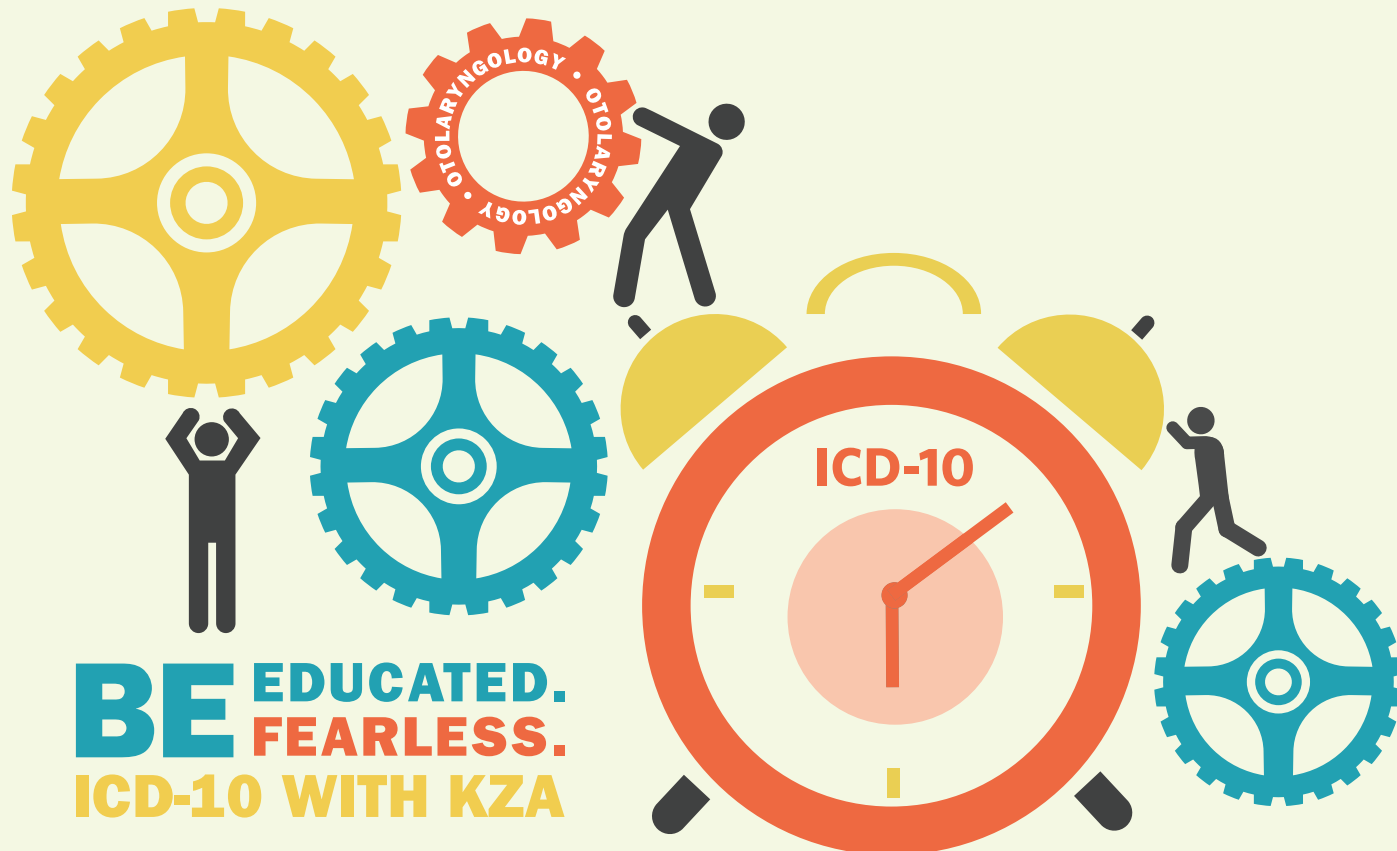




OTOLARYNGOLOGY



KEEPING THE GEARS IN MOTION



**BE EDUCATED.
FEARLESS.
ICD-10 WITH KZA**

2014 CODING AND REIMBURSEMENT WORKSHOPS

KICKING REVENUE INTO HIGH GEAR ■ ICD-10 TRAINING FOR ENT
MASTERING ENT CPT CODING

2014 CODING AND REIMBURSEMENT WORKSHOPS



FRIDAY OPTION I: KICKING REVENUE INTO HIGH GEAR

→ LEARN TO PROTECT YOUR REVENUE CYCLE AND MAINTAIN YOUR CASH FLOW

You carefully hone your surgical skills, but are you as detailed and meticulous with your business administration skills?

