkbox"/> \$745 |
| <input type="checkbox"/> Pre-conference PM sessions Wed | <input type="checkbox"/> FREE | <input type="checkbox"/> \$100 |
| | <input type="checkbox"/> FREE | <input type="checkbox"/> \$100 |

*New members only

TOTAL _____

Mail to: HCCA, 6500 Barrie Road, Suite 250,
Minneapolis, MN 55435

FAX to: 952-988-0146 (including completed registration form
with necessary billing information)

- Check enclosed, payable to HCCA
- Invoice me Purchase Order # _____
- Charge my credit card: VISA MasterCard AMEX

Credit Card Number _____

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Please note: should your total be miscalculated, HCCA will charge your card the correct amount.

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Questions? Call 888-580-8373

TARGET AUDIENCE: Compliance officers, physicians, providers, practice managers, billing and coding staff, and anyone working in a physician practice environment.

CONTINUING EDUCATION CREDITS

AAPC: The Physician Practice Compliance Conference, has prior approval of the American Academy of Professional Coders for 19.5 Continuing Education Units. Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.

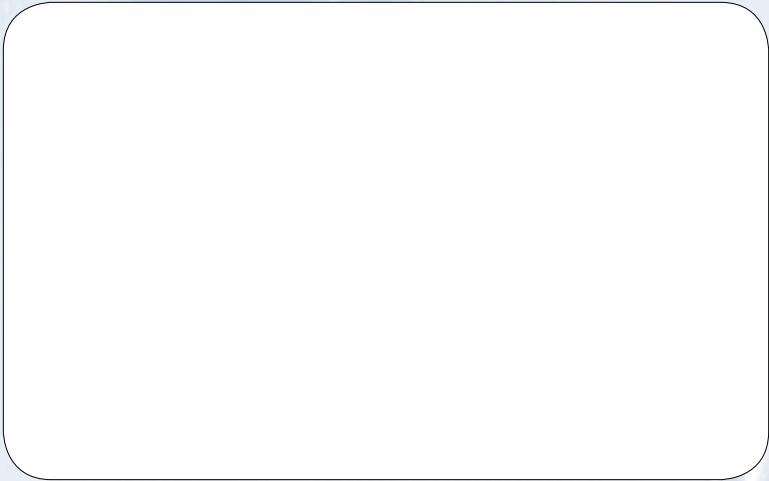
ACHE: Health Care Compliance Association has forwarded documentation requesting 19.0 hours pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement or recertification in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied to Category II credit should list their attendance when applying for advancement of recertification in ACHE.

AHIMA: The Physician Practice Compliance Conference has been approved for 20 continuing education credits for use in fulfilling the continuing education requirements of the American Health Information Management Association (AHIMA).

HCCB: This program has been approved for 23.4 HCCB continuing education credits for compliance certification for the Physicians Conference.

NASBA/CPE: The Health Care Compliance Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-888-580-8373. A maximum of 23.0 credits based on a 50-minute hour will be granted. Recommended experience level for this course is intermediate to advanced. No prerequisites or advance requirement exist for this activity. This is a group-live activity. For more information regarding administrative policies such as compliant or refund, call HCCA at (888) 580-8373.

Continuing Education for Nursing: The Health Care Compliance Association has been approved as a Continuing Education Provider from the California Board of Registered Nursing: Provider # CEP 14593, for 19.5 contact hours.



OBJECTIVES: Physicians, compliance officers, coders, and managers will learn to manage an effective compliance program. Designed with networking in mind, the conference provides many opportunities for choosing breakout sessions covering topics of interest for all. Participants will learn about compliance program development and management as it relates to physician practices; current government initiatives in the field of health care compliance specific to physicians and their group practices; correct documentation, billing and coding practices for physicians; and best practices utilized in physician practices.

GROUP DISCOUNTS: Five or more individuals from the same company receive a \$100 discount per person, based on membership status. Please complete a registration form for each attendee and fax or mail in simultaneously.

TAX DEDUCTIBILITY: All expenses incurred during training, including tuition, travel, lodging and meals, to maintain or improve skills in your profession, may be tax deductible. Please consult your tax advisor.

CANCELLATIONS/SUBSTITUTIONS: No refunds will be given for “no-shows” or cancellations. You may send a substitute, or receive a credit toward another conference. Please e-mail Patti Hoskin at patti.hoskin@hcca-info.org.

HOTEL ACCOMODATIONS

Radisson Plaza–Warwick Hotel
1701 Locust Street, Philadelphia, PA 19103-6179

To make reservations, visit www.radisson.com/hcca, or call 1-800-333-3333 and mention the Health Care Compliance Association Physician Practice Compliance Conference. The rate is \$199 single/double. Reservation cut-off date is Wednesday, September 5, 2007, or until the group block is sold out, whichever comes first. Reservations received after this date, or after the group block is filled, will be accepted based on space and rate availability.

DRESS CODE: Business casual dress is appropriate.

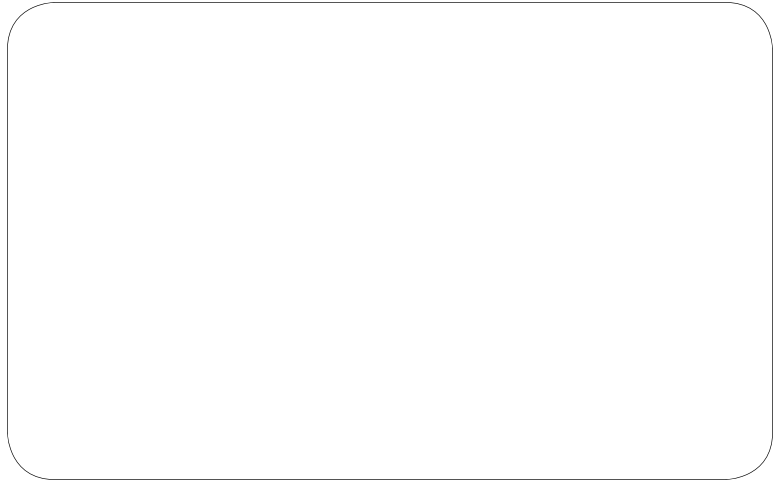
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