Clinical Conferences
• Annual Scientific Meeting
• Conference on Maternal & Perinatal Health
• Conference on Women’s Health
• Sports Medicine Symposium

Leadership Conferences
• Capitol Check-Up
• Conference on Bioethics
• Leadership Summit
• Michigan Conference on CME Accreditation
• Symposium on Retirement Planning

Health Information Technology Conferences
• EHRs as a Practice Transformation Tool
• Health Information Technology (HIT) Symposium
• Intricacies of IT Incentives Webcasts

Practice Transformation Conferences
• Accountable Care Organizations
• Health Care Quality Symposium
• Masters Series
• Patient Centered Medical Home
• Physician Incentives
• Physician Quality Reporting System
• Systems Redesign and the Patient Centered Medical Home

Practice Management and Office Staff Training
• Bad Debts Management
• Front Desk Training
• How to Avoid a Payer Audit
• Insurance 101 for the Non-Biller
• It’s About Time: Office Efficiency
• Medical Records and the Law
• Office Manager 101
• Practice Management Training and Tips
• Preparing for the OIG: Are You Compliant?
• Retreat for Medical Business Professionals
• Successful Strategies for Patient Satisfaction

Billing and Coding
• Advanced Cardiology Coding
• Advanced Coding for the Advanced Coder
• Advanced CPT
• Advanced ICD-9
• Basic CPT
• Basic ICD-9
NEW Best Billing Practices
• Cardiology
• Complete Coding Updates for 2012
• Countdown to ICD-10
• Dermatology
• Documentation of E&M Services
• Gastroenterology
• Hospital Services
• Medicaid Overview
• Medicare Update
• Mental Health Services
• Michigan Work Comp Rules
• Modifiers
• Non-Physician Practitioners
• OB/GYN
• Orthopedics
• Pain Management
• Pediatrics
• Plastic Surgery
• Primary Care
• Surgical
• Surgical Orthopedics

The MSMS Education Website has been given a face-lift! See page 11
www.msms.org/eo
You are invited to join us at the 146th Annual Scientific Meeting, October 26-29, at the Somerset Inn in Troy and earn up to 31 AMA PRA Category 1 Credit(s)™ at one convenient location. Take this opportunity to collaborate with colleagues, see the latest our medical industry vendors have to offer, and learn about the cutting-edge clinical advances from local and national experts.

CHOOSING YOUR COURSES: Please check one morning, afternoon and/or evening session you will be attending each day.

### Wednesday Morning, October 26
- **“Early Bird” Plenary Session** – 7:00 - 8:00 am
  - Improving Quality: Evidence-Based Clinical Practice Guidelines – How MQIC Can Help Your Patients and Your Practice’s Bottom Line (FREE)

### Wednesday Afternoon, October 26
- All afternoon courses run concurrently from 1:30 pm to 5:00 pm
- **Making It Work: Staffing for Transformation**
- **Updates in Pulmonary, Critical Care, and Sleep Medicine**
- **Provider Quality Perspectives in Returning to Work: Patient, Provider and Purchaser Views**
- **Evaluation and Etiology of Microscopic Hematuria for the Primary Care Physician**
- **Neurology for the Generalist: A Course for Hospitalists and General Practitioners**
- **The ABCs of Cardiology Management for the Primary Care Provider**

### Wednesday Evening, October 26
- Evening course runs from 5:45 pm to 9:00 pm - (Dinner included)
  - **Advances in the Diagnosis and Multidisciplinary Treatment of Primary and Metastatic Brain Tumors**

### Thursday Morning, October 27
- **“Early Bird” Plenary Session** – 7:00 - 8:00 am
  - Medical Marijuana: Federal and State Perspectives (FREE)

### Thursday Afternoon, October 27
- All afternoon courses run concurrently from 1:30 pm to 5:00 pm
  - **On Their Own Terms: Life and Death Issues in Terminal Illness**
  - **Neurology and Neurosurgery Review Topics for the Primary Care Physician**
  - **Endocrinology and Diabetes Updates**
  - **Bringing Order to Chaos: Management of the Difficult Hypertension Patient**
  - **Updates in Colon and Rectal Surgery**
  - **Radiology Updates for Clinicians**

### Thursday Evening, October 27
- Evening courses run concurrently from 5:45 pm to 9:00 pm (Dinner included)
  - **Are You Shopping for Health Information Technology?**
  - **Management of Epilepsy: Newly Diagnosed and When Medications Fail**

### Friday Morning, October 28
- **“Early Bird” Plenary Session** – 7:00 - 8:00 am
  - Medical Marijuana: Federal and State Perspectives (FREE)

### Friday Afternoon, October 28
- All afternoon courses run concurrently from 1:30 pm to 5:00 pm
  - **Risk Management and Quality Issues with Opiate Use in Pregnancy; Pre and Post Delivery Care of Neonates**
  - **The Journey from Patient Centered Medical Home to Organized System of Care (OSC)**
  - **Care of the Morbidly Obese Patient**
  - **What’s New in Infectious Disease**
  - **Cardiovascular Disease: Overview of Common EP and Vascular Conditions**

### Friday Lunch / Beaumont Lecture (Included)

### YOUR PAYMENT
- **MSMS Members:** $110 per course
- **MSMS Members with “retired status”:** $80 per course
- **YPS Members:** $80 per course
- **Residents:** No fee
- **MAPA Members:** $110 per course
- **Non-Members:** $140 per course
- **Nurses:** $110 per course
- **Students:** No fee

### Multiply total number of courses by category:

- **$110 (MSMS members and MAPA members)** = $______
- **$80 (MSMS retired and YPS members)** = $______
- **$140 (non-members)** = $______
- **$110 (nurses)** = $______
- **$0 (students and residents)** = $- 0 –

### TOTAL $______

- **Check payable to MSMS Foundation**
- **Charge to:**
  - [ ] VISA  [ ] MasterCard
  - [ ] American Express  [ ] Discover
- **Card #__________________________**
- **Exp. Date ________________________**
- **Printed Name on Card ________________________**
- **Authorized Signature ________________________**

### Easy Ways to Register

1. [Online at](https://www.msms.org/asm)
2. Mail registration form to MSMS Foundation, PO Box 950, East Lansing, MI 48826-0950
3. Fax registration form to 517-336-5797
4. Phone MSMS Registrar at 517-336-5785

For additional information, contact Marianne Ben Hamza at 517-336-7581 or mbenhamza@msms.org.

Send this entire page with your payment. Confirmation of your reservation will be mailed to you.
146th MSMS Foundation Annual Scientific Meeting

Mark your calendars for the upcoming MSMS Foundation Annual Scientific Meeting to be held at the Somerset Inn, Troy, October 26-29, 2011. Hear state and national experts on an array of courses including cardiology, dermatology, infectious disease, and diabetes, just to name a few. A complete program will be available in June 2011.

For more information, please contact Marianne BenHamza at 517-336-7581.