YOUR PRACTICE WILL BE IMPACTED BY ICD-10. Are you prepared to lead your team through the transition?

Mismanagement of the migration to ICD-10 will lead to a higher percentage of rejected claims. **THIS WILL AFFECT YOUR CASH FLOW** and put your practice at risk.

NOW IS THE TIME TO START PLANNING for these disruptions and prepare your staff to minimize the negative impact to your organization.

KZA offers surgeons **EASY-TO-IMPLEMENT** techniques and recipes for revenue improvement as well as how to protect your business from the complications of a lag in cash flow.

FRIDAY OPTION II: ICD-10 TRAINING FOR ENT

→ LEARN THE MECHANICS BEHIND CODING FOR ICD-10

You are a surgeon. A great one. As ICD-10 is implemented, however, **GETTING PAID FOR YOUR HARD WORK HINGES ON YOUR ABILITY TO CODE.**

This is not something that your front office can handle on their own. Your accountant can't save you. **THE SUCCESS OF YOUR PRACTICE** begins with **YOU.**

KZA's ICD-10 workshop will teach you how to maneuver your business through the ICD-10 changes without blunder.

You can't afford to sit this one out. Reserve your space!

**BE EDUCATED.
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**TEAM ATTENDANCE
PRODUCES THE BEST RESULTS!**

Getting paid is a team effort—everyone on the team hears and sees how to code correctly and appeal effectively.

SATURDAY SESSION: MASTERING ENT CPT CODING

→ LEARN HOW TO CODE THE MOST COMMON PROCEDURES

KZA's ENT coding course covers 90% of the top CPT codes used in ENT practices based on Medicare Data.

The 2014 Saturday workshop will **ANSWER YOUR CODING QUESTIONS** and **MASTER THEIR USAGE.** We'll be covering:

- What's new for 2014, including a change for cerumen removal
- How Medicare's RVUs are important to you
- Office coding – nasal endoscopy, flexible fiberoptic laryngoscopy, nasopharyngoscopy, transnasal esophagoscopy
- Otolaryngic allergy services – billing and coding issues including physician supervision
- Audiology services – billing to Medicare for services performed by audiologists and technicians
- E&M – who's watching you and how to survive an audit
- E&M and EHRs – risks and rewards

WHO SHOULD ATTEND THESE WORKSHOPS?

SURGEONS WHO ARE:

- **IN A PRIVATE PRACTICE**
- **EMPLOYED BY A HEALTH SYSTEM**
- **IN ACADEMICS**

BECAUSE:

- You're serious about getting paid for your work.
- Letting someone else oversee your practice's income by overseeing coding for you is counter to your best interests.
- Coding = RVUs. RVUs are inherent in compensation plans.
- Delegating risk management is dangerous.
- Audits are up. The economy is still slow. There are too many environmental challenges that your business must navigate in the next 12-16 months for you to be complacent.
- Taking an active role in your own success is smart business.

ADMINISTRATORS, MANAGERS AND SUPERVISORS:

IT'S YOUR JOB. You oversee the revenue cycle from the first visit to the final adjustment. Learn how to optimize your business systems and run a leading edge practice.

CERTIFIED CODERS AND BUSINESS OFFICE STAFF:

IT'S YOUR JOB. Sharpen your skills and expand your scope of knowledge and earn CEUs.

BILLING COMPANIES:

IT'S YOUR JOB. You owe it to your clients to understand specialty nuances.

