

ADMINISTRATOR SUPPORT COMMUNITY for ENT

PRESENTS ✧

2021

The year '2021' is rendered in large, white, 3D-style numerals. The zero is replaced by a vibrant green globe with a white 'A' logo in the center. The globe is decorated with yellow stars and is surrounded by several purple and blue spheres, some of which are exploding like fireworks, set against a dark blue background with white stars.

ASCENT

2021 ORLANDO

A Whole New World!

CONFERENCE BROCHURE

OCT 6-8 2021 ORLANDO, FL
HILTON ORLANDO LAKE BUENA VISTA

A small graphic of orange and red fireworks exploding, located to the right of the date and location text.

Gathering Again in Person!

askASCENT.ORG/ASCENT2021

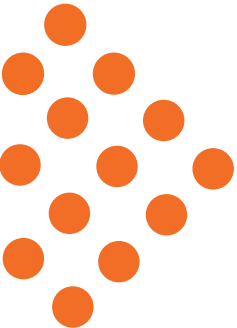
WELCOME TO...



ASCENT

2021 ORLANDO

A Whole New World!



THE FUTURE OF ENT MARKETING

COME SEE US AT THE EXPO



2021

askASCENT.org/ASCENT2021

WELCOME LETTERS

A LETTER FROM OUR PRESIDENT



Craig M. Kilgore
ASCENT President
2020-2021

Greetings, fellow ASCENT colleagues!

I'm writing this with excitement for an in-person conference in Orlando this year. With cautious optimism, I believe we will all be able to meet in person once again. It seems like an eternity since our last meeting in Austin in 2019!

We must remember and keep in our thoughts and prayer those impacted by the loss of family members or friends by the pandemic COVID-19 brought on our planet. No one was immune from the impact. We have all been impacted in some form or fashion by this life-threatening virus. RIP for those who were lost, and pray for all who survived.

The practices we manage have also felt the impact of the pandemic, and in many ways, medical practices will never be the way they were before COVID-19. Whether it is environmental hygiene procedures, masking, greater precautions while seeing patients, everything has been impacted in some form or another.

We should all appreciate ASCENT leadership for keeping engagement up and running and providing us with a platform for information sharing. We should all be appreciative of those who shared different experiences and processes freely with one another so all could keep the doors open.

We should all be appreciative of those who spent long hours and many weekends to keep practices open by applying for every possible grant, stimulus package, and loan available so we could maintain jobs. Thank you, ASCENT leadership and staff!

Now to the future. Now is the best time to be active members in every possible community ASCENT has to offer with all the change. Now more than ever, we need to bring others into ASCENT and have them share their experiences and knowledge. Now is the time to get that COPM certification. Job competition is real, and many practices are looking for the very best of the best! Having your COPM certification sets you apart from other candidates and provides instant recognition of accomplishment. Get it!

Our organization is strong and has weathered the crisis in a sound financial position. Our leadership is engaged and working on your behalf every day. Our management team is talented and experienced and is leading us through uncharted waters. We are recognized as the business leaders in our industry for Otolaryngology, and we should all be proud of our membership and what our predecessors have set in place for the future.

Join me in welcoming Brian Woodhead as the incoming President of ASCENT. I know Brian will lead us well and has been an integral member of the Executive Committee for many years. Congrats Brian, and I look forward to working for you as the past president.

I hope to see you all in Orlando, and thank you for your continued support of ASCENT!

Craig M. Kilgore

WELCOME LETTERS

A LETTER FROM OUR PROGRAM COMMITTEE CHAIR



Sarah Page, MBA
ASCENT Program
Committee Chair

Dear valued ASCENT colleagues,

It is finally time to get together to experience a whole new world at the ASCENT 2021 Annual Education Conference in Orlando, Florida! Orlando is a place full of magic and fun and home to the ASCENT 2021 Annual Conference at the Hilton Lake Buena Vista from October 6th through 8th, 2021. We are so excited to finally gather safely together to share knowledge during this highly anticipated event.

The ASCENT Office and Leadership Council, along with ASCENT committees, have been working hard to develop a fantastic program while ensuring safety measures during the conference will be in place based on CDC guidelines. We will have outstanding educators and extremely relevant subjects that will help you elevate your skills and knowledge in a pandemic's incredibly challenging healthcare environment. In addition, we will have breakout sessions focusing on finance, marketing, operations and management, human resources, marketing, and coding. We will have collaborative and engaging panels that will allow you to exchange best practices. Our keynote speaker, Clint Pulver, is exceptionally energizing and has some fun surprises in store!