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<td>October 26-29</td>
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Doctor Joseph S. Moore Conference on Maternal and Perinatal Health

This annual conference is developed by a multidisciplinary planning committee specializing in obstetrics, family practice, neonatology, maternal fetal medicine, and pediatrics. The committee strives to provide timely, innovative topics and information important to maternal, perinatal, and neonatal medicine. The 2012 conference will include presentations on:

- Early Inductions
- Importance of Breastfeeding
- Michigan Infant Mortality Update
- Newborn Screening
- Patient Safety

Who should attend: Physicians, nurses, residents, students, physician assistants, public health officials, and all other health care professionals working with women and their infants

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Registration ................................................................. 8:00 am
Program ................................................................. 8:30 am – 4:00 pm
Fees ........................................ MSMS & MMGMA Members - $150; Non-Members - $190;
Nurses - $120; Retired $85
Meals ........................................... Continental breakfast and lunch will be provided

Conference on Women’s Health

While women and men share many similar health problems, certain health issues can affect women differently in rates of susceptibility, symptoms and response to treatment. Some conditions are unique to women and deserve special consideration, specific treatment or prevention protocols. Women’s health concerns cover a wide spectrum, and this conference will address some of the more prominent issues, and provide current information on guidelines and recommendations. This conference will offer lectures on:

- Women and Heart Disease
- Menopause Management
- Women’s Cancer: Screening, Prevention and Guidelines
- Contemporary Topics in Nutrition
- Immunizations Update

Who should attend: Physicians, residents and medical students

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Registration ................................................................. 8:00 am
Program ................................................................. 8:30 am – 12:30 pm
Fees ........................................ MSMS & MMGMA Members - $125, Non-Members - $175
Meals ........................................... Continental breakfast will be provided

Sports Medicine Symposium

In its fourth year, the Sports Medicine Seminar will collect local and national experts to discuss important updates and studies on medical issues in sports and recreation at all levels of play. This year’s program will also include breakout clinics to review best practices on injury prevention. The conference will feature the following topics:

- Benefits of Cross Training
- Growing Athlete - Trends, Treatment Strategies, and Preventative Measures
- Professional Team Coverage
- Return to Play Decisions for the Sick or Injured Athlete
- Scapular Dyskinesis
- Vitamin D and Bone Health

Who should attend: Physicians, nurses, physical trainers, coaches, rehabilitation staff, and all other health care professionals who provide medical attention for physically active patients and/or athletes

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<td>Detroit</td>
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Registration ................................................................. 8:00 am
Program ................................................................. 8:30 am – 4:00 pm
Fees ........................................ MSMS & MMGMA Members - $150, Non-Members - $190
Meals ........................................... Continental breakfast and lunch will be provided

Continuing Medical Education:

The Michigan State Medical Society (MSMS) is accredited by the Accreditation Council for Continuing Medical Education (ACME) to provide continuing medical education for physicians. MSMS designates these educational activities for a maximum of 31 AMA PRA Category 1 Credits(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nurses: The ACME is approved by the Board of Nursing as an acceptable provider of continuing education for license renewal or relicensure.

AAFP Credit: AAFP Credit Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.
Capitol Check-Up
MSMS encourages you to attend the 2011 Capital Check-Up. Join legislators, physicians, and public health officials to explore Michigan’s ever-changing political environment, the current state of affairs in Lansing, the latest legislation being considered, and what impact current and future legislation could have on the medical profession. This program will provide stimulating discussions on:

- Legislative Health Care Priorities
- Auto No Fault
- Health Care Under New Administrative
- Helmet Laws
- Scope of Practice
- Medicare Sustainable Growth Rate

Who should attend: Physicians, practice administrators, Alliance members, and all other health care professionals

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Registration: 8:30 am
Program: 9:00 am - 2:00 pm
Fees: $15
Meals: Lunch will be provided

Conference on Bioethics – Crisis and Opportunity: Professionalism in the Brave New World of Medicine
Are the fundamental values and principles of the medical profession being challenged in our society where there are rapid changes in the delivery of health care? Does the pressure of a corporate mentality threaten the ability to place the interest of the patient above those of the physician? This important conference will address these and other ethical principles increasingly confronting physicians. Topics to include:

- The Ethical Basis for Medical Professionalism
- Managing Unprofessionalism in Physicians: View from the State of Michigan Board of Medicine
- The Role of Professionalism in Email, the Internet, and Medicine 2.0
- Professionalism and Humanism
- Maintaining Professionalism in a Salaried Model

Who should attend: Physicians, bioethicists, residents, students, other health care professionals and all individuals interested in bioethical issues.

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<td>Traverse City</td>
<td>Great Wolf Lodge</td>
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Registration: 5:00 pm
Program: Friday 6:00 pm - 9:00 pm; Saturday 8:00 am - 6:00 pm
Fees: MSMS & MMGMA Members - $175; Non-Members - $250; Spouses/Guest - $100
Meals: Dinner on Friday; continental breakfast and lunch on Saturday will be provided

Leadership Summit
The Leadership Summit was designed to provide a forum for health care providers and leaders in the state to learn about issues facing the health care system today and to stimulate action by those individuals directly involved. The conference will provide an excellent opportunity for discussion and collaboration among individuals representing a variety of fields and backgrounds. Reiterating the idea that all physicians are leaders, the conference will provide an excellent opportunity for healthcare providers to approach some of health care’s most difficult challenges and to exercise their influence and ability to drive change through hands-on involvement. Panel discussions include:

- Legislative Initiatives
- Year Two of Federal Stimulus
- National and State Health Care Reform
- Practice Transformation and Patient Centered Medical Home
- Quality and Safety Projects in Michigan

Who should attend: Physicians, executives, administrators, government officials and all other health care professionals

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Registration: 8:00 am
Program: 8:45 am – 3:00 pm
Fees: MSMS & MMGMA Members - $150; Non-Members - $190; Residents and Medical Students - $50
Meals: Continental breakfast and lunch will be provided

Michigan Conference on CME Accreditation
This annual conference presented by the MSMS Committee on CME Accreditation, is designed to assist hospitals and organizations in Michigan in the operation of their accredited CME programs. This year’s conference is designed to assist Michigan’s CME providers with the ACCME’s updated criteria and in developing strategies for continuous improvement of their programs.

Who should attend: Physician CME leaders (directors and CME Committee members), educators, coordinators and CME administrative staff members

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Registration: 7:30 am
Program: 8:00 am – 4:00 pm
Fees: MSMS Accredited Provider - $0 (if registered on or before 7/29/11); and MSMS Accredited Provider - $30 (if registered afternoon 7/29/11); Non-MSMS Provider - $120
Meals: Continental breakfast and lunch will be provided
Leadership Conferences

Symposium on Retirement Planning

Plan now to enjoy a secure, comfortable retirement. Whether you have recently retired or are in the planning stages, expert speakers will share their knowledge and help you navigate through the personal, professional and financial aspects of retirement. This comprehensive program will include presentations on the following topics:

- **Estate Planning**
  Curtis J. DeRoo, JD, Kerr, Russell and Weber, PLC
- **Step-by-Step Guide to Closing Your Practice**
  Fred Jirous, Principal, Medical Advantage Group
- **Legal Implications of Practicing After Retirement**
  Daniel J. Schulte, JD, Kerr, Russell and Weber, PLC
- **Continuing Insurance Benefits into Retirement**
  Ron E. Ward, MSMS Physicians Insurance Agency
- **Key Financial Steps in Building a Secure Retirement**
  Nathan Mersereau, CFP, AAMS, Oakland Wealth Management and MSMS Wealth Management Program

Who should attend: Retired physicians, those planning for retirement, office managers and spouses

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Health Information Technology Conferences

**EHRs as a Practice Transformation Tool**

Electronic Health Record (EHR) technologies can be selected and implemented to improve your clinical practice. They can be a major tool in transforming your practice. This program has been designed for practices that have made the initial decision to implement EHR technology and will help those practices get the most out of their investment. Topics covered by Hank Mayers, MCP, CPHIMS, PMP, include:

- Implementation strategies that do not disrupt operations
- Creating staff enthusiasm and commitment
- Identification and modification of processes that will have the greatest benefit to your patients
- Making sure that the federal ‘meaningful use’ criteria does not get overlooked

Who should attend: Physicians, office managers and administrative staff

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Health Information Technology (HIT) Symposium

Physicians continue to witness rapid advances in medical communication and health information technology (HIT). The Internet has evolved the fundamental delivery of services in everyday life and will soon be the impetus (HIT). The objective of this conference is to develop clear strategies, investigate existing technology, and capture a glimpse into the future. This year’s conference will discuss best practices and review when and how much is appropriate for your practice. Topics include:

- **Successful Models in EMRs & EHRs**
- **ERxing**
- **Disease Registry**
- **Outcomes Measuring and Reporting**
- **State Information Exchange Projects**

Who should attend: Physicians, all health care providers, executives, administrators and office managers

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October 25

Registration ................................................................. 4:30 pm
Program ................................................................. 5:00 - 8:30 pm
Fees ........................................ MSMS & MMGMA Members - $125; Non-Members - $175;
Spouses or office managers attending with a physician - $60
Meals ......................................................... Dinner will be provided

April 27

Registration ................................................................. 1:30 pm
Program ................................................................. 2:00 - 6:00 pm
Fees ........................................ MSMS & MMGMA Members - $100; Non-Members - $150;
Spouses or office managers attending with a physician - $50

June 6

Registration ................................................................. 4:30 pm
Program ................................................................. 5:00 - 8:30 pm
Fees ........................................ MSMS & MMGMA Members - $125; Non-Members - $175;
Spouses or office managers attending with a physician - $60
Meals ......................................................... Dinner will be provided

Continental breakfast and lunch will be provided

1:30 pm

Continental breakfast and lunch will be provided

2:00 - 6:00 pm

Fees ........................................ MSMS & MMGMA Members - $125; Non-Members - $175;
Spouses or office managers attending with a physician - $60

Dinner will be provided

9:00 am – 3:30 pm

Registration ................................................................. 8:30 am
Program ................................................................. 9:00 am – 3:30 pm
Fees ........................................ MSMS & MMGMA Members - $150; Non-Members - $190
Meals ......................................................... Continental breakfast and lunch will be provided

Registration ................................................................. 12:00 pm
Program ................................................................. 1:00 pm - 4:00 pm
Fees ........................................ MSMS & MMGMA Members: $150; Non-Members: $190

12:00 pm

MSMS & MMGMA Members - $100; Non-Members - $150;
5:00 - 8:30 pm

Physicians, office managers and administrative staff

Dinner will be provided

4:30 pm

Continental breakfast and lunch will be provided

MSMS & MMGMA Members - $150; Non-Members: $190
Intricacies of IT Incentives
Webcasts

The “American Recovery and Reinvestment Act of 2009” (ARRA) provides substantial financial incentives that will help physicians purchase and implement HIT systems. Beginning in 2011, Medicare physicians who implement and report meaningful use of electronic health records (EHR) will be eligible for an initial incentive payment of up to $18,000. While ARRA includes provision that will reduce Medicare payment (starting at 1%) for physicians who do not use EHR systems, this does not take effect until 2015.

Who should attend: Physicians and office administrators

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Registration.......................................................... 12:00 pm
Program............................................................... 12:15 pm – 1:15 pm
Fees ...........................................................................Free

*available via webcast teleconference

Practice Transformation Conferences

Health Care Quality Symposium

This conference on health care quality will highlight transitions of care and quality initiatives across the state. Quality improvement can be integrated into every setting, and the goal of these quality initiatives is to improve patient outcomes and the health care of our communities, and to lower costs of health care delivery. Outcomes, trends and opportunities for input and collaboration will be afforded. We hope you will plan now on joining us for this progressive program. Quality initiatives to be highlighted include:

• Michigan Cardiac Surgeons and Quality Improvement
• Michigan Surgical Quality
• Michigan Bariatric Surgery
• Urological Surgery
• Breast Oncology
• Acute Stroke
• Sepsis Management
• Transitions of Care
• Reducing Readmissions

Who should attend: Physicians, administrators, executives, office administrators, and all other health care professionals

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Program............................................................... 8:30 am – 4:00 pm
Fees ........................................................................ $150; Non-Members - $190
Meals ................................................................. Lunch will be provided

The Masters Series – Models of Physician
– Hospital Collaboration: Preparing
For Organized Systems of Care and
Accountable Care Organizations

The MSMS Foundation invites you to attend the 2011 Masters Series. This program was developed to educate physicians, administrators, and health care executives on issues related to managed care. This year’s afternoon conference will provide attendees with panel discussions on:

• Health System Contracted or Employed Physicians
• Independent Physicians and System Collaboration

Who should attend: Physicians, administrators, and healthcare executives

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Registration.......................................................... 11:30 am
Program............................................................... 12:00 – 4:30 pm
Fees ........................................................................ MSMS & MMGMA Members - $150; Non-Members - $190
Meals ................................................................. Lunch will be provided
Accountable Care Organizations for Comprehensive Health Care Reform

New rules, eligibility criteria, quality measures and incentives can be overwhelming in the quest of a successful Accountable Care Organization. How do you work your way through the labyrinth of elements that encompass the framework of this model of health care delivery? Leaders in the field will discuss these and other important principles, and lay the foundation for the quality treatment of patients across care settings.

- Health Care Reform
- Payment Reform
- Role of Physician Organizations
- Legal Considerations
- CMS Regulations Update
- Physician Leadership

Who should attend: Physicians, executives, office administrators, and all other health care professionals

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Registration ................................................................. 8:00 am
Program ................................................................. 8:30 am – 4:30 pm
Fees ........................................ MSMS, MMGMA & MMBA Members - $125; Non-Members - $175
Meals .................................................. Continental breakfast and lunch will be provided

Patient Centered Medical Home – The Building Block for Better Health Outcomes

Comprehensive, coordinated, and Patient Centered Health Care is at the heart of the Patient Centered Medical Home (PCMH). This system of care incorporates technology, a coordinated and integrated team effort, quality and safety measures with goals of controlling costs, enhancing patient access and enhancing the quality of care. This program will highlight discussion on the components for successful integration of the PCMH approach to providing care, and overcoming the perceived and legitimate obstacles. Topics to include:

- Getting Ready for the Patient Centered Medical Home
- Overview of Payer Incentives
- Unraveling Design Criteria
- Meeting Key Measures
- Best Practices

Who should attend: Physicians, administrators, office managers, and all other health care professionals

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Registration ................................................................. 8:00 am
Program ................................................................. 8:30 am – 4:00 pm
Fees ........................................ MSMS & MMGMA Members - $150; Non-Members - $190
Meals .................................................. Continental breakfast and lunch will be provided

Physician Incentives

How much are you losing not applying for incentives? Many new incentive programs offer ways to earn revenue for your practice. Come to this course to learn the new ways that your practice can earn some much needed incentives. This course will cover:

- Patient Centered Medical Home: how to implement in your office
- Physician Group Incentive Program (PGIP)
- Crosswalk of incentives
- IT incentives

Who should attend: Physicians, administrators and office managers, billers, coders and billing managers

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Registration ................................................................. 12:30 pm
Program ................................................................. 1:00 – 4:00 pm
Fees ........................................ MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Physician Quality Reporting System

This program, presented by Jill Young, CPC, CEDC, CIMC, will answer your question, “Should you or shouldn’t you participate?” PQRI provides a bonus payment of the total allowed charges for Medicare physicians fee schedule services, to participating professionals who successfully report on 74 specific PQRI measures. What does your staff need to know to successfully participate and collect a PQRI bonus payment? There are significant changes for 2011. This course will cover:

- Additions, deletions, and changes to the measures and measures groups for 2011
- How do I get started?
- What are numerator and denominator?
- What does your staff need to know to successfully participate and collect a PQRI bonus payment? There are significant changes for 2011.
- Tips on how to identify, capture, integrate and improve your reporting?
- When does PQRS become disincentive?

