



# Experience the Magic of PAHCOM & learn from these industry experts at the 22<sup>nd</sup> Annual PAHCOM Conference!

See full speaker bios & complete conference information at [www.pahcom.com](http://www.pahcom.com)



**Tracey C. Glenn, CPC, CPC-H, CPMA, CEMC, CCS-P**

Tracey Glenn is the Director of Practice Management Consulting at PMSCO. She has worked in both the insurance and physician environments for more than 20 years. Tracey assists physician practices in the area of selecting and implementing technology solutions.



**Michael J. Bouton**

Mr. Bouton is the co-founder and Chief Rainmaker of Viatech Global, an international consulting firm, helping companies large and small become more adept at handling the difficult elements of personnel selection and development.



**Laura A. Kaufman**

Ms. Kaufman plays a vital role in cultivating relationships with new and potential clients and designing new, customized solutions based upon budgetary analysis and client goals. She is also responsible for organizing and directing the logistics of all corporate promotional events.



**Carol Clendinen, RN, LMHC, CAP**

Carol has over 30 years in the field of physical and emotional wellness. She is a former intensive care nurse and hospital administrator. Carol is also a licensed mental health counselor. She is a renowned national speaker on issues of mental health and controlling stress.



**Randi Kopf**

Randi Kopf of Kopf HealthLaw, LLC, is a nationally sought after speaker on healthcare law and medical technology topics. During Ms. Kopf's 30 years of professional experience, she has taught at universities including Georgetown and authored books.



**Allen Clifford**

Mr. Clifford was a business consultant and investor who had previously worked with medical and legal transcription companies in an advisory capacity. Allen founded RPI to service the needs of the medical and legal professions.



**Meryl D. Luallin**

Meryl Luallin is a healthcare marketing consultant with a nationwide clientele. As a professional "mystery" patient, Meryl frequently visits practices to assess their strengths and limitations with an eye to enhancing both staff member and physician performance.



**Owen J. Dahl, FACHE, CHBC**

Owen Dahl is a nationally recognized medical practice management consultant with over 24 years experience in consulting and managing medical practices in addition he was in hospital administration for over a decade.



**Maggie M. Mac, CPC, CEMC, CHC, CMM, ICCE**

Ms. Mac has served the health care industry for over 20 years. She currently serves as the Director, Best Practices Network Operations with Mount Sinai Hospital in New York City. Maggie is a national speaker delivering information to audiences on topics dealing with medical practice issues.



**Debra Ferenc, BS, CPC-I, CPC, CPC-H, CMSCS, PCS, FCS**

Debra is the Medical Insurance Billing and Coding Program Director at Everest University. She is also Senior Consultant/Educator with Medical Recovery & Consulting Experts, Inc. (MRCE). She has almost 30 years experience in health care administration.



**Jerrie K. Weith, FHFMA**

Jerrie is Director of Health Care Services for Anders Minkler & Diehl LLP (AMD) where she provides physicians and hospitals with solutions to complex practice management issues. During her 24-year health care career, Jerrie has served a variety of health care clients.



**Sarah Freymann Fontenot, BSN, JD**

Sarah Freymann Fontenot, BSN, JD is an acclaimed national speaker on legal issues related to the management of health care offices. She has spoken at many PAHCOM Chapters such as Pikes Peak, Traverse City, Marquette and Austin.



**Leslie Witkin**

Leslie is the founder of Physicians First, Inc. a medical consulting organization in Orlando, Florida. Her mantra is that health care providers should be "Physicians First". Leslie was recommended by the Orlando Chapter of PAHCOM.

## Pre-Conference Events: Monday, September 13

1:00–2:00 pm **National Advisory Board Meeting**

1:00–4:00 pm **CMM Examination (Certified Medical Manager)**  
Pre-Registration required

2:00–4:00 pm **Chapter Officers Meeting (2 CEUs)**

Find out how other chapters have succeeded in motivating chapter members to volunteer their time and talents for the benefit of their community. Discover the resources available to energize your chapter toward professional excellence. Share your challenges and receive potential solutions from others that have had similar difficulties. Don't miss this reality based episode created specifically for PAHCOM chapter officers!