2014 CODING AND REIMBURSEMENT WORKSHOPS



MEET YOUR INSTRUCTORS

For more than 20 years, our workshops have provided unequalled expertise in otolaryngology coding. Our instructors and consultants are “reality based.” We regularly consult with otolaryngology practices from solo practitioners to academic institutions. Understanding the full business cycle and the personnel gives us an advantage. We see firsthand the impact of our advice and integrate that experience into our teaching. Because we are an AAO-HNSF partner, we provide coding advice consistent with Academy policy. Our instructors are full-time members of our staff with business and clinical experience in otolaryngology.

If you have already attended an AAO-HNSF/KZA Workshop, we need not say more – you already are our best references. If this is your first time, welcome to the 2014 Workshops – you are among our next group of delighted alumni.

The AAO-HNSF has contracted with KarenZupko & Associates for the purpose of presenting coding seminars to benefit its members; however, the opinions, comments and materials presented by KarenZupko & Associates are solely their own. They do not necessarily reflect the official policy, views, or statements of AAO-HNSF.



Cheyenne Brinson, MBA, CPA

Cheyenne Brinson has helped physician practices of varying size and specialties solve business problems for more than a decade. Her experience as a CPA, coupled with hands-on management experience helps surgeons build solid internal controls, reduce overhead, reduce risk, and increase revenue.

Prior to joining KarenZupko & Associates, Ms. Brinson was a Director in a primary care practice. There, she was credited with turning around the practice’s “in the red” financials within a year.

Ms. Brinson serves as an instructor for KZA’s national coding and reimbursement workshops sponsored by the American Academy of Orthopaedic Surgeons (AAOS) and the American Academy of Otolaryngology-Head and Neck Surgery Foundation (AAO-HNSF). She also frequently speaks for state specialty societies and administrator organizations.



Mary LeGrand, RN, MA, CPC, CCS-P

Mary LeGrand is a nationally recognized clinical documentation expert, auditor, and workflow redesign consultant who supports physician practices through the ever changing demands of healthcare. Her clinical skills, combined with her coding and financial management expertise (e.g., EOB analysis, A/R management, appeals) allow her to dissect complex coding and reimbursement scenarios from both the physician and payer side of the process, to achieve operational efficiency and optimize reimbursement.



Betsy Nicoletti, MS, CPC

As a certified coder, Ms. Nicoletti simplifies complex coding rules for practitioners and engages physicians in a positive and respectful way, which encourages attention and accuracy in their coding. Besides doing auditing and compliance work, she is a speaker, writer and consultant in coding education, billing and accounts receivable management.

Ms. Nicoletti is an experienced auditor and advises practices who are being scrutinized by their private payers or the government. She is an expert on evaluation and management notes created by electronic medical record systems.



Joy McKusick, RHIA

Joy McKusick brings a rich combination of practice management, revenue cycle improvement, coding and compliance training, and EHR/health information management to her consulting engagements. Her knowledge and background experience with ICD-10-CM conversion makes her a leading advisor on this significant healthcare shift.

Joy has developed significant, boots-on-the-ground ICD-10 planning and implementation skills by analyzing documentation, translating ICD-9 to ICD-10 codes, and training physicians and mid-level providers on the required changes for the greater part of 2013.

All this in addition to slashing A/R by \$250K, co-leading EHR and PMS implementation, and educating staff and physicians on meaningful use.



Kim Pollock, RN, MBA, CPC

For more than twenty years, Kim Pollock has helped large group practices, as well as academic and solo practices, enhance the reimbursement process and improve collections and efficiency.

Ms. Pollock has served as the Administrator of the Department of Otorhinolaryngology, as well as Associate Vice President of Cancer Programs at the University of Texas Southwestern Medical School in Dallas.

She has presented seminars and workshops for physicians and their staff on behalf of the American Society of Plastic Surgeons, the American Association of Neurological Surgeons and the American Academy of Otolaryngology-Head and Neck Surgery. Ms. Pollock has also conducted programs for the American Academy of Professional Coders, the North American Spine Society, the American Neurotology Society and the Congress of Neurological Surgeons.

WHAT PAST ATTENDEES ARE SAYING

“I have attended more than 20 years and I am never disappointed. Always great info!”

Kay Thompson, Office Manager, San Angelo, TX

“I truly enjoy the workshops because they are specialty driven.”

Jennifer Houlker, Billing Manager, Ocala, FL

“This course is fantastic! An absolute must in today’s insurance dominated market.”

