

2.5 DAYS OF ONCOLOGY TRAINING

HYPER ONCOLOGY



COMPREHENSIVE MANAGEMENT,
STRATEGY & SOLUTIONS FOR
MODERN ONCOLOGY PRACTICES

MAY 8 - 10, 2019 | THE NETWORK BAR
331 SINGLETON BLVD, DALLAS, TX 75212

DON'T MISS OUT ON THIS
EXCLUSIVE SEMINAR



Churchill Consulting has identified an unmet need in oncology education. Content at traditional oncology training seminars has become stagnant, narrow, and often lacks direct relevancy. Much of the content has become what industry insiders want you to hear, not what you need to hear. Today's oncology practices require expertise from all service line aspects to convey a thorough understanding of a set of complex rules, policies, financial and technological solutions.

Therefore, we are bringing together various experts from the oncology industry like has never been done before. This ensemble and dream team will instruct you from before consultation appointment, through patient care, and ending with claims payment. They will review the core basics and the information that is crucial in the proficiency of the oncology service line. In addition, these speakers will discuss how this applies to you and the other oncology job roles within your department to ensure timely and quality patient care.

This seminar will bring solutions so that you can see what options are out there to assist you and your team. Attendees are encouraged to be part of the process as we create solutions for now and the future. This seminar is a blending of minds and collaborative input.

All of this in an energized and interactive format

Accreditation will be awarded from numerous recognized organizations



ENGAGEMENT

Collaborative and Interactive



INNOVATION

New Process Development



NETWORKING

Synergies and Collegial Bonds



CLINICAL CORE

Patient-Centered Care

Travel Information

Airport: Dallas/Fort Worth International Airport – DFW

Hotel: SpringHill Suites Dallas Downtown/West End – Telephone: 214-999-0500
1907 N. Lamar St., Dallas TX 75202

2.3 Miles from The Network Bar, 18 Miles from DFW Airport

Conference Discount Rate of \$170/night. Rate Deadline April 7, 2019

[Book Online Here](#)

Venue Information

The Network Bar
331 Singleton Blvd., Suite 100
Dallas, TX 75212

The Network Bar was founded in 2017 when two men had a vision- to provide a haven for business professionals to meet, work, learn, eat, drink and socialize, in an exclusive VIP environment. The Network Bar has since been a space where business minds come to build genuine relationships with real people- sharing ideas, swapping stories, and using their collective wisdom to make a difference in their lives and those within the community.

REGISTRATION FORM [Click Here To Register Online](#)

May 8th - 10th, 2019

The Network Bar
331 Singleton Blvd., Suite 100
Dallas, TX 75212

Schedule

Wednesday, May 8th 7:00 am - 5 pm

Thursday, May 9th 7:00 am - 5 pm

Friday, May 10th 7:00 am - noon

Price per person: \$699 through March 15, 2019. \$799 After March 15, 2019

Meals: Continental Breakfast, Lunch and Snacks included

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Cancellation Policy

- Cancellation notices must be sent in writing (email accepted).
- If notice is received 10 days or more prior to seminar date, you will receive 100% refund.
- If notice is received less than 10 days prior to seminar date there will be no refund.

SPEAKERS



Jordan Johnson
Director of Compliance
at Churchill Consulting

Mr. Jordan Johnson is the Director of Compliance for Churchill Consulting a division of CruxQS and owner of Legacy by Impact. He has 10 plus years in the radiologic profession, with extensive experience as a radiation therapist and administrative director for Cancer Centers. He is a content expert with regards to radiation oncology billing, revenue cycle, finance, documentation, coding, orders and compliance. He also provides his expertise on productivity, workplace culture, leadership and healthcare quality, financial initiatives and has created several industry leading software solutions. Mr. Johnson is a graduate of the University of Louisiana at Monroe, the University of Texas MD Anderson and the University of St. Francis. He is first and foremost a patient advocate who and has served on many committees. Jordan has drafted legislation to increase patient safety and treatment quality. Most importantly he is a patient advocate and care giver, he treated both of his parents for cancer, which have both since passed. He is not satisfied with the status quo of what cancer is, what it is supposed to be and how we are supposed to cope or feel. He feels that the service line must be reviewed in order to continue to meet quality standards and for centers to remain financially viable.