## Tuesday, September 14

7:30–8:30 am **Continental Breakfast**

8:30–10:00 am **Keynote Session (1 ½ CEUs)**  
Carol Clendinen, RN, LMHC, CAP

Carol is an RN that knows the pressure of working in the medical field. Carol's "Real Life Job" is a psychotherapist. She has taken a bit of reality and mixed it with a bit of humor. The result is an approach to interacting with physicians and staff that is less stressful and more productive. Carol delivers a message that truly hits home. Don't miss her enlightening presentation.

10:00–10:15 am **Coffee Break**

10:15–11:45 am **Legal Issues of EHR & HITECH (1 ½ CEUs)**  
Randi Kopf, RN, MS, JD

The HITECH Act calls for all doctors' offices to use electronic health records (EHR) and electronic prescribing by 2014. Ms. Kopf will highlight your legal responsibilities as practice managers, the rights of your patients pertaining to EHR, steps you can take to avoid potential devastating legal ramifications from inappropriate disclosure by you, your staff, your physicians and what you can do to protect your own personal health information. Randi has had years of client and professional experience with the EHR and its medical legal ramifications. Bring your questions.

12:00–1:00 pm **Networking Lunch**  
Seating by Specialty  
Gilad Guitar Duo

1:15–2:45 pm **Specialty Workshops #1 (1 ½ CEUs)**

This is brainstorming at its best. In this confidential, closed door meeting with managers actively working in your specialty from all over the country, you will listen to real life problems relating to your specialty. Solutions will be offered by experienced managers that do walk in your shoes. You will have the opportunity to ask discerning questions and share the challenges you face down to the nitty-gritty specifics. You will come away with a renewed enthusiasm and a plan for resolving your challenges.

1:15–2:45 pm **Managerial Approach to E/M Documentation (1 ½ CEUs)**  
Debra Ferenc, BS, CPC-I, CPC, CPC-H, CMSCS, PCS, FCS  
Maggie Mac, CPC,CEMC,CHC,CMM, ICCE

This first session of three focuses on a basic understanding of E/M documentation and how to quickly take your practice compliance temperature. You will learn the common documentation errors found in most medical practices and how to get more dollars from the insurance companies for the previously undocumented services you already provide.

2:45–3:00 pm **Coffee Break**

3:00–4:30 pm **Keeping Physicians on Schedule (1 ½ CEUs)**  
Meryl D. Luallin

It is not a one person job! Meryl explains how it takes a "team" approach to ensure that your physician stays on schedule. The physician must be the "leader" of the team, while you are the "coach". Learn how to "coordinate" the clinical and clerical staff to avoid "running behind" and creating grumpy patients. Meryl will share the secrets of designing a team spirit that flows through the entire practice.

5:30–7:00 pm **Exhibitor Reception**

7:30–10:00 pm **Fun night: Event to be announced**

## Wednesday, September 15

7:30–8:30 am **Continental Breakfast with Exhibitors**

8:30–10:00 am **Effective Revenue Cycle Strategies (1 1/2 CEUs)**  
Jerrie Weith, FHFMA, MBA

Protect the Lifeblood of Your Practice. Jerrie will take you from the beginning of your revenue cycle to the time you put the money in the bank. She will explain the importance of paying attention to detail and documenting, charging and collecting for each and every service you provide. Her specialty is identifying holes in the revenue cycle that cause your hard-earned dollars to slip through the cracks. Don't miss this critical analysis on how to increase your revenue without increasing your workload.

10:00–11:00 am **Visit with Exhibitors - Cash Drawing**  
Coffee Break

11:00 am – 12:00 pm **Specialty Workshops #2 (1 CEU)**

Continuation of the Specialty Workshops focusing on more detail and additional answers to the questions and situations presented previously. More in-depth analysis of the challenges facing specific medical specialty organizations in today's turbulent climate.

11:00 am – 12:00 pm **Critical Factors in E/M Chart Reviews (1 CEU)**  
Debra Ferenc, BS, CPC-I, CPC, CPC-H, CMSCS, PCS, FCS  
Maggie Mac, CPC,CEMC,CHC,CMM, ICCE

This second session of three focuses on management actually implementing their knowledge of E/M documentation. Attendees will have an opportunity to apply E/M knowledge and perform a step-by-step chart review using actual physician notes and a live presentation of the physician - patient encounter. We will explore common acronyms used by providers in capturing the review elements and how to "score" them.