Who should attend: Physicians, coders, office managers, and billing managers

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Registration ................................................................. 8:30 am
Program ................................................................. 9:00 am – 12:00 pm
Fees ........................................ MSMS, MMGMA & MMBA Members - $125; Non-Members - $175
Practice Transformation Conferences

Systems Redesign and the Patient Centered Medical Home

The learning collaborative approach to the redesign of health care delivery mirrors the purpose and systematic approach of the Patient Centered Medical Home; working together to maximize improvements in patient care and satisfaction. This conference will include discussion on strategies for practice transformation, learning collaboratives and the patient centered medical home. Topics include:

- Evidence Based Quality Improvement
- Strategies for Change
- Practice Transformation and Learning Collaboratives
- How to Become a PCMH Community
- Payer Incentives
- Best Practices

Who should attend: Physicians, executives, office administrators, and all other health care professionals

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Registration ......................................................... 8:00 am
Program .............................................................. 8:30 am – 4:00 pm
Fees .................. MSMS & MMGMA Members - $150; Non-Members - $190
Meals .................. Continental breakfast and lunch will be provided

Practice Transformation Conferences

Bad Debts Management

This course will provide detailed instruction on how to accurately assess and manage your practice accounts receivable (A/R). Instructor Cathy Weirick, CPC, or Jill Young, CPC, CEDC, CIMC, will share valuable information regarding appropriate A/R levels and what can be done to correct problem accounts. The course will cover:

- What is “accounts receivable”
- The importance of monitoring your A/R
- Benchmarks for measuring your practice success
- Tools to assist with reviewing your accounts receivable
- Proactive steps to improve your bad debts

Who should attend: Physicians, office managers, billers and coders

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Registration ......................................................... 8:30 am
Program .............................................................. 9:00 am – 12:00 pm
Fees .................. MSMS, MMGMA & MMBA Members - $85; Non-Members - $120

Front Desk Training

Your front desk staff is the first contact your patients have with your office. Several phone lines are ringing, lights on the phone are blinking, coworkers are asking questions, and here comes a patient: How does the person manning the front desk of an office or business handle several people simultaneously with professionalism and poise? Your front desk is an important point of entry for patients on the phone and in person. Good organizational and working efficiently and effectively makes all the difference. This course is specifically designed to address these points and answer other important questions for those who work as a physician office’s first-impression representative at the front desk. Speaker Jill Young, CPC, CEDC, CIMC, will cover:

- The components of a professional image
- Telephone communication with clarity, accuracy, and courtesy
- Verbal communication with those they meet face to face
- Strategies for dealing politely and successfully with discourteous, demanding, or dissatisfied customers/clients
- Personal action plan to improve both their image and their customer service skills
- Front desk patient preparation of charts, forms and tests
- Tips for reducing no shows and how to deal with patients that are always late

Who should attend: Front office staff, office managers, and billers

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Registration ......................................................... 8:30 am
Program .............................................................. 9:00 am – 12:00 pm
Fees .................. MSMS, MMGMA, & MMBA Members - $125; Non-Members - $175
How to Avoid Payer Audits

Are health plan audits and medical reviews creating an increased administrative burden in your practice? This session will teach you how to avoid those unnecessary medical reviews by Medicare Advantage plans, the OIG, Medicare, and other payers. Presented by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, this course will provide an overview of:

- What to expect and how to prepare
- Areas of risk
- Recovery Audit Contractors (RAC) audits
- Other audits such as CERT, OIG and carrier audits

Who should attend: Physicians, administrators and office managers, billers, coders and billing managers

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Fees: MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Registration: 8:30 am - 9:00 am
Program: 9:00 am – 12:00 pm

It’s About Time: Office Efficiency

How is your office’s efficiency? Good organization and efficiency are necessary skills for an efficient office and this begins at the front desk and carries through all jobs in the office. From check in to check out; test scheduling and obtaining test results; patient vitals and patient forms; and not to mention some physician pointers too! How efficient is your front office? This course offers valuable tools to improve both the reception area and all areas of your office flow. Chart preparation, insurance verification and patient intake are additional areas for discussion. Cash security, cash flow (including paper trails) and checks and balances to protect both the practice and the employee are all a part of this fast paced program.

Join Jill Young, CPC, CEDC, CIMC, or Sherry Sheehan, CPC, as they share some tried and true processes to guarantee an efficient front office. This course will explore:

- Strategies for effective chart preparation, patient intake and insurance verification
- Handling of cash received and cash flow
- Operating as a team to guarantee efficiency

Who should attend: Physicians, office staff and office managers

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Fees: MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Registration: 8:30 am - 9:00 am
Program: 9:00 am – 12:00 pm

Insurance 101 for the Non-Biller

GET THE BILL TO THE RIGHT PLACE THE FIRST TIME! Front office staff and new billers can benefit from this basic insurance course that will provide a better understanding of health insurance plans as well as injury related coverage like workers’ compensation, No-Fault Auto and other liability situations. Staff will learn how to review insurance cards, check eligibility, check coverage and the important role that insurance verification plays in a successful practice. Course objectives covered by speaker LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, include:

- The difference between PPO, HMO, and traditional plans
- How to identify and understand Medicare Advantage plans
- The coordination of benefit rules
- The importance of identifying injury related conditions

Who should attend: Front office staff, check-out staff, new billing staff

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Fees: MSMS, MMGMA, & MMBA Members - $125; Non-Members - $175

Registration: 8:30 am - 9:00 am
Program: 9:00 am – 12:00 pm

Medical Records and the Law

A policy regarding the medical record is a necessity for every medical office. This useful program will help participants learn the need for accurate documentation and record keeping. Dan Schulte, JD, from Kerr, Russell & Weber, PLC, MSMS Legal Counsel, will discuss:

- General Recordkeeping Requirements
- HIPAA’s Privacy Rule (Regulating Disclosures)
- Michigan’s Medical Record Access Act (Regulating Access)
- Medical Malpractice Statue of Limitations
- 2006 Michigan Medical Records Law (Regulating Retention and Destruction)
- Responding to subpoenas and other legal process

Who should attend: Physicians, medical office staff, and office managers

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Fees: MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Registration: 8:30 am - 9:00 am
Program: 9:00 am – 12:00 pm
Office Manager 101

As the office manager, you must juggle credentialing your providers and keeping them current for insurance purposes. Also office flow, cash handling, not to mention human resources- hiring and firing. Join us to learn some ways to protect yourself, help yourself, and organize it all. Designed for the new office manager, this course, presented by Sherry Sheehan, CPC, will cover:

• Credentialing
• Cash handling
• Human resources

Who should attend: Office managers and other involved in office management

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Registration: 8:30 am
Program: 9:00 am – 12:00 pm
Fees: MSMS, MMGMA, & MMBA Members - $125; Non-Members - $175

Practice Management Training and Tips

Office managers are the linchpins of any medical office. They provide a structured approach to the areas of personnel, finance, government regulations, information technology, clinical operations, risk management, marketing and more. They also provide sound business practices, which allow physicians to function in the areas they were specifically trained for and free them up from the operational requirements of the medical practice. Topics may include:

• Risk Management
• IT Incentives
• Best Practices

Who should attend: Office managers, billing managers and anyone else involved in office management

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Registration: 8:30 am
Program: 9:00 am – 3:00 pm
Fees: MSMS, MMGMA & MMBA Members - $150; Non-Members - $175
*available via webcast teleconference

ICD-10 Education and Resources

Fall 2011 and Spring 2012:
Countdown to ICD-10 –see description and dates on Page 14

Fall 2012:
Know your ICD-9 to get to ICD-10
Office manager, billers and physician education training
The transition to ICD-10-CM in October 2013 has an effect on everyone in your office. Training will have 3 focus groups to allow for maximum learning. The coding rules found in our current ICD-9-CM system are the best place to start your training as physicians, billers and coders and managers/administrators start the process.