In addition to an exciting keynote and relevant breakout sessions, there will also be Boot Camp workshops! The Annual Conference is one of the most valuable resources we offer our members, and is a time to network, have fun, and learn. Not only will we have practical educational sessions, but we will also be having some fun receptions as well! Join us for the First Time Attendee/New Member Reception if you are new, or learn about what it takes to obtain a Certificate in Otolaryngology Practice Management (COPM) during the COPM Reception. ASCENT 2021 will allow you the opportunity to network in person with your peers from various Otolaryngology practices across the nation. This is a unique opportunity, and you will be sure to develop career-enhancing skills along with new friendships. COVID has no doubt been an incredibly challenging disaster that has impacted us all. One thing it has taught us is the value of our community and network. Coming together for the first time in two years is sure to be an unforgettable time that we cannot wait to share with you!

Not only will there be fantastic educational opportunities, but there will also be the opportunity to explore the magic of Orlando, Florida. We will have a curated brochure of family-friendly activities while you are in town to explore. The Hilton is located right next to Disney Springs and offers a plethora of entertainment, food, and fun that we cannot wait to enjoy together with you!

Register now for ASCENT 2021, and let's explore a Whole New World!

Sarah Page, MBA
ASCENT Program Committee Chair

WELCOME LETTERS

A LETTER FROM THE ASCENT EDUCATION CHAIR



Danielle DeMaio-DeAngelis
MHA, COPM
ASCENT Education Chair

It is with great pleasure that I welcome you IN PERSON to participate in ASCENT's 39th Annual Education Conference in Orlando, Florida.

Last year, we were unable to meet in person but still accomplished our educational conference virtually. It may have felt a bit different than traveling to a fun city and networking with old and new friends. This year we are proud to offer the only ENT-specific educational conference dedicated to practice management.

As practice leaders, we need to show our commitment to lifelong learning and stay current in the ever-changing fields of medicine and practice management. During this conference, you will learn from the best to build on your own practice's strengths and address your own practice's opportunities for improvement.

The Education Committee did a remarkable job of pulling together a roster of top-notch speakers as well as ensuring that there will be something for everyone: coding, current healthcare trends, compliance, finance, human resources, leadership, technology, team building and more. There will be

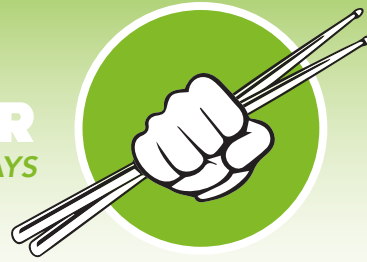
abundant takeaways for coders, managers and administrators at all levels from all practice sizes, as well as valuable networking opportunities. Be sure to take time to visit the exhibit hall that is packed with innovative and exciting solutions for your practice.

I am confident your participation at the ASCENT 2021 Annual Educational Conference will result in tremendous learning and demonstrate the value of ASCENT for your practice. Enjoy the conference and be sure to take some time to say hello to Mickey!

Danielle DeMaio-DeAngelis, MHA, COPM
ASCENT Education Chair

2021 KEYNOTE SPEAKER

STEP BY STEP TOOLS & ACTIONABLE TAKEAWAYS



Clint Pulver is an Emmy Award-winning, motivational keynote speaker, author, musician, and workforce expert.

A Professional Drummer for over 20 years, he's played with top headlining fellow musicians in venues like the Vivint Arena, the Stadium of Fire, and the Kodak Theater in Hollywood. In 2010 he founded the UVU Drumline known as the Green Man Group, which he directed for six years and went on to direct the Drumline for the NBA's Utah Jazz until 2015.

Clint was featured in Business Q Magazine as one of their "Top 40 under 40" as a premiere Corporate Keynote Speaker. He has appeared on America's Got Talent and in feature films with actors such as School of Rock's Jack Black and Napoleon Dynamite's John Heder.

Known as the Leading Authority on Employee Retention, Clint helps organizations retain, engage, and inspire their team members from the front desk to the board rooms and everyone in between. He expertly helps audiences navigate generational complexities, communication challenges, leadership missteps, and cultural cues.