Teresa Parten
Assoc. Director of Compliance
at Churchill Consulting

Teresa Parten is the Associate Director of Compliance at Churchill Consulting. In this role Teresa works with Churchill customers to ensure compliance in their organizations. Teresa also fields billing & coding questions for all Churchill customers, and is also responsible for the Churchill Consulting newsletter development and distribution. Teresa was instrumental in the development and launch of Churchill's IntelliCense program, a revolutionary way to perform billing and coding reviews to assess opportunities, errors, risks and educational needs. Prior to joining Churchill Consulting, Teresa has an impressive career history that spans over 30 years in the profession. Teresa holds a Bachelor's degree from the University of Oklahoma in Radiation Therapy BSRT(T). Previous roles include, Staff Therapist, Chief Therapist and Radiation Oncology Manager positions. Teresa was the first Clinical Applications Specialist for Varian Associates, providing on-site customer education and sales and marketing support. She also was a Radiation Oncology Auditor for US Oncology and Director of Billing and Compliance for McKesson Specialty Health.



Cheryl Turner
Founder at Rad-Cast

Dr. Cheryl Turner has been a radiation therapist for 30 years and an educator for 15 of those years. She founded and developed Rad-Cast, the CE Podcast for Radiation Sciences Professionals. The goal of Rad-Cast is to provide her colleagues with relevant, real-life information, along with CEs. She believes that the foundation of solid clinical practice lies in effective and applicable education and training. She has extensive involvement in professional societies including the American Registry of Radiologic Technologists, American Society of Radiologic Technologists, the Joint Review Committee on Education in Radiologic Technology, Association of Educators in Imaging and Radiologic Sciences, and the Latin American Radiology Outreach organization. Cheryl was awarded a 2015 ASRT Foundation Scholarship for continued education in pursuit of her doctorate degree and the 2012 Chattanooga State Community College "Eye of the Tiger" Outstanding Educator accolade.

Cheryl completed her doctorate degree from Liberty University in 2016, with a focus on education in radiation oncology settings. She has proven excellence in research and publication on local, state, and national levels. Cheryl presented at 20th International Society of Radiographers and Radiological Technologist WORLD CONGRESS, at the 2017 and 2018 ASRT conferences, and at the Nuclear Medicine Technologists in Tennessee society yearly meeting. In addition to numerous local presentations and publications, she has written for national professional journals including ASRT's Scanner and Radiation Therapist. In 2015, Cheryl co-authored the ASRT's "Proton Therapy Continuing Education Modules."



Molly Daugherty
Pre Authorization Specialist

Molly Daugherty RN BS is an expert authorization nurse. As the owner of ROAS and the author of the only available comprehensive authorization manual, she is honored to be part of this seminars' faculty. Molly believes that every patient and their financial health is important. She espouses that the revenue cycle begins with the insurance verification and ends when payment is received. Her process of authorization integrates education, organization and communication. Molly knows that authorizations can be obtained without treatment delays. Molly's methods are successful in obtaining authorizations, appeal of auth denials and appeal of claims denials due to third party oversight failure. Molly is an advocate for the patient. An advocate to physicians as a liaison between them and insurance companies. She is a coworker who respects all staff and their participation in providing cancer care.



Candace Somoza
Chief Operating Officer
Revelution

Ms. Somoza has performed or managed most administrative positions in the healthcare field and declares her passion in revenue cycle! Candace's talent is the ability to cultivate outstanding teams that produce high quality work. She achieves this by a consistent focus around technology-based solutions paired with continuing education and training. Her hands-on, well rounded experience across registration, scheduling, authorization/utilization management, coding, accounts receivables, credentialing, and payer contracting offer Candace a unique advantage and has equipped her to see the true, full revenue cycle process from beginning to end, understanding how to integrate each piece efficiently.

Candace's expertise is rooted in the oncology world with experience managing radiation oncology, surgical oncology, hematology/oncology, radiology, dermatology, and urology billing. She holds her coding certification and has studied healthcare administration. After being approached by numerous parties to manage their billing she partnered with Nicole Keon to create a billing service available to everyone looking for a better solution.