Ronald DeVore, MD, Centerville, OH

“Your workshops are the best I’ve been to! I always get a lot each time I attend.”

Vivian Milton, Office Manager, Phoenix, AZ

“This workshop paid for itself three times by 8:30am!”

Jayne Dowdall, MD, Boston, MA

“I will need to take this workshop again soon!”

Matt Pogodzinski, MD, Chicago, IL

“These courses are the best in the specialty. They are my “go-to” source”.

Marilyn Barrett, RN, Birmingham, AL

“This course was very helpful. It will pay for itself the first week I get back to work”.

John Boone, MD, Edina, MN

“I learned more than I have in any of the courses I have taken in the past”.

Regina Laidlaw, Coding Specialist, Minneapolis, MN

FRIDAY

OPTION I

11:00AM–5:30PM

KICKING REVENUE INTO HIGH GEAR

LEARNING OBJECTIVES:

At the end of the day, participants will be able to:

- Develop strategies and tactics to use in improving charge capture, accurate code selection, denial management and out of network collections.
- Create and monitor a visual, revenue-focused ICD-10 transition plan.
- Lessen the financial impact of denials through analysis, prevention and appeals.
- Improve point of service collections from patients by at least 10%.
- Optimize use of modern payment technologies.
- Sell the benefits of your patient portal, reducing overhead.
- Leave with training tools and scripts to improve staff skills in collecting surgical scheduling deposits, asking for prior balances and arranging extended payment plans.

AGENDA:

11:00AM: REGISTRATION AND LUNCH WITH EXHIBITORS

NOON–12:15PM: COURSE KICKOFF/INTRODUCTIONS

12:15–1:15PM

TRANSITIONING TO ICD-10: Financial Implications

- Creating a revenue-focused calendar of change.
- Hierarchy of responsibility within your practice: who does what and when.
- Staffing and training challenges.

1:15–2:15PM

OTOLARYNGOLOGY: Comparing Revenue Statistics*

- Bring current reports from your practice! We'll dissect them and see how they measure up.

2:15–2:30PM: BREAK

2:30–3:30PM

PAYMENT TECHNOLOGY AND TECHNIQUES that positively impact your bottom line

- No excuses: use technology to save time, increase efficiency, and improve revenue results.
- Patient portal pluses: get up and running before October 1st!

3:30–4:15PM

TALKING TO PATIENTS ABOUT MONEY. Fee discussions with patients in real life. Scripts to help you through money-related conversations.

4:15–5:00PM

SHOW ME THE MONEY! Activist appeals that produce results.

5:00–5:30PM

THE PRODUCTIVE OFFICE: operationalizing needed change and getting things done.

2014 – AAO-HNSF AND KZA COURSE ACCREDITATION

This purposefully cash focused workshop is designed to increase top line revenue and reduce overhead. CME credit is not offered for this workshop.

This program has the prior approval of AAPC for 5.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

*** PARTICIPANTS ARE ENCOURAGED TO BRING SELECTED REPORTS FROM THEIR SYSTEMS.**

ATTENDING OUR WORKSHOP
IS ONLY HALF THE BATTLE.

DON'T BE COMPLACENT.

Put our recommendations and ideas into
action after returning to your office and
see the results in your bottom line!

**BE EDUCATED.
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FRIDAY

OPTION II

11:00AM–5:30PM

ICD-10 TRAINING FOR ENT

LEARNING OBJECTIVES:

At the end of the day, participants will be able to:

- Understand ICD-10 code structure and concepts.
- Use relevant ICD-10 chapters and codes as they relate to ENT.
- Identify and address documentation deficiencies.
- Map current ICD-9 codes to ICD-10 codes.