As the president and founder of The Center for Employee Retention, Clint has transformed how corporations like Keller Williams, AT&T, and Hewlett Packard create lasting loyalty through his work and research as "The Undercover Millennial". For over a decade, he has been a self-motivated Entrepreneur who is well versed in business start-up, leadership, sales management, management training, and helping teams grow multi-million-dollar accounts. He uses that experience to create teachable relationship and business strategies based on trust, service, support, connection, and consistent follow-through.



Clint strongly believes that a single moment in time can change a person's life. He has traveled the world speaking to a wide spectrum of diverse audiences, challenging them to dream, excel, connect, and believe-both in themselves and in the power of others. For over a decade, Clint has dedicated his heart, his messages, and his business to helping organizations understand the younger generation and helping the younger generation better understand themselves by living a life of significance, rather than just a life of success. His mantra? *"It's not about being the best in the world...it's about being the best FOR the world."*

BOOT CAMPS, PANELISTS AND PRACTICE BUILDERS

Relevant Topics & the Tools to Make it Happen



BOOT CAMPS Need a crash course in compliance or disaster planning? None of us have time to learn everything without some help. These Boot Camps are designed to show you what you need to know and how to execute it in your practice. Walk away with the tools to make it happen!

Register for a Boot Camp today!

- From Manager to Leader
- It Will Never Happen to Me, so Why Plan?
- The Compliance Odyssey "Creating a Culture of Compliance"

PANELS Hear from your peers how they are handling the tough situations you face in the office. Ask questions and learn best practices from across the nation!

- Best Practices in Teleworking
- Facial Plastics: The Pandemic Phenomenon & Beyond
- Post Covid Recruiting
- Techs & APPs in the Ancillaries
- Telemedicine: What 2020 Taught Us
- Town Hall - Ask Me Anything!

PRACTICE BUILDERS Attend these additional educational sessions at NO CHARGE! Listen and learn from professionals on hot topics that can improve your patient care and bottom line!

- Hiring New Employees When McDonalds' Paying More than Me
- Third Party Programs: When to Join Them and When to Beat Them



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AND PATIENT CARE SINCE **2001**

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EXECUTIVE PARTNERS

Partnering Companies Providing Resources



ASCENT EXECUTIVE PARTNERS

The ASCENT Executive Partner program is an exclusive partnership to elevate ASCENT members' accessibility and resources from our partnering companies. With the help of our Executive Partners, ASCENT is able to provide members with enhanced access to the partnering companies as well as unique education and resources, including this year's ASCENT 2021 travel grant program.

Make sure to stop by our Partners' booths in the ASCENT Marketplace Exhibit Hall to extend your thanks for providing resources for our association.



SPONSORS + EXHIBITORS IN THE MARKETPLACE



ASCENT MARKETPLACE

Take advantage of an outstanding ASCENT Marketplace full of business solution providers who can help you solve your toughest challenges – and ultimately make YOUR life easier. The ASCENT Marketplace is where you will get first-hand experience on all of the new products, technology and innovative tools available for managing today's ENT practice. Exhibitors and sponsors confirmed as of June 1, 2021.

ASCENT SPONSORS



ASCENT EXHIBITORS

Advantage Marketing

Amplified Resource Group

Compulink Healthcare Solutions

Edge Pharmacy Holdings

InSync Healthcare Solutions

JEDMED

NAMAS *a division of Doctors Management*

RiseENT

The Form Team *a division of The Highland Group*

The American Institute of Balance

Coker Group

DoctorConnect

Fulcrum Strategies

Interacoustics

MTI, Inc.

Optim LLC

The Solutions Team, Inc.

Updox + AlertMD

REGISTRATION

PRICING, DISCOUNTS, & MORE



Registration Fees/Pricing

Member Full-Conference Registration
Non-Member Full-Conference Registration
Member First-Time Attendee Registration
Staff of ASCENT Member Registration
Guest/Spouse Registration
Boot Camp: Disaster, it will never happen to me, so why plan?
Boot Camp: Compliance Plans
Boot Camp: Leadership: Moving from Manager to Leader

Early Bird Fees
Before Sept. 4th

\$725
\$1,105
\$625
\$725
\$400
\$50
\$50
\$100

Regular Fees
Sept. 4 and after

\$825
\$1,205
\$650
\$825
\$400
\$50
\$50
\$100

Group Discounts

Register two (2) attendees from the same practice and receive \$150 off each ADDITIONAL registration. Use discount code 3ORMORE upon registration and list the names of the first two attendees in the designated box.