Join Y. Luh
Radiation Oncologist
Providence St. Joseph Health

Dr. Join Y. Luh is a radiation oncologist practicing in the Department of Radiation Oncology at St. Joseph Hospital in Eureka, CA, serving patients as far north as southern Oregon, and many rural outlying areas in northwest California, where he also serves as the clinical co-lead for the Providence St. Joseph Health System's radiation oncology focus group. He received his B.S. in Biology at Texas A&M University, his M.D. at the University of Texas Health Science Center at San Antonio, and completed his residency in radiation oncology at the UT Health San Antonio M.D. Anderson Cancer Center.

He is active in the ACR (American College of Radiology) Radiation Oncology Practice Accreditation Program as a site surveyor and committee member, and president-elect of ACR's CARROS (Council of Affiliated Regional Radiation Oncology Societies). Locally, he is a member of the Greater Bay Area Redwood Board of the American Cancer Society and is also a board member of the Humboldt Independent Practice Association. He is president-elect of the Humboldt Del-Norte County Medical Society.

His areas of interest include practice accreditation, quality improvement, payment reform, and clerical burdens associated with clinical documentation in electronic health records.



Nicole Keon
Chief Executive Officer
Revelation

Ms. Keon's background consists of executive level healthcare administration in all aspects of oncology including: hematology/oncology, radiation oncology and surgical oncology, both in the private practice and facility environment. Nicole's philosophy for success in the healthcare environment is the use of a physician dyad model in which an executive administrator and engaged physician leader team up to accomplish the organization's goals across the continuum. The clinical expertise paired with an educated and energetic administrator is where the magic happens! Nicole's expertise lies in growing organizations through increased reimbursement and ensuring efficient use of resources. Nicole also focuses in physician contracting, credentialing and payer contracting.

Nicole holds an undergraduate degree in Health Management and Policy with minors in Business Administration and Health Promotion and Behavior from Oregon State University, Corvallis, OR and her Master's in Business Administration – Finance from WP Carey – Arizona State University, Tempe, AZ



Donna Royster
Administrative Director
Rock Hill and Lancaster
Radiation Therapy

Donna Royster has worked in the field of radiation oncology for twenty + years, with leadership positions in administration and management. In 2013 she joined the Levine Cancer Institute in Charlotte, North Carolina, a division of Atrium Healthcare. Donna holds a master's Degree in Healthcare Administration, is a certified project manager as well as Certified in Healthcare Compliance (CHC)® with HCCA. Her focus is with special projects in revenue cycle within radiation oncology practices with an emphasis on compliance, staffing and productivity.

Currently, her work with the Levine Cancer Institute involves maximizing opportunities for improvement for all areas of the revenue cycle process as it relates to radiation oncology and serves as facility compliance coordinator for the Radiation Oncology service line. She works with staffing models in freestanding joint ventures and hospital departments to emphasize efficiency through process improvement with focused project management and practices that impact the bottom line. In addition, she is the administrative director for two freestanding radiation oncology clinics of a joint venture between Atrium and Tenet healthcare systems.



Carla Edwards
Sr. Vice President
Registry Operations
Registry Partners

Carla provides direct supervision of the Oncology Division Vice Presidents and oversees operations specific to Oncology Business Development, Registry Operation. Prior to joining Registry Partners, Carla served as a Cancer Registry Abstractor for University of Arkansas for Medical Sciences, Area Health Education Centers Southwest. She furthered her career as Cancer Registrar for Thomas Jefferson University Hospital in Philadelphia before accepting a cancer registry consulting/coordinating role with a cancer registry consulting firms. Carla is a member of the National Cancer Registrars Association (NCRA) and the Arkansas Cancer Registrars Association (ArCRA). Some of the positions she has held at registry partners include: Project CTR, Quality Control Specialist, Quality Control Manager, Project Manager, Project Director, and Vice President of Registry Operation.