12:00–1:15 pm **Networking Lunch by State**  
Exhibitor Presentations  
Gilad Guitar Duo

1:30–3:00 pm **What Congress Did to Your Practice (1 ½ CEUs)**  
Sarah Fontenot, BSN, JD

In addition to updating you on recent changes to HIPAA, the HITECH Act, the Red Flag Rules, and other regulatory changes that impact the management of physician practices, Sarah will shine her spotlight on the U. S. Congress and how their action or inaction will affect your daily lives. She will provide an up-to-the-minute and perceptive view of what you will be facing in the coming year.

3:00–3:30 pm **Visit with Exhibitors - Cash Drawing**  
Coffee Break

3:30–4:30 pm **Lean Six Sigma (1 CEU)**  
Owen J. Dahl, FACHE, CHBC

Lean Six Sigma is the latest trend in Operations Management of large manufacturing organizations and state-of-the-art companies of all sizes. Owen adapted the process to medical organizations and co-authored the book "Lean Six Sigma for the Medical Practice: Improving Profitability by Improving Processes". Certainly a long title. Owen will emphasize specific elements of the book in his dynamic presentation that may change the whole way that you do business.

3:30–4:30 pm **Using Science to Hire and Manage Your Staff! (1 CEU)**  
Michael J. Bouton

This session is described as "An Extremely Scientific Process" to assess the probability of candidates for a position in your office to be successful from several different aspects once you have ascertained they have the requisite experience, education, and training. The assessments evaluate behavior, passion, and thinking style to see how well the individual will "fit" into the culture of the practice and perform to the expected accountabilities. The presentation incorporates stories illustrating the application of these tools and how the use of them impacts your entire practice. You will certainly come away from this session with an elevated appreciation for the ways in which science can alert you to potential human behavior.

6:30–10:00 pm **Annual Awards Dinner**  
Attire - Respectful Casual in honor of the Awardees

Entertainment - Donna Moore and Dunning Shaw Variety Show were a sensation in Phoenix and will be back for an encore presentation in Orlando! Their portrayals of Sonny & Cher; Rod Stewart; Dolly Parton; Liza Minnelli, and many others will take your breath away. Don't miss this fantastic event of humor, nostalgia, and yes, dancing. Isn't it time that you had some fun?

## Thursday, September 16

7:30–8:30 am **Continental Breakfast**

8:00–9:00 am **Medicare Provider Enrollment and PECOS (1 CEU)**  
Leslie Witkin

The deadline for proper PECOS enrollment is January 3, 2011. For many practices, it will be a New Year's hangover that lingers for weeks. You can make it simple and easy by attending this session and learning all about PECOS. Leslie Witkin will explain what PECOS is; how to determine whether your referral sources are registered; what to do if a referring physician is not registered with PECOS, and should you file online or hard copy. Each of these items can adversely affect your revenue. The presentation will include actual screens from the PECOS system as well as sample completion of a paper enrollment document. Be there and be sure.

9:00–10:30 am **The Dangers of Downcoding! (1 ½ CEUs)**  
Tracey C. Glenn, CPC, CPC-H, CPMA, CEMC, CCS-P

Playing it safe by never charging a level four or five visit is not safe. It tells third party payers that you are not doing things correctly. Tracey will demonstrate to you what triggers an audit, how to prepare for an audit and the mistakes practices make by "flying under the audit radar". Specifically, she will show how small amounts of undercoding add up to big dollar losses at the end of the year. Learn how to pay for your own pay raise during this revealing session.

10:30–10:45 am **Coffee Break**

10:45 am – 12:15 pm **Everything a Manager Needs to Know About Chart Reviews/Audits (1 ½ CEUs)**  
Debra Ferenc, BS, CPC-I, CPC, CPC-H, CMSCS, PCS, FCS  
Maggie Mac, CPC,CEMC,CHC,CMM, ICCE

This third session of three focuses on managers seeking guidance and/or validation on setting up an effective compliance program in the medical practice. It includes specifics for documentation reviews and how to report findings in a way that will be accepted by both physicians and review agencies.