AGENDA:

11:00AM: REGISTRATION AND LUNCH PROVIDED

12:00–1:00PM:

Getting ready. What you should be doing now to prepare for implementation

- Review frequency reports
- Map top utilized codes
- Complete Practice Resource demonstration
- How to conduct a gap analysis

1:00–1:30PM:

ICD-10-CM format and structure

- Comparison of ICD-9 to ICD-10 structure
- Organization of ICD-10 book and chapters
- 7th character extensions for fractures, open wounds and foreign bodies
- Utilizing the “X” placeholder

1:30–2:00PM:

Coding guidelines, conventions, and concepts

- Instructional notes
- Abbreviations, punctuation, symbols and formatting
- Manifestations
- Complications of care

2:00–2:15PM: BREAK

2:15–4:30PM

Review chapter specific codes related to ENT

- Chapter 2 Neoplasms
- Chapter 8 Diseases of the Ear and Mastoid Process
- Chapter 10 Diseases of the Respiratory System
- Chapter 11 Diseases of the Digestive System
- Chapter 12 Diseases of the Skin and Subcutaneous Tissue
- Chapter 17 Congenital Malformations, Deformations, and Chromosomal Abnormalities
- Chapter 18 Symptoms, Signs and Abnormal Clinical, and Laboratory Findings
- Chapter 19 Injury, Poisoning, and Certain Other Consequences of External Causes

4:30–4:45PM: BREAK

4:45–5:30PM:

Payer policy changes and updates
Review of AAO-HNSF resources

2014 – AAO-HNSF AND KZA COURSE ACCREDITATION

ACCREDITATION STATEMENT

The American Academy of Otolaryngology—Head and Neck Surgery Foundation (AAO-HNSF) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

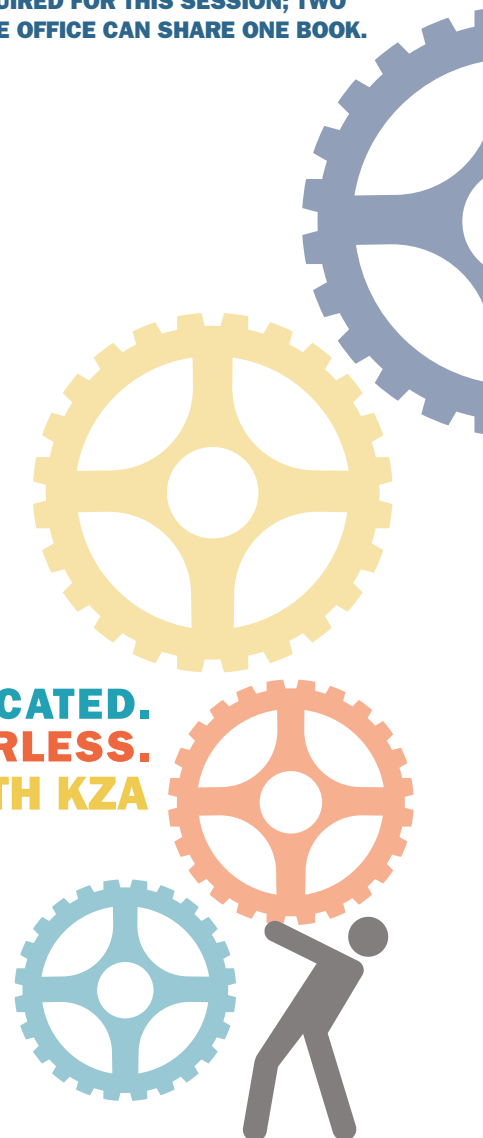
CREDIT DESIGNATION

The AAO-HNSF designates this live event for a maximum of 5.25 AMA PRA Category 1 Credit(s)™. Physicians should claim credit commensurate with the extent of their participation in the activity.

This program has the prior approval of AAPC for 5.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

→ **AN ICD-10 BOOK IS REQUIRED FOR THIS SESSION; TWO PEOPLE FROM THE SAME OFFICE CAN SHARE ONE BOOK.**

**BE EDUCATED.
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ICD-10 WITH KZA**



SATURDAY

7:00AM–3:45PM

MASTERING ENT CPT CODING

LEARNING OBJECTIVES:

As a result of this course, participants will:

- Master an understanding of Relative Value Units and how carriers use them for reimbursement.
- Code correctly using modifier 50 to optimize payment for commonly performed bilateral procedures.
- Code correctly for office endoscopy procedures.
- Accurately use the revised cerumen removal CPT code.
- Bill using the correct provider number for audiology services to Medicare.
- Increase awareness of when it is appropriate to bill both an E&M code and a minor procedure on the same day.
- Improve the ability to choose E/M levels of service and code categories.