Tracey Butler
Oncology Content Expert
Independent Consultant

Ms. Tracey Butler is a former Registered Radiation Therapist with over 27 years experience in the Oncology profession. Ms. Butler has worked as a Radiation Therapist, has done Locum Tenens, managed departments, worked for large vendors in Sales and Consulting, and has been part of six teams in the opening of six separate Cancer Centers. She is a content expert in oncology and infusion coding, revenue cycle, documentation, orders, and treatment techniques. She also has experience in bringing billing in-house, developing Clinical Research programs, imaging, 340b centers, and Accreditations. She is an advocate for operational excellence and emotional intelligence and believes everyone should be practicing to their highest scope of their license. She is a graduate of Laboure' College in Boston and did most of her clinical training at Massachusetts General Hospital. Ms. Butler has a strong passion for Oncology and the advancements in treatment and patient care that has transpired over her career in the Oncology field. She most recently opened a Comprehensive Cancer center in the mid-west along with a center for Holistic Healing that propelled her into the field of Integrative medicine. She has become tired of the emotional, physical, and psychological toll of her chronic back pain and the side effects of the numerous medications she had been prescribed over the last 16 years so over the last year she has begun studying mindfulness and meditation as a form to manage her constant pain. She feels adding Integrative Oncology into the Oncology family is a must have for all Oncology programs in the future.



Jeff DiLiddo
Chief Operating Officer
RevenueHealth

Jeffery has over two decades of billing and revenue cycle management (RCM) systems experience, and is currently the COO at RevenueHealth Systems, a leader in medical billing denial management software solutions that automate the capture, analysis, and prioritization of complex claim and remittance data.

Prior to RevenueHealth, Jeff served as the Director of Information Systems for PMG, Inc. – an RCM firm focused on helping Community Health Centers achieve their financial goals. While at PMG, Jeffrey helped pioneer new software and technology to improve the billing and RCM process.

Prior to PMG, Jeffrey spent a decade as the Director of Business Technology for HART Associates Inc. – an RCM firm with a strong Radiation/Oncology client base in Boston, Ma servicing major clients at Boston Children's, Brigham and Women's Hospital, Boston Medical Center and a wide variety of other groups-based and private physician practices.

Outside of the office Jeffrey is married with two children and is passionate about coaching supporting local youth athletic organization in his home town, as well as supporting fundraising efforts for various veterans support organizations



Jenny Martin
Director of Business Development
Arizona Center for Cancer Care

Jenny Martin is the Director of Business Development for Arizona Center for Cancer Care. She has worked in the field of healthcare administration and business development for more than 15 years holding leadership positions in both hospital and private practice settings.

After Jenny's younger sister Annie lost her battle to Cancer at the age of 24, Jenny became particularly passionate about cancer treatment and patient care. Determined to make a difference in the lives of cancer patients, Jenny leveraged her knowledge and expertise in oncology healthcare administration and business development by starting a non-profit organization. Since its inception in 2016, Phoenix Cancer Support Network (PCSN) has provided support and advocacy to over 110 cancer patients and their families in Arizona as they navigate the most challenging time of their lives.

AGENDA

Wednesday, May 8th

Evaluation and Management

The course will describe the proper usage of all Evaluation and Management Codes- (the new and the old) as they relate to the professional practice of Radiation Oncology in today's healthcare environment. E&M codes have been identified as having a greater than 50% error rate in level assignment. This course will identify why and convey some of the data. The impact of CMS' "patients over paperwork" initiative will be discussed. The new E&M structure, financials and expectations will also be identified as well as the role that telemedicine will play in these services.

Documentation is still key but how it is done allows for new and innovative approaches that will be discussed. E&Ms as we know them will not be the same and neither will their reimbursements.

Weekly Treatment Management

This course is designed to present the fundamental legal, ethical and compliance aspects of the weekly treatment management. The weekly treatment management is a crucial aspect in the patients care path. The conflicting aspects of multi treatment modalities as it dictates the management codes will be discussed through scenario discussions.

Daily Treatment Delivery

This course is designed to educate the attendees on the patient's daily treatment delivery codes. Whether freestanding or hospital based it will be covered. IMRT, 3D, Proton ect, the codes as well as how the daily treatment regimens are determined will be discussed. Scenario situations and fractionation regimens with multi modalities will be discussed and the authoritative guidance conveyed.

Special Codes

This course will define the special treatment procedure as well as the special physics consult. This seems to be a grey area, especially as we continue to see various modalities and approaches being used. The aspect that define these procedures will be thoroughly discussed so the attendee has an understanding of when these codes apply, are allowed, and what is needed to support them.

Dosimetry

This course will identify what dosimetry is, was and is moving towards. Technology changes have great influenced this aspect of the patient care path. The impact on the billing, coding and documentation will discussed and clarified through scenario models.