Substitutions

You may substitute registrants (from the same office/practice) prior to the conference. Please contact the office at meetings@askascent.org for assistance. There will be no refunds for no-shows at the conference.

Registration Cancellation Policy

All registration cancellations and refund requests must be made in writing by Sept. 15, 2021. A refund of the full conference fee, minus a \$75 administrative fee, will be granted for requests submitted for cancellations received by that date. No refunds will be granted for requests submitted on or after Sept. 15, 2021. Submit all requests to meetings@askASCENT.org. Refunds WILL NOT be given for no-shows. Refunds will be processed AFTER the conference.

Emergency Illness/Death of Registrant or Immediate Family Member

Registrants who are unable to attend the ASCENT 2019 Annual Educational Conference because of a serious illness or death may receive a partial refund (amount paid minus the \$55 processing fee) or full credit for a future meeting (as applicable) in the following instances:

- Personal illness or death of the attendee; or
- Illness or death in the immediate family of the attendee. Immediate family refers to a person's parents, spouse, children, and siblings and will also include the parent's spouse.

Requesters must submit the request in writing to Tricia Long (tlong@cmemanage.com) at the ASCENT Office along with written documentation from a doctor. The Executive Director and ASCENT President will review the request to ensure it is in accordance with written policy.

CONFERENCE SCHEDULE

KEYS SYMBOLS & DATES



DATES TO REMEMBER

Sept. 3, 2021	Early Bird Registration Deadline
Sept. 3, 2021	Discounted Hotel Room Block Deadline (based on availability)
Oct. 6-8, 2021	ASCENT 2021 Annual Educational Conference

KEY TO SYMBOLS



CODING



HUMAN
RESOURCES



MARKETING



TECHNOLOGY



FINANCE



LEADERSHIP/
PROFESSIONAL
DEVELOPMENT



OPERATIONS



HEALTHCARE
TODAY



PRACTICE BUILDER SESSION

(THESE COURSES ARE SPONSORED AND PRESENTED BY
EXHIBITORS ON SUBJECTS AND MATERIALS OF THEIR CHOOSING)

CONFERENCE SCHEDULE

AT A GLANCE



TUE - OCT 5, 2021 (Pre-Conference)



9am-4pm

Bootcamp - From Manager to Leader
w/Rhett Laubach & Lee Silber



8am

Bootcamp Disaster: It Will Never Happen
to Me, so Why Plan? w/Owen Dahl



8am

Bootcamp - The Compliance Odyssey "Creating
a Culture of Compliance" w/Sean Weiss



11am-3pm

Communities - Mid-size Practice



12-5pm

Communities - Academic



1pm-2pm

Practice Builders - Hiring New Employees When
McDonalds' Paying More than Me w/Michelle Krebs



3pm-4pm

Practice Builders - Third Party Programs: When to
Join Them and When to Beat Them w/Dan Quall



5pm

1st Time Attendee Reception



COPM



COPM-C

6pm

COPM / COPM-C Reception

For full speaker bios visit askASCENT.org/SPEAKERS2021

CONFERENCE SCHEDULE

AT A GLANCE



WED - OCT 6, 2021

9:00am Opening Ceremonies
w/Clint Pulver



10:30am Academy Update w/James C. Denny III, MD,
AAO-HNS/F, EVP/CEO



11:00am Break



11:30am Staff Development - Skill, Up Skill, Re-skill -
Patient & Fellow Staff relationships w/Owen Dahl



11:30am Things You Don't Know You Don't Know: Customized
Business Intelligence for Medical Practices w/Nate Moore



11:30am The Anatomy of a Successful Medical
Website w/Airto Zamorano



11:30am Let's Talk About the HIPAA-potamus in your Practice -
15 HIPAA Unfriendly Things Your Practice Might Be
Doing and How To Fix Them w/Joe Goldstein



11:30am Ancillary Coding
w/Kim Pollock



12:30pm Lunch

CONFERENCE SCHEDULE

AT A GLANCE



WED - OCT 6, 2021 (continued)

- 1:30pm

How to Combat Employee Burnout w/Keith Suits
- 1:30pm

Managing High-Performing Otolaryngology (ENT) Practices: A Data Driven Approach to Improving the Bottom Line w/Brandt Jewell
- 1:30pm

Balancing Act: How Living a Balanced Life Let's Us Bounce Back Better w/Lee Silber
- 1:30pm