AGENDA:

7:00AM: REGISTRATION/CONTINENTAL BREAKFAST

8:00–9:30AM:

Evaluation & Management Services—**EXPANDED IN 2014** because you asked for it!

- Risks and rewards of EHRs
- Use of scribes
- Surviving a Medicare and/or private payer audit
- Office services—new patient vs. consultation vs. established patient
- Emergency department and inpatient hospital care services
- Using time to choose the E&M code level
- Phone calls—what, when, who and how to bill—**ADDED IN 2014, NEW CODES IN 2014**
- Medicare's guidelines for non-physician practitioners (PA, NP) billing E&M services—**ADDED IN 2014**

9:30–9:45AM: BREAK

9:45–10:15AM:

Evaluation & Management Services (continued)

10:15–11:00AM:

Overview of Global Surgical Package and E&M Modifiers

- How CPT codes are valued
- Anatomy of an RVU
- When, and when not, to bill for pre-operative and post-operative services
- When to report an E/M service in the postoperative global period
- Billing a procedure and E/M code on the same day
- Use of AAO-HNSF Clinical Indicators in your practice—**ADDED IN 2014**

11:00–11:30AM:

Office Procedures

- Fine needle aspiration
- Thyroid ultrasound and biopsy
- Office endoscopy: nasal endoscopy, flexible fiberoptic laryngoscopy, nasopharyngoscopy, transnasal esophagoscopy—**NEW CODES IN 2014**
- Endoscopic sinus debridements
- Epistaxis control
- Chemical labyrinthotomy (transtympanic injections)
- Canalith repositioning procedure / Epley maneuver
- Cerumen removal—**REVISED CODES IN 2014**
- Removal of foreign body—ear, nose and throat—**ADDED IN 2014**
- Botox injections for spasmodic dysphonia—**NEW CODES IN 2014**
- Injection laryngoplasty
- Videostroboscopy—physician and speech therapist billing
- Tracheobronchoscopy
- Trach tube change—**ADDED IN 2014**
- Therapeutic injections

11:30AM–12:30PM: LUNCH PROVIDED

12:30–1:15PM:

Office Procedures (continued)

1:15–1:45PM:

Ancillary Services

- Audiology—coding commonly performed diagnostic tests including CMS guidelines for physician, audiology and technician billing
- Speech Therapy—**4 NEW CODES IN 2014**
- Otolaryngic Allergy—coding and billing issues for testing and immunotherapy including CMS guidelines for physician supervision

1:45–2:00PM: BREAK

2:00–3:45PM:

Surgical Procedure Coding

- Using modifiers to optimize reimbursement
- Use of an unlisted procedure code
- Pediatric ENT: tympanostomy tubes, tonsillectomy/adenoidectomy including post-op tonsillectomy bleed scenarios
- Rhinology—septoplasty, turbinate procedures, endoscopic sinus surgery, endoscopic balloon sinus ostia dilation (in office vs. operating room), stereotactic navigation—payer policies matter!
- Facial plastics—skin lesion biopsy, destruction and excision, laceration or wound repairs—**REVISED CODES IN 2014**, adjacent tissue transfer
- Head and neck—panendoscopy, **NEW and REVISED** esophagoscopy codes
- Otology—removal of tympanostomy tube, myringoplasty, tympanoplasty

2014 – AAO-HNSF AND KZA COURSE ACCREDITATION (PENDING)

ACCREDITATION STATEMENT

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CREDIT DESIGNATION

The AAO-HNSF designates this live event for a maximum of 6.25 AMA PRA Category 1 Credit(s)[™]. Physicians should claim credit commensurate with the extent of their participation in the activity.

This program has the prior approval of AAPC for 7.5 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

→ **DO NOT BRING YOUR CPT BOOK.**

2014

OTOLARYNGOLOGY CODING & REIMBURSEMENT WORKSHOPS

REGISTRATION

Space at workshops is limited. To ensure a place for you and your staff, visit www.karenzupko.com or call 312.642.8310 today. To fax your registration, complete this form and fax it to 312.642.5571.

To complete your registration, all information is required. Please fill in all fields. We will send confirmations via e-mail.