Simulations

Simulation is an integral part to the patient's treatment process. This course will discuss the various simulation approaches and the supervision, coding and documentation levels needed for each.

Physics

What does the physicists really do? This role is and has greatly evolved. This course will identify the importance of a strong medical physics program and what it entails. This course will identify the codes that the are utilized by the medical physicists and what is needed to support them. The attendee will have a better understanding of the role and importance of the qualified medical physicists and the significant impact they have on patient safety and quality.

Special Procedures and Techniques-

This course will discuss the procedures and techniques that are having a much greater impact on radiation oncology workflow and patient care. The following aspects of radiation oncology will be discussed:

- SRS and SBRT
- Brachytherapy
- IGRT
- Adaptive Therapy

This course will focus on the changes that are occurring and their impact on financial viability, quality, supervision, documentation and compliance.

BEYOND THE BASICS

Denials and Denial Management

Even newcomers to healthcare finance know healthcare providers don't get paid for every claim submitted to third parties. Every practice is different in their struggle to master Medicaid, Managed Care Entities (MCEs, both Medicaid and commercial), Medicare, and numerous commercial payers. Each has unique remittance advice (RAs), Explanation of Benefits (EOBs), and sometimes seemingly senseless... almost endless... denial or suspense reason codes.

Attend this program to learn how you can garner powerful knowledge from denial data. Hear how it's possible to find the source of denials by identifying patterns within your denial data. For example, how many are front desk issues (e.g., eligibility or demographic), clinic operations (e.g., coding or prior authorizations) or issues with credentialing?

Understanding how to recognize and act on this information can have a powerful impact on your organization's bottom line.

Upon completing this session, the participants will be able to:

- Know the value of electronic remittance (835) data and how paper hurts you.
- Correlate denials to related practice operational tasks.
- Understand the importance of training and communication and their dependence on actionable data
- Understand possible tracking options and how to maximize vendor (e.g., clearinghouse) data.

Credentialing, Networks and Insurance Directories, Payer Contracting

Contracting and payer relationships are confusing as ever as we continue to live in a fee for service world but quickly need to prepare for new payment models. It all starts with credentialing and ensuring your providers are active and have access through all channels, including networks. Next, we will discuss the differences in the credentialing process and insurance directories, you aren't done yet! Last, you'll need a contract and a rate, this course will teach you how you should be evaluating your practice, the conversations you should be having with payers, the strategies to use when negotiating and what terms to be paying close attention to before you sign.

Authorizations

This course will teach how to achieve authorization approval with the first submission. The implications of an effective program with regards to productivity and financials. Key topics in the authorization process will be verification, authorization process, medical necessity criteria, auth denial appeals, and out of network waivers. The American Hospital Association and physician groups have identified the authorization process as a delay in the care process and have indicated reform. What will it look like?

Outcomes Assessment and Quality

What defines quality? What are the "standards" and best practices that are associated with the "best outcomes". We often hear this terminology and it sounds very vague without tangible steps. This course will identify what influences the current state of outcomes in oncology both from the clinical and the administrative perspective.

Thursday, May 9th

Finance and Your Role

This course will identify the basics of both departmental finance in radiation oncology as well as its relationship to the overall institution. Cancer Care like another healthcare service is a business, but how does the business really operate. This course will provide insight into the financial operation structure of a department as it relates to care for the patients, purchasing of equipment and impact for all job descriptions. This course will also identify the key aspects and importance of an effective point of service collections program and the importance aspects that providers and patients should be aware of.

Burnout, Leadership, and Engagement

What happens when we don't adjust and adopt new approaches, we become the patient. There are so many unhealthy aspects of our day to day that are controllable. This course will deal with those ineffective and unhealthy practices that compromise radiation therapists' well-being and, ultimately, patient safety. How do leaders lead through the chaos and how do staff respond to varying workplace environments? We will look for the answers in this course on 'working well in the middle of the mess.'

Internal Audit Program

This course will discuss the necessity of an effective compliance plan in your workplace and explore ways to achieve it. Despite our best efforts, we are human, and mistakes happen. How we handle those errors when they are identified is critical. We will discuss Medicare repayment expectations and enforcement actions Medicare can take. A robust self-auditing process is important and often lacking. Suggestions and tools to perform effective self-audits will be shared.