Leveling the Playing Field - Medical Necessity and Appeals w/Sean Weiss
- 1:30pm

Cyberterrorism Risk w/Mike Sacopulos
- 2:30pm

Break
- 3:00pm

How to Successfully Navigate Power Struggles in your Practice w/Rhett Laubach
- 3:00pm

ENT Coding Conundrums w/Kim Pollock
- 3:00pm

New Operational Realities: Business after COVID-19 w/William Ranes, COPM-C and w/Becca Dewhitt, COPM-C
- 3:00pm

PANEL: Best Practices in Teleworking w/Moderator:
 Barry Hubert, COPM
 Kris McGriff, COPM
 Sharon Marcum, COPM
 Elwanda Richardson
- 3:00pm

Dancing with the Devil: Insider Secrets for Negotiating with Managed Care Companies w/Ron Howrigan
- 5:30pm

President's Reception

CONFERENCE SCHEDULE

AT A GLANCE



THU - OCT 7, 2021

7:00am Yoga



7:00am Healthcare and the Biden Factor w/Adele Allison



7:00am Performance Marketing: Meeting Today's Customer Expectations w/Robin Sanz



7:00am Tackling Digital Dilemmas in the Workplace w/Cherie Silberman



7:00am Coding, Billing, Denials w/Michelle Netoskie, COPM



8:00am Breakfast



9:00am Employee Recruitment and Retention Strategies that Champion Diversity and Promote Practice Excellence w/Aimee Greeter



9:00am Implementing and Sticking to Effective Scheduling Systems Danielle Frank and Nathan Boone



CONFERENCE SCHEDULE

AT A GLANCE



THU - OCT 7, 2021 *(continued)*



9:00am Seven Technology Trends in Healthcare for 2021-2022 w/Karen Clark



9:00am Pricing Transparency – Is it Nickel and Diming? w/Adele Allison



9:00am Mergers: A Strategic Initiative w/Nick Hernandez



10:00am Break



10:45am Show Them You're a Leader w/Renae Oswald



10:45am Can we afford to work with this patient? Third Party Influence in Audiology Ancillary w/Kyle Acker



10:45am Difficult Conversations: How to Handle Workplace Conversations About Everything From Poor Performance to Personal Hygiene w/Cherie Silberman



10:45am The 10 Hottest Compliance Topics You Should Be Looking at in Your Practice and How They Affect Your Operation with emphasis on changes due to COVID w/Eric Christensen



10:45am Post-COVID-19 Healthcare Affiliation - Realities & Strategies for ENT Providers w/Max Reiboldt and Thomas Anthony



11:45am Lunch

CONFERENCE SCHEDULE

AT A GLANCE



THU - OCT 7, 2021 *(continued)*

1:00pm Communities - Large Practice Group

ASCENT
LG

1:00pm Communities - Mid-Size Practice Group

ASCENT
MP

1:00pm Communities - Small Practice Group

ASCENT
SP

1:00pm Communities - Academics

ASCENT
AP



1:00pm How & Why You Should Use Text Messaging in Your Practice w/Airto Zamorano



2:00pm Break

2:45pm Communities - Large Practice Group

ASCENT
LG

2:45pm Communities - Mid-Size Practice Group

ASCENT
MP

2:45pm Communities - Small Practice Group

ASCENT
SP

2:45pm Communities - Academics

ASCENT
AP



2:45pm Top Five Trends to Address for a Thriving Workplace Culture w/Jim Fedio



4:00pm Trivia Happy Hour

For full speaker bios visit askASCENT.org/SPEAKERS2021

CONFERENCE SCHEDULE

AT A GLANCE



FRI - OCT 8, 2021



7:00am Implementing & Optimizing Sleep in the ENT Practice w/Keith Matheny, MD



7:00am Getting it Right: Hiring for Culture and Employee Engagement w/Ernest Paolini



7:00am PANEL: Facial Plastics: The Pandemic Phenomenon & Beyond
Moderator: Anna Kappus
Arthur Ebbert
Lindsay Jeanniton
Amanda Foutch



7:00am Marketing Your Practice Throughout the Entire Patient Journey w/Jim Fedio



8:00am Breakfast



9:00am Diversity: The Importance of Diversity and the Changing Workplace w/Brenda Snipes