Enroll three or more people at the same time and receive a 10% discount off your total registration. If the physician is an AAO-HNSF member, all practice employees may attend at the member rate.

2014 COURSE FEES

Workshop AAO-HNSF Member

Friday - Revenue Cycle (Option I)	\$495
Friday - ICD-10 (Option II)	\$495
Saturday	\$695
Both Days	\$895

Workshop Non-Member

Friday - Revenue Cycle (Option I)	\$595
Friday - ICD-10 (Option II)	\$595
Saturday	\$795
Both Days	\$995

REGISTER TODAY....

	online	www.karenzupko.com
	by fax	312.642.5571
	by phone	312.642.8310
	by mail	625 N. Michigan Ave. Suite 2225 Chicago, IL 60611

WORKSHOP SCHEDULE

LOCATION	HOTEL	DATE	ROOM RATE	PHONE	ROOM BLOCK CUT-OFF
Dallas, TX	Hilton Dallas Southlake Town Square	Jan. 24-25	\$164	800-445-8667	01/08/14
Las Vegas, NV	Encore Las Vegas	Feb. 7-8	\$209	877-321-9966	01/15/14
Orlando, FL	Wyndham Grand Orlando Resort	Feb. 21-22	\$192	407-390-2300	01/31/14
Charleston, SC	Charleston Marriott	Mar. 7-8	\$189	800-968-3569	02/13/14
Chicago, IL	Hyatt Chicago Magnificent Mile	Apr. 11-12	\$189	888-591-1234	03/10/14
Nashville, TN	Loews Vanderbilt Hotel	Aug. 22-23	\$159	800-336-3335	08/06/14
Chicago, IL	Hyatt Chicago Magnificent Mile	Nov. 14-15	\$209	888-591-1234	10/23/14

PLEASE PRINT

PRACTICE/GROUP NAME	PRIVATE PRACTICE OR EMPLOYED	
MAILING ADDRESS		
CITY	STATE	ZIP+4
OFFICE PHONE	FAX NUMBER	
E-MAIL ADDRESS		
AAO-HNSF MEMBER NAME AND ID NUMBER		

ATTENDEE REGISTRATION

ATTENDEE NAME/JOB TITLE	FRIDAY OPTION I	FRIDAY OPTION II	SATURDAY	BOTH DAYS	AMOUNT
1. _____	☐	☐	☐	☐	_____
WORKSHOP LOCATION _____					
2. _____	☐	☐	☐	☐	_____
WORKSHOP LOCATION _____					
3. _____	☐	☐	☐	☐	_____
WORKSHOP LOCATION _____					
4. _____	☐	☐	☐	☐	_____
WORKSHOP LOCATION _____					

For faster service, register online at www.karenzupko.com

TOTAL \$ FOR ALL ATTENDEES _____

PAYMENT METHOD (Course fees are tax deductible):

☐ Check (made payable to KarenZupko & Associates, Inc.) ☐ Credit Card ☐ Visa ☐ MC

NAME ON CARD	
CARD NUMBER	EXPIRATION DATE
BILLING ZIP CODE	SECURITY CODE
SIGNATURE	
BILLING ADDRESS INFORMATION (IF DIFFERENT FROM ABOVE)	

MAIL PAYMENT TO: KarenZupko & Associates, Inc., 625 N. Michigan Ave., Suite 2225, Chicago, IL 60611

Payment information: Advanced registration is required; register on-line, via fax or over the phone. **Faxing your registration holds your space for five (5) business days while we await receipt of your check payment or your credit card payment clears.**

Cancellation/Rescheduling Policy: All cancellations and refund requests must be submitted in writing to Karen Zupko & Associates, Inc. Full refunds for registration (minus a \$50-per-participant administrative fee) will be given only if notice of cancellation is received at least 10 days prior to the meeting date. No refunds will be given if cancellation notice is received fewer than 10 days prior to the meeting date. **This cancellation policy is strictly enforced.** It is suggested that you purchase trip cancellation insurance (available from most travel agents) to cover expenses in the event of unavoidable cancellation.

Karen Zupko & Associates, Inc. assumes no responsibility for costs associated with airline ticketing, price changes or cancellations.