MACRA/MIPS/APMs and Performance Based Payment Adjustments

We've come a long way from the first ACO's – MSSP and Pioneer, PQRS, MU and VBPM. This session will provide a framework for where we are with MACRA today, including explanations on both tracks – MIPS/ MIPS APMs and Advanced APMs. We will review how to select the right track for your organization, best practices for monitoring during the reporting period, what to do when it comes time to report, how to obtain results and what those results mean for your group.

Alternative Payment Model and New Directions

This course will provide insight into the future of billing coding and compliance as we evolve towards new payment models and structure. It will provide the core fundamentals for you to adapt your current role to the new demands and models that are driving our service line. The history and factors that has progressed us to an Alternative Payment model will be discussed, as well as the data that is being reviewed to provide insight and direction. Radiation APMs

Looking ahead... What is an APM? Will my organization be required to participate? How should I begin to prepare? What data should I be looking at? These questions and more answered in this session

Physician Recruitment and On-boarding

Growing a practice or medical group can be expensive. This session will review how to ensure your physician recruitment strategy is designed for success. Topics we will review include evaluating how you will finance the investment, discussion on what physicians are looking for, how physician leadership plays a key role, and how onboarding can make or break the first several years of practice. Join us to learn how to make your new physician a success!

A Culture of Safety

This course is designed to explore the connection between workplace culture and patient and radiation therapist safety. Do you wonder about the effects of stress, busyness, or ineffective training on professional safety or the potential for patient errors? Reflecting on research which considered stress, burnout, and departmental dynamics in radiation therapy and current discussions surrounding safety, this presentation will look at difficult topics and work through challenging situations. The presenter will actively engage the audience with realistic experiences to work towards more positive clinical cultures and greater safety strategies, benefitting patients and radiation therapists.

Project Management in Radiation Oncology: We have a process for that!

Project management has emerged as one of the most prominent business skills of our time because its use can help control costs, reduce risk, and improve outcomes. Used across radiation oncology, project management principles can aid in the process of systematically planning, organizing, and then executing a pre-determined set of steps to maximize resource use and achieve specific objectives.

340B Reform: The Impact and Process

This course will take you on a journey of the 340B program, how it began, what it is, what the original plan for it was, and where it stands today in 2019. It will take a look at what it appears to look like in the future and what hospital systems are trying to do to compete with the ever-increasing cost of drugs under the 340B program. You will learn a list of terms commonly used in 340B and it will focus on the Oncology side on what you need to know.

Friday, May 10th

Lawsuits, Penalties and Paybacks

Money seems to be the topic of all things including paying it back. Fraud and abuse have put Oncology on the radar for paybacks and lawsuits. This course will discuss the current cases in oncology including the OIG and MAC payback reports. The supporting arguments that CMS has designated radiation oncology will be discussed including but not limited to insufficient documentation, orders and medical necessity. These findings and cases have also increased due to whistle blower cases. The financial and legal impact of these cases will be reviewed, as well as the legal implications of those involved and those that are aware of such fraudulent activity.

Big Data and You

This course will deal the key aspects and components of reviewing billing data within your department. It will also show you how other such as CMS and payers are performing these tasks. Discussion and explanations as to what can be done with this data and how it can be applied will occur for the attendees. The things that you can do with this data will be discussed along with what others are doing with the data to redefine compliance, care path and the financials.

Administration and Physician Interaction

This talk is the sequel to "Physician Recruitment and On-boarding." With more practices being consolidated with corporate based systems, department policies and decisions are no longer solely up to the physician. This talk will review the typical day of a radiation oncologist, the competing tasks radiation oncologists face during the day, the interactions physicians have with administrators, and where problems can occur. It explores methods to optimize physician time and resources. Real life scenarios will be presented with a discussion on how to align the goals of physicians and administrative staff.

Tumor Registry

What is a Cancer Registry? Maybe you have heard of it. . . Maybe you know they collect data on cancer patients. . .but do you know how they can help you? This presentation will explain the purpose of a Cancer Registry including what data is collected, how it is collected and why it is collected. Then, we will discuss how the Cancer Registry can help you. The data collected is a valuable tool for fellow professionals working together in the fight against cancer. The Cancer Registry should no longer be a secret.

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