Fall 2012:
ICD-10 Coding exam prep class
CPC's will need to re-certify their coding credential as ICD-10-CM is integrated. Classes will use code set training and hands on coding examples to prepare for this re-testing of CPC's and other certified coders

Spring 2013:
ICD-10 boot camp
As the time for transition to ICD-10-CM is fast approaching, hands on training on ICD-10 coding rules and code set training will be included.

Specialty coding
Specialties have specific coding nuances. In depth education classes to give differing specialties the attention they'll need to be successful with the ICD-10-CM coding system.

Please contact Marcie Shattuck at mshattuck@msms.org for all your ICD-10 needs.
Practice Management & Office Staff Training

Retreat for Medical Business Professionals

Because we know that a physician’s staff is vital to the day-to-day operations of his or her practice, we offer a variety of educational courses directly targeting medical business professionals. These multi-day conferences are an excellent opportunity for you and your staff to attend many of the core billing, coding and practice administration courses that MSMS offers within a three-day period at just one location.

October 26-28  Somerset Inn, Troy

October 26
Bad Debts Management . . . . . . . . . . . . .10:00 am – 12:00 pm AR102611
Countdown to ICD-10 . . . . . . . . . . . . . . .1:00 pm – 3:00 pm JD102611

October 27
Documentation of E&M Services . . . . . . . . . . . . .9:00 am – 4:00 pm EM102711
Coding for OB/GYN . . . . . . . . . . . . . . . . . . . . .9:00 am – 12:00 pm OB102711
Winding Road of Primary Care . . . . . . . . . . . . . . . .1:00 pm - 4:00 pm FP102711

October 28
Best Billing Practices . . . . . . . . . . . . . . . . . . . .9:00 am – 12:00 pm BB102811
Medical Records and the Law . . . . . . . . . . . . . .9:00 am – 12:00 pm MR102811
Preparing for the OIG: Are You Compliant? . . . . . . . . . .1:00 pm – 3:00 pm CP102811
How to Avoid Payer Audits . . . . . . . . . . . . . . . .1:00 pm – 4:00 pm MA102811

Complete course descriptions can be found under the Physician and Practice Administrator Executive Training, and Billing and Coding sections.

Preparing for the OIG: Are You Compliant?

Have you implemented a compliance plan in your practice? If you have, it may not be enough. You need a compliance program – not just a plan. Compliance programs are important for all physician practices. If a billing error triggers an audit, a compliance program is the best way to show the government you are making a good-faith effort to comply with state and federal regulations. Join Thomas L. Sparks, JD, of Fraser Trebilcock Davis & Dunlap, P.C., and learn:

- How to effectively implement a compliance program
- How to identify medical office problem areas
- When to use an attorney
- How to respond to an investigation or audit

Who should attend: Physicians, office managers, office staff and compliance officers

MSMS Education Website

The MSMS Education website has been given a face-lift! Visit www.msms.org/eo to view our newly redesigned user-friendly website. Highlights include our at-a-glance Conference Calendar, Featured Items, CME Credit Tracking system, and a new easy to use online payment system. You now have the ability to search for conferences by category or review the calendar to preview courses by date.

Watch us grow as we advance your educational opportunities with live webcasts, podcasts, and on demand learning by the Fall of 2011. We are excited to use this technology to better serve physicians in Michigan. Visit www.msms.org/eo regularly for your education resource.
**Advanced Cardiology Coding**

2010 and 2011 have seen major changes to codes for cardiologists for both office and hospital procedures. Changes to frequently billed procedure methodology and transitioning practice expense need to be understood today to prepare. Code changes for cardiac catheterization procedures were major and its effect on reimbursement immediate. What can be done to compliantly account for those difficult patients and procedures? Bring your books and your questions. Presented by Jill Young, CPC, CEDC, CIMC, the course will cover:

- New codes and their logic
- Evaluation and Management service – billing for every minute
- Using time in code selection – a lost source of revenue
- Update on monitoring codes and their logic for time, minimums and maximums
- What’s on the horizon for cardioiology coding
- Cardiac stress testing
- Cardiac catheterization
- Cardiac screening for Medicare

Who should attend: Coders, billers, office managers, billing manager and physicians

---

**Advanced Coding for the Advanced Coder**

Finally, a class meant for the experienced coder. This class is both a refresher and a reminder class and covers many topics that the seasoned coder/biller needs to stay up to date on regardless of the specialty. Speaker Jill Young, CPC, CEDC, CIMC, will cover:

- Correct Coding – what you should know and may have forgotten
- MPFSDB – what treasures of information are found in this table
- How forms can be your friend
- Advanced diagnostic coding conventions and guidelines
- CPT guidelines and areas of conflict with CMS’s guidelines
- Modifiers – are you using them correctly and are there any new pitfalls
- Recovery Auditors – what are they into today
- Consultations – who is where as of today and what will 2011 bring

Who should attend: Experienced billers and experienced coders

---

**Advanced ICD9 - Beyond the Basics**

Every day you use your diagnosis coding book, but do you know WHY you look in Volume 2 first and then Volume 1? Do you understand why ALL specialties should be knowledgeable in the sequencing and coding of diabetes (yes, surgeons too!). What happens when you can't find the words you are given for a diagnosis? What tools are available for sequencing of multiple codes? All these questions are a part of the material and more. This program is for the experienced coder looking to learn something new in addition to refreshing their skills. Bring your tough ICD9 coding scenarios and your ICD9 books for an interactive finish to the program. Speaker Jill Young, CPC, CEDC, CIMC, will cover:

- Importance and impact of ICD-9 coding on the healthcare industry
- How ICD-9 is maintained and updated
- What the “Official Coding Guidelines” are and where to find them
- The role of ICD-9 in Medical Necessity and the importance of linking
- What resources are available

Who should attend: Experienced coders, office managers, billing managers and physicians wanting an update and review of ICD-9

---

**Advanced CPT-Beyond the Basics**

How was your practice affected by code changes? What E&M categories do you use each day? The guidelines and nuances of each can vary for carriers other than Medicare but what does CPT tell us. Your CPT book is more than just E&M codes and procedures. Experienced coders looking for expanded instruction on everything from observation to discharge; from modifiers to category III codes; and from separate to bundled procedures should attend. Bring your tough questions and your CPT book for a hands on coding finish to the program. Speaker Jill Young, CPC, CEDC, CIMC, will cover:

- Coding guidelines that apply to CPT and the variances with carriers such as Medicare
- E&M categories and guidelines specific to their use
- Level II National codes that impact physician practices
- More about CPT & HCPCS modifiers
- NCCI – Hows and Whys
- Resources-what you need to do the job

Who should attend: Experienced coders, office managers, billing managers and physicians wanting an update and review of CPT

---

**Billing and Coding Conferences**
Billing and Coding Conferences

Basic Fundamentals of CPT Coding

During this introductory course, Deborah Rye, CPC, will introduce attendees to the structure and background of Current Procedural Technology (CPT) and how to code correctly using it. The course will include a question and answer session and hands-on use of coding books. Course topics include:

- HCPCS coding
- Evaluation and Management Coding
- Legal issues surrounding the bundling and unbundling of codes
- Important annual changes to CPT coding

Who should attend: Physicians and billing and coding staff with no previous training in CPT

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Registration ............................................................... 12:30 pm
Program......................................................................... 1:00 – 4:00 pm
Fees MSMS, MMGMA & MMBA Members - $125 or $225 for both ICD-9 and CPT; Non-Members - $175 or $325 for both ICD-9 and CPT

*available via webcast teleconference

Basic Fundamentals of ICD-9 Coding

Bring your coding books and questions to this beginner course in ICD-9 coding. Instructor Deborah Rye, CPC, will outline the basics of ICD-9 through hands-on practice exercises and case studies. Participants will learn:

- The background of diagnosis coding
- How to locate and verify codes
- The proper use of coding materials
- The ground rules for reimbursement success
- Ways to ensure accurate coding

Who should attend: Physicians and billing and coding staff with no previous training in ICD-9 coding

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Registration ............................................................... 8:30 am
Program......................................................................... 9:00 am – 12:00 pm
Fees MSMS, MMGMA & MMBA Members - $125 or $225 for both ICD-9 and CPT; Non-Members - $175 or $325 for both ICD-9 and CPT

*available via webcast teleconference

Best Billing Practices

How well does your billing office function? Are you compliant and also optimizing reimbursement? Do you ever not bill services because you don’t “think” you can? Medical practices cannot afford to miss out on any legitimate reimbursement but also cannot risk billing for services incorrectly. Getting paid does not indicate correct coding or billing. This course will identify key areas of concern for the billing office and steps to take to improve with training, policies, procedures and benchmarks. Presented by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, this course will cover:

- What is the difference between coding and billing?
- How to use payer policies to avoid denials
- What tools are available with your software and clearinghouse
- Prioritizing work and using time wisely
- How to develop compliance office coding/billing policies and procedures
- Resources that will help your practice

Who should attend: Physicians, coders, office managers, and billing managers

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Registration ............................................................... 8:30 am
Program......................................................................... 9:00 am – 12:00 pm
Fees MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

*available via webcast teleconference

The Heart of Coding Cardiology

Cardiology coding and billing is about more than just EKGs and E&Ms. Although these are two important areas so are cardiology monitoring, stress testing and catheterization. How is your knowledge of the rules of bundling and when it is appropriate to use a modifier 59 to “unbundle”? Screening services are available in cardiology but with very specific coding guidelines. Consults both on your own patients and new patients are a watch area for compliance. And let’s not forget those tough ICD9 diagnoses. All these issues will be discussed and more. Bring your books and your questions. Presented by Jill Young, CPC, CEDC, CIMC, the course will cover:

- Compliance and OIG work plan
- Evaluation and Management service
- Cardiography
- Cardiography monitoring
- Echocardiography
- Cardiac stress testing
- Cardiac catheterization
- Cardiac screening for Medicare
- New codes

Who should attend: Physicians, coders, billers, office managers and billing managers

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Registration ............................................................... 8:30 am
Program......................................................................... 9:00 am – 12:00 pm
Fees MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

*available via webcast teleconference
Complete Coding Updates for 2012

The new ICD-9 and CPT codes are out for 2012. Which ones affect your practice coding? Which ones affect your practice reimbursement? Are there any Medicare comments on the new codes? What other Medicare updated information is available in these last days before the new year and their implementation? Come and hear the most up to date information on the new CPT codes to be used January 1 and information about the ICD-9 codes that you should have been using for the past two months. Jill Young, CPC, CEDC, CIMC, will provide an overview of all of the 2012 changes to:

- ICD-9
- CPT
- HCPCS

Who should attend: Office managers, billing managers, office staff, coding and billing staff, and physicians

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Program ................................................................. 9:00 am – 12:00 pm
Fees ....................... MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

*available via webcast teleconference

The Countdown to ICD-10

The International Classification of Diseases, Tenth Revision (ICD-10) which is set to take effect on October 1, 2013, will increase the number of codes used from 17,000 to 155,000 (and almost tenfold increase). What will the new ICD-10 coding system mean for your office? When will you be required to start using the new codes? Jill Young, CPC, CEDC, CIMC, will give you an overview and tips regarding implementation including:

- ICD-10 background
- ICD-10 structure
- ICD-10 examples
- Ten steps to successful implementation of ICD-10

Who should attend: Physicians, coders, billers, office managers, billing managers, and physicians

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Program ................................................................. 1:00 – 3:00 pm
Fees ....................... MSMS, MMGMA & MMBA Members - $85; Non-Members - $120

*available via webcast teleconference

Coding for Dermatology

This course, designed to answer participants’ specific questions related to integumentary system coding, is presented by Cathy Weirick, CPC. The course will cover:

- Review coding rules/guidelines from CPT
- Anatomy of the skin
- Surgical Package Definitions
- Understanding terms; Biopsy, Incision, Shave, Destruction, Benign and Malignant
- Defining Procedures
- Measuring Lesions and Repair Coding
- Adjacent Tissue Transfers / Flaps / grafts
- Extreme Makeover Coding
- Burn Care
- Destruction Benign or Premalignant Lesions
- Mohs Micrographic Surgery
- Breast Procedures
- Modifiers
- Global Surgical Packages / CCI

Who should attend: Coders, billers, office managers, billing managers and physicians

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Program ................................................................. 9:00 am – 12:00 pm
Fees ....................... MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Documentation of E&M Services – Understanding the Key Components

The key components for Evaluation and Management documentation do not change new patient to established, or office to hospital service to service and yet confusion reigns. The key elements of History, Exam and Medical Decision Making are simply required in varying levels. This all day seminar will give you a complete understanding of documentation from the chief complaint to the signature at the bottom of the note. Presented by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, or Jill Young, CPC, CEDC, CIMC, will cover the following:

- Recording the history; chief complaint and review of system, identifying different types of exams
- Level of decision making
- Documentation for time-based coding
- 1995 and 1997 documentation guidelines

Who should attend: Physicians, coders, office managers, and billing managers

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Program ................................................................. 9:00 am – 4:00 pm
Fees ....................... MSMS, MMGMA & MMBA Members - $150; Non-Members - $175

*available via webcast teleconference
Digestive Diseases and Coding for Gastroenterology

Screening codes are a mainstay in a GI office. Understanding diagnostic vs. screening and the compliance implications is important as are preventive services in general for this specialty. This specialty program will look at coding and billing issues specific to gastroenterology including multiple procedures, separate procedures, and specificity in diagnosis coding. And let’s not forget a when to use the Neoplasm table. Bring your difficult coding questions and books to this interactive program. Presented by Jill Young, CPC, CEDC, CIMC, the course will cover:

- Compliance and OIG work plan
- Evaluation and Management Service
- Medicare’s “new” guide
- Preventative Medicine Visits
- Screening Services
- ABN
- CPT codes for GI
- Time Based Services
- Modifiers
- Updates