10:00am Break

For full speaker bios visit askASCENT.org/SPEAKERS2021

CONFERENCE SCHEDULE

AT A GLANCE



FRI - OCT 8, 2021 *(continued)*



10:45am Reinvent Your Managing Style w/Jim Mathis



10:45am TOWN HALL: Ask Me Anything
Moderator: Joanne Gauthier, COPM
Craig Kilgore, Stacey Conant, COPM
Brian Woodhead, Julie Farley, COPM



10:45am PANEL: Techs and APPs in the Ancillaries
Moderator: Rose DuLude, AuD
Michelle Netoskie, COPM
Melissa Elliott, COPM
Danielle Fife



10:45am A day in the Life of a Nerdy Professional w/Beth Ziesenis



10:45am Key Performance Indicators You Should Be Monitoring (KPIs) in Your Practice w/Mark Benninghoff, COPM



11:45am Lunch



1:00pm Driving Ancillary Services through Process, Data and Branding w/Danielle Frank and Seth Oringer, MD



1:00pm Get Used to Different: Reinvent Your Patient Care w/Jim Mathis



1:00pm Build a Desirable Brand: The Intersection Between Online Reputation & Recruiting Strategies w/Kelly O'Keefe, COPM-C & Becca Dewhitt, COPM-C



CONFERENCE SCHEDULE

AT A GLANCE



FRI - OCT 8, 2021 *(continued)*



1:00pm You Are Not Alone: Using AI To Help Your Practice w/Beth Ziesenis



1:00pm The 2021 Incident-to & Split-Shared Controversy w/Shannon Deconda



2:00pm Break



2:45pm Follow up on E/M How is it going? Income, Auditing, etc. w/Shannon Deconda



2:45pm PANEL: Post-Covid Recruiting w/Moderator:
Sarah Laughlin, COPM-C
Bob Connolly
Kris McGriff, COPM
Donna Reynolds



2:45pm Physician and APP Comp Plans w/Mike McCaslin



2:45pm "Managing Up!"
w/Debra Phairas



2:45pm PANEL: Telemedicine: What 2020 Taught Us
w/Moderator: Lisa Chase
Joanne Gauthier, COPM
Jeannette Elum
Teri Hubbard



4:00pm Welcome to Portland Reception

For full speaker bios visit askASCENT.org/SPEAKERS2021

LUXURY HOTEL STAY

Hilton Orlando Lake Buena Vista



Hilton Orlando Lake Buena Vista
1751 Hotel Plaza Blvd
Lake Buena Vista, FL 32830



Room rates \$229.00 per night* up to 4 pp occupancy ASCENT is able to offer you discounted rates of \$229 per night. Room rates will be offered, based on availability of room types, 3 days before and 3 days after the event dates. Make your hotel arrangements now before the ASCENT block is sold out.

Hilton Orlando Lake Buena Vista, an Official Walt Disney World® Hotel, is a relaxing retreat within walking Distance of Disney Springs®, directly accessible by Pedestrian Skybridge. Each of the 814 deluxe guest rooms and suites are stylishly appointed and are designed with comfort and convenience in mind, providing a place to unwind



or catch up on work. Thoughtful amenities such as a 40" HDTV, coffee maker, mini-refrigerator and highspeed Internet access are included in every room.

The Official Walt Disney World® Hotel offers scheduled shuttle bus service to all four Disney Theme Parks, and for your convenience Disney park tickets can be purchased on the meeting website with a great discount! When you are hungry you can start with Covington Mill's Breakfast buffet. Unwind poolside with a cocktail at Rum Largo or have a light snack at John T's Lounge. Enjoy in-room dining, delicious Japanese cuisine at Benihana Steakhouse and Sushi. Stay in confidence with Hilton CleanStay. Our promise to you is to deliver the same level of reliable and friendly service you'd expect from Hilton, but with the added confidence of industry-leading hygiene practices created to keep you safe.



Check in time is 4 PM and check-out time is 11 AM. Sept. 3, 2021 Discounted Hotel Room Block Deadline*

LUXURY HOTEL STAY

Hilton Orlando Lake Buena Vista



Standard Internet, late check out (when requested and when available), and more. Learn and book today on the ASCENT 2021 website, and be sure to use your Honors code when booking your room.