10:45 am – 12:15 pm **Will a "KISS" EMR Work for You? (1 ½ CEUs)**  
Allen Clifford & Laura Kaufman

Still struggling with the high cost and practice turmoil involved with implementing an electronic medical records system? Then this session is designed for you! Allen and Laura will show you how the advancements in technology now make efficient and more segmented EMR packages available at a much lower cost than just two years ago. Learn how you can have your efficiency and eat it, too! Keep It Simple and save money.

# Conference Registration Form

PAHCOM 22<sup>nd</sup> Annual Conference

September 14–16, 2010 • Caribe Royale All-Suite Hotel & Convention Center • Orlando, Florida

Online Registration also available at: [www.pahcom.com/conference](http://www.pahcom.com/conference)



Name: \_\_\_\_\_ Credentials: \_\_\_\_\_

Practice Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ PAHCOM Member #: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Emergency Contact Name: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

## Conference Sessions

Check the education sessions you would like to attend:

(Note that some sessions run concurrently so please pay attention to the times.)

### Monday, September 13, 2010

- 2:00pm - 4:00pm  
Chapter Officers Meeting (2 CEUs)

### Tuesday, September 14, 2010

- 8:30am - 10:00am  
Keynote Session (1 ½ CEUs)
- 10:15am - 11:45am  
Legal Issues of EHR & HITECH (1 ½ CEUs)
- 1:15pm - 2:45pm  
Specialty Workshops #1 (1 ½ CEUs)
- 1:15pm - 2:45pm  
Managerial Approach to E/M Documentation (1 ½ CEUs)
- 3:00pm - 4:30pm  
Keeping Physicians on Schedule (1 ½ CEUs)

### Wednesday, September 15, 2010

- 8:30am - 10:00am  
Effective Revenue Cycle Strategies (1 ½ CEUs)
- 11:00am - 12:00pm  
Specialty Workshops #2 (1 CEU)
- 11:00am - 12:00pm  
Critical Factors in E/M Chart Reviews (1 CEU)
- 1:30pm - 3:00pm  
What Congress Did to Your Practice. (1 ½ CEUs)
- 3:30pm - 4:30pm  
Lean Six Sigma (1 CEU)
- 3:30pm - 4:30pm  
Using Science to Hire and Manage Your Staff!  
(1 CEU)

### Thursday, September 16, 2010

- 8:00am - 9:00am  
Medicare Provider Enrollment and PECOS (1 CEU)
- 9:00am - 10:30am  
The Dangers of Downcoding! (1 ½ CEUs)
- 10:45am - 12:15pm  
Everything a Manager Needs to Know About Chart  
Reviews/Audits (1 ½ CEUs)
- 10:45am - 12:15pm  
Will a KISS EMR Work for You? (1 ½ CEUs)

### Members: *Circle one*

\$630 (regular price through August 16<sup>th</sup>)

\$680 (late registration after August 16<sup>th</sup>)

### Non-Members:

\$835 (regular price through August 16<sup>th</sup>)

\$885 (late registration after August 16<sup>th</sup>)

Add Fun Night for any number of people  
at \$40/each.

Total # of people \_\_\_\_\_

### Method of Payment

Consider making your check or credit card payment online at: [www.pahcom.com/conference](http://www.pahcom.com/conference)

Credit Card # \_\_\_\_\_

Exp Date \_\_\_\_\_ Card Code \_\_\_\_\_

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Please fax completed form to: 407-386-7006

# PAHCOM 22<sup>nd</sup> Annual Conference

September 14-16, 2010

Caribe Royale • Orlando, Florida

Pre-conference events September 13<sup>th</sup>

*Experience the Magic of PAHCOM!*



Sponsored by:



**PAHCOM**  
1576 Bella Cruz Drive, Suite 360  
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*This conference is designed to provide you, the office manager in the trenches, with the tools you need to excel on a daily basis! Learn the latest ways to make your practice more successful and earn a bonus from your boss. Don't miss this opportunity to hear experts share their knowledge, network with experienced PAHCOM members, and have a little fun. You could win one of six One Hundred Dollar drawings!*

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