Who should attend: Coders, billers, office managers, billing managers, and physicians

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Program ................................................................. 1:00 – 4:00 pm
Fees ............. MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

*available via webcast teleconference

Billing for Hospital Services

This specialty-billing course, presented by Julia Lowe, CPC, will focus on accurate billing for health care services provided in the hospital setting. The program will include a review of the history, physical exam and medical decision-making components of billing for services performed in a hospital setting. The following will also be addressed:

- Consultations
- Critical care services
- Inpatient neonatal and pediatric critical care
- Neonatal intensive care
- Newborn services
- Physician standby services
- Observation care
- Inpatient services
- Emergency Department services

Who should attend: Physicians, coders, billers, office managers and billing managers

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Registration ......................................................... 12:30 pm
Program ................................................................. 1:00 – 4:00 pm
Fees ............. MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Medicaid Overview

This annual update, presented by Cathy Weirick, CPC, keeps participants informed of the changes taking place in the Medicaid program and how these changes will affect physician practices. In addition, participants will receive billing and coding direction for some of the problem scenarios frequently encountered with Michigan Medicaid.

Who should attend: Office managers, office staff, coding and billing staff

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Program ................................................................. 1:00 – 4:00 pm
Fees ............. MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Medicare Update

Presented by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, this program will inform participants of the changes taking place in the Medicare program and how these changes will affect physician practices. In addition, participants will receive billing and coding direction for some of the problem scenarios frequently encountered with Medicare.

Who should attend: Office managers, office staff, coding and billing staff

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Program ................................................................. 9:00 am – 12:00 pm
Fees ............. MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Coding for Mental Health Services

This specialty coding course, presented by Cathy Weirick, CPC, will help clear up any uncertainties participants have regarding coding for mental health services. Attendees will have the opportunity to participate in a question and answer session. The course will cover:

- Definition of mental health
- Providers
- Place of service requirements
- Types of services provided
- Medicare payment limitations
- Local coverage provisions
- ICD-9 codings

Who should attend: Coders, billers, office managers, billing managers, and physicians

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Program ................................................................. 1:00 – 4:00 pm
Fees ............. MSMS, MMGMA & MMBA Members - $125; Non-Members - $175
Michigan Work Comp Rules – Here to help!

Presented by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, this course answers the questions:

- Do you know that Work Comp carriers are required to pay in 30 days or pay a 3% late fee?
- Do you know that you do not need an authorization from Work Comp to treat a patient after the first 10 days?
- Have you ever heard of the 104B form requesting a hearing?
- Do you understand what “Subrogation” means under Work Comp?
- Can you bill health and insurance and also try to get money when the case settles?

These are just a sample of the types of things that the Michigan Work Comp rules provide to assist physicians and what you need to know. This course will review the coding, billing and appeal steps outlined in the rules which will benefit any practice dealing with Michigan Work Comp. We will also discuss:

- Federal Work comp
- Michigan No Fault Auto

Who should attend: Medical billing, coding and reception staff involved in Workers’ Compensation patient check-in, scheduling, medical records, and billing

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Program...........................................................................1:00 – 4:00 pm
Fees ..........MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Modifiers

Non-surgical modifiers can be tricky. If you are you fearful of using the wrong modifier, you don’t use them. You can change that behavior after getting explanations of each modifier and its appropriate use in your practice. Understanding when and how to use differing modifiers can result in increased revenues. Bring your tough questions and leave with a superior level of competence and confidence.

This course presented by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, will cover:

- What are modifiers?
- Finding the correct modifier
- Order modifiers
- Modifiers and audits

Who should attend: Experienced coders, office managers, billing managers and physicians

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Program...........................................................................9:00 am – 12:00 pm
Fees ..........MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Nuts and Bolts of Non-physician Practitioners (NPP)

Non-physician Practitioners (NPP), particularly Physician Assistants (PA) and Certified Nurse Practitioners (CNP) continue to increase their presence in the medical office and hospital setting for patient care. Carrier differences in the interpretation of supervised services are ever changing and good base knowledge of Medicare’s policy in addition to major carriers is a must in compliant billing for these non-physician services. Presented by Jill Young, CPC, CEDC, CIMC, this course will provide participants with an understanding of how to accurately and successfully bill when a health care provider, other than a physician, provides health care services. The course will cover:

- Medicare’s definition of non-physician practitioners
- “Incident to” billing vs. “Independent billing” for advanced practice practitioners in the office and hospital setting
- State scope of practice for advanced practice practitioners
- What a collaborative agreement is
- The definition of direct personal supervision in an office setting
- How an “Incident to” billing policy affects your practice
- Advanced beneficiary notices

Who should attend: Physicians, coders, billers, office managers, billing managers and physician extenders

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Registration...............................................................12:30 pm
Program...........................................................................1:00 – 4:00 pm
Fees ..........MSMS, MMGMA & MMBA Members - $125; Non-Members - $175
*available via webcast teleconference

Coding for OB/GYN

This specialty program, presented by Cathy Weirick, CPC, or Julia Lowe, CPC, will focus on the important coding and billing issues specific to OB/GYN practices. The course will cover:

- E&M coding for OB/GYN
- Correct coding of preventive medicine visits
- Split coding
- Screening services and appropriate coding
- Surgical coding and the global surgical package
- Bundling and unbundling
- ICD-9 coding relative to OB/GYN
- Correct use of modifiers and their impact on reimbursement

Who should attend: Coders, billers, office managers, billing managers, and physicians

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Program...........................................................................9:00 am – 12:00 pm
Fees ..........MSMS, MMGMA & MMBA Members - $125; Non-Members - $175
Billing and Coding Conferences

Orthopedic Coding and Billing
This course, instructed by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, addresses coding scenarios, reimbursement issues and common billing problem specific to orthopedics. Come learn about changes to injections, drug reimbursement, CPT and Category II codes. This course is a great way to expand your knowledge of:

• Coding services specific to orthopedic practices in the office
• E&M documentation & coding
• New patients, consults
• Fracture care, casting
• Joint injections
• Surgical coding guidelines & carrier specific billing guidelines
• Changes specific to orthopedics
• Resources important to orthopedic practices

Who should attend: Coders, billers, office managers, billing managers, and physicians

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Program ............................................................... 9:00 am – 12:00 pm
Fees .......... MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Coding for Pediatrics
This specialty course, presented by Cathy Weirick, CPC, will focus on coding guidelines specific to pediatrics. The course will cover:

• Coding of E & M services for pediatrics
• Well-child visits
• Immunizations and injections
• Pediatric surgical procedures/global surgical packages
• ICD-9 coding tips for pediatrics
• Correct use of modifiers and their impact on reimbursement
• Annual changes in pediatric codings

Who should attend: Physicians, coders, billers, office managers, and billing managers

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Registration ....................................................... 12:30 pm
Program ............................................................... 1:00 – 4:00 pm
Fees .......... MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

Billing for Plastic Surgery
This specialty course, presented by Julia Lowe, CPC, is designed specifically for those billers, coders and physicians who work plastic surgery offices. Participants will learn:

• E & M for plastic surgery
• ICD-9 relative to plastic surgery
• CPT relative to plastic surgery
• Important coding changes for 2010

Who should attend: Physicians, coders, billers, office managers and billing managers

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Registration ....................................................... 8:30 am
Program ............................................................... 9:00 am – 12:00 pm
Fees .......... MSMS, MMGMA & MMBA Members - $125; Non-Members - $175