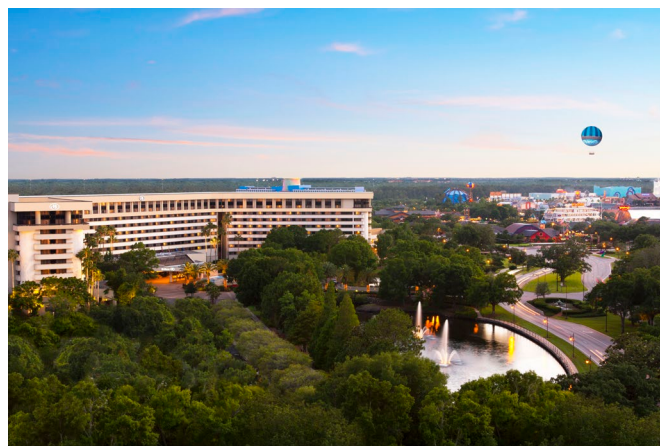
Housing Booking Alert:

The ASCENT Annual Educational Conference is NOT affiliated with a housing company. Please be careful if approached by any company or service claiming to be an official housing provider for ASCENT 2021. ASCENT offers the guaranteed lowest rate available. In the past, ASCENT has been made aware of travel companies that are entirely fraudulent, misleading exhibitors and attendees with false information. Please note that you can ONLY book a room in the ASCENT 2021 Annual Educational Conference block by using the booking information on this page or at www.askASCENT.org/ASCENT2021. If you are contacted by a housing company trying to sell hotel rooms for this conference, please contact ASCENT conference management at: 412-243-5156 x 104

*The ASCENT block is NOT guaranteed through the deadline of Sept. 3, 2021. Once the block sells out, rooms will be available on a "space and rate availability basis" and the discounted conference rate will NOT be guaranteed. It is advised that you make your hotel arrangements as soon as possible.

Please note: Early departure fees will apply if you check out prior to the reserved checkout date. Guests wishing to avoid an early checkout fee should advise the Hotel at or before check-in of any change in planned length of stay. Early departure fees will be a payment of one night's stay and tax if any changes after check-in.

Hilton Honors – Join Today! Make sure that you are a member of Hilton's Honors to start earning points on your first visit. Honors is free to enroll and comes with a host of perks, including complimentary



REGISTRATION CHECKLIST

Check it off as you go!



Print this checklist and cross off items on your ASCENT 2021 to-do list as you complete them!

- ☐ Register to attend at askASCENT.org/ASCENT2021
- ☐ Register by Sept. 3 to secure the lowest registration rates
- ☐ Sept. 3 Deadline: Secure your hotel room at the Hilton Orlando Buena Vista Palace
Book yours at askASCENT.org/ASCENT2021
- ☐ Sign up for the Hilton Honors loyalty program (see information on page)
- ☐ Encourage your colleagues to attend - register two individuals from your practice and receive \$150 off each ADDITIONAL registration with promo code **3ORMORE**
- ☐ Make plans to meet fellow otolaryngology professionals
- ☐ Check your email and the website frequently for updates and new program information
- ☐ Map out your plans to visit vendors in the ASCENT Marketplace Exhibit Hall
Visit askASCENT.org/ASCENT2021 for a list of exhibiting companies
- ☐ Review the schedule and plan which sessions to attend
- ☐ Attend one of the many Practice Builders, Boot Camps, or Sessions given pre-conference
- ☐ Attend the ASCENT 2021 Webinar to get tips and tricks for a great conference
- ☐ Download the app and complete your profile and picture, make your schedule and be ready to network!
- ☐ Use **#ASCENT2021** now and through the conference to connect on social media and share your experience!



Our specialty specific, US based coders and auditors can help optimize your revenue and minimize your compliance risk!

- ENT surgical and office based coding and auditing done by specialists!
- All of our work is done on a per encounter basis with no minimums!
- All attendees get a ten case sample coding audit at no cost!

The Coding Network, LLC

sales@codingnetwork.com

codingnetwork.com



SUITCASING POLICY

Suitcasing is strictly prohibited at the ASCENT Annual Educational Conference. Please note that while all conference attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles, another vendor booth, classrooms or other public spaces will be asked to either purchase an exhibit space for \$3,250 or leave the conference immediately. Additional penalties may apply. Employees or representatives from non-exhibiting vendor companies are allowed to register to attend the ASCENT Annual Educational Conference if the vendor company sponsors at LEAST \$4,000. Non-exhibiting sponsors may register two company representatives for every \$4,000 sponsored.

WE LOOK FORWARD TO SEEING YOU IN PERSON!