The programs indicated have prior approval by the American Academy of Professional Coders (AAPC) for a maximum of 83 Continuing Education credits. Granting of prior approval in no way constitutes endorsement of AAPC of the program, content or the program sponsor.
The Winding Road of Primary Care

The coding challenges for Primary Care wind around like a mountain road. As you strive to achieve the top this course will increase attendee’s knowledge in common areas of billing and coding issues. Speaker, Jill Young, CPC, CEDC, CIMC, or Julia Lowe, CPC, will cover:

- Preventive Services: Consultations, - screening vs diagnostic - compliant ordering - carve out & split billing - when can YOU perform one on your - low & high risk - office patient - frequency - fax request forms

- Surgeries: - global period - lesion removal - wound repair

- Modifiers: - Hospital services - observation

- Advance Beneficiary Notice: - admit from office

- Who should attend: Physicians, coders, billers, office managers, and billing managers

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Surgical Billing

This course will help you understand the global surgery package and how to appropriately use modifiers. The Global package concept was the outcome of the RBRVS system and understanding what data is used to develop the RVUs for procedures can help better understand what is included and why. New tools are available that can provide a behind the scene look at practice costs, number of post operative visits and physician/staff time considered for each code. This data will be a tool to support modifier 25 and also modifier 22 cases with extensive complications and also to explain to providers when it is not supported. This course will outline the correct use of modifiers according to CPT and Medicare guidelines and provide in depth review of the global surgery guidelines used by both. This course instructed by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC will cover:

- Exactly what is included in a single CPT code according to RBRVS
- How to use the payer tools to accurately apply modifiers
- When it is appropriate to “unbundle” multiple procedures
- The multiple surgery payment rules
- Using other commercial bundling edit programs
- Resources and tools to assist in surgical billing

Who should attend: Physicians, coders, billers, office managers, and billing managers

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Surgical Orthopedic Coding and Billing

This coding workshop, instructed by LuAnn Jenkins, CPMA, CEMC, CFPC, CPC, will present orthopedic surgical coding scenarios in a workshop setting which will address modifiers, bundling, and surgical coding issues encountered in orthopedic practices. This course is a great way to expand your knowledge of:

- Reading and understanding operative notes
- Correct coding initiative
- Surgical modifiers
- Multiple surgery coding

Who should attend: Coders and billers

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Michigan Medical Billers Association

The Michigan Medical Billers Association is a not for profit organization founded in 1990 by local billers in Genesee County. Over the past twenty years, the association’s membership has grown to several hundred members, serving five chapters across Michigan. The chapters are located in Flint, Lansing, Detroit, Grand Rapids, and Saginaw. Each chapter holds educational meetings throughout the year, inviting various payers and speakers to discuss topics pertaining to the medical insurance industry. MMBA’s focus is dedicated to the education and professional advancement of the Michigan Medical Biller. If you are interested in becoming a member or have questions, please visit MMBA’s website at www.michiganmedicalbillers.com or contact mmbahelp@yahoo.com for more details.
ADDITIONAL SERVICES

MSMS Education at Your Doorstep

Does your office have an educational need, but find it impossible for all staff to be gone at the same time? It’s our goal to be the only educational source you need. We offer all of our physician and practice administrator executive training and billing and coding courses as onsite programs- at your location-at an affordable rate. These convenient and superior programs can be customized by our consultants to fit the needs of your organization. Course offered at your location:

- Advanced Cardiology Coding
- Advanced Coding for the Advanced Coder
- Advanced CPT
- Advanced ICD-9
- Bad Debts Management
- Basic CPT
- Basic ICD-9
- Best Billing Practice
- Cardiology
- Complete Coding Updates for 2012
- Countdown to ICD-10
- Dermatology
- Documentation of E&M Services
- Front Desk Training
- Gastroenterology
- Insurance 101 for the Non-biller
- It’s About Time: Office Efficiency
- Hospital Services
- Medicaid Overview
- Medicare Update
- Mental Health Services
- Michigan Work Comp Rules
- Modifiers
- Non-Physician Practitioners
- OB/GYN
- Orthopedics
- Pain Management
- Pediatrics
- Primary Care
- Successful Strategies for Patient Satisfaction
- Surgical Modifiers
- Surgical Orthopedics

For details, contact Marcie Shattuck, Chief, Practice Management Education, at (517) 336-5724 or mshattuck@msms.org.

Resident Programs

The Michigan State Medical Society (MSMS) is pleased to offer a diverse menu of programs to your residents at no cost through our network of educational resources. All programs can be individually customized for your organization and are designed to provide you with superior education at your own facility. Program topics include:

- Career Options After Residency
- Civics 101
- Communicating to Your Patients: Do They Understand You?
- Contracting Issues
- Debt Management and How to Protect Your Credit
- Disability Insurance for the Resident
- How to Run a Meeting
- How To Write A Resume/Tips for Interviewing
- J-1 Visas
- Joining A Practice
- Immunization Basics
- Legislative Advocacy
- Long Term Care for the Resident or A Parent
- Medical Records and the Law
- Michigan State Loan Repayment Program
- Professionalism and Leadership
- Starting A Practice/Business 101
- Third Party Advocacy

For details, contact Marcie Shattuck, Chief, Practice Management Education, at (517) 336-5724 or mshattuck@msms.org.

Webcast Teleconferences

The MSMS Foundation is committed to providing quality education to Michigan physicians and their staff and offers a wide range of educational courses in locations throughout the state. We realize that time and distance can pose obstacles for some doctors and their staff. The MSMS Foundation is pleased to offer courses throughout the year that you can take via webcast teleconference. Using only a telephone and broadband Internet hook-up, you will be able to see, hear, and ask questions in real time as you sit at your desk, eliminating travel and time off. These courses are available throughout the year and are designated by an asterisk (*).

For details, contact Marcie Shattuck, Chief, Practice Management Education, at (517) 336-5724 or mshattuck@msms.org.

Stay Up-to-Date on Courses in Your Area

The MSMS Foundation “Education Update” Mailing List

If you would like additional copies of the MSMS Foundation Education Update mailed directly to your home or office, call (517) 336-7581, email mbenhanza@msms.org or fax your request to (517) 336-5797, Attention: Education Mailing List.
PARTICIPANT INFORMATION
(Please copy registration form for each participant)

Prefix: ☐ Doctor ☐ Mr. ☐ Mrs. ☐ Ms.

Name of Participant

Practice/Organization

Specialty/Title

Address

City    State     Zip

Phone        Fax

Email

☐ Please contact me regarding special accommodations

STUDENTS AND RESIDENTS: There are a limited number of scholarships for students and residents at each MSMS conference. For more information or to register, please call 517-336-5785 or 517-336-7581.

MEMBERSHIP STATUS
☐ MSMS Member    ☐ MSMS Member Employee
☐ MMGMA Member    ☐ Non-Member
☐ Other______________________________________________

PAYMENT METHOD
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☐ VISA    ☐ MasterCard    ☐ Discover    ☐ American Express

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Expiration Date _________________________

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Authorized Signature ____________________________

4 Easy Ways to Register

1. Online at www.msms.org/eo
2. Mail registration form to MSMS Foundation, PO Box 950, East Lansing, MI 48826-0950
3. Fax registration form to 517-336-5797
4. Phone MSMS Registrar at 517-336-5785

Visit the MSMS website at www.msms.org/eo. For more information, call 517-336-7581.