



AOA-35

Annual Educational Conference

September 17-20, 2017 | Las Vegas, NV
Venetian Hotel & Sands Expo



Compliance Solved.

“It’s such a relief, I don’t need to be a compliance expert, I can focus on managing my practice.

— ENT Administrator
(34 employees)

SUPPORT

HIPAA

CORP.

OSHA

H/R

Training • Assessments • Support

HCP’s unique approach “Solves the Compliance Burden” by Creating, Implementing, and Maintaining your Individualized Compliance Program.

Stress not included.



Call or email us, we can get your group **up and running,** with little to no effort.

855-427-0427 • sales@hcp.md • www.hcp.md

Introduction



Table of Contents

AOA-35 Welcome Letters	4
Conference Schedule	5
AOA-35 Educational Schedule	7
Evening Out Event: Topgolf.....	23
Conference Information	24
Registration Information	25
Hotel Information.....	26
Boot Camp Sessions	27
AOA Partner Program	28
AOA Marketplace Exhibit Hall	29

Dates to Remember

Aug. 11

Early Bird Registration Deadline
Discounted Hotel Room Block Deadline*

Sept. 17

Boot Camp Workshops at AOA-35

Sept. 18-20

AOA-35 in Las Vegas

*Aug. 11 is the deadline to book a room at the discounted conference rate. Rooms at this rate are subject to availability and might not be available by this deadline.

Mark Your Calendars for Future Conferences

AOA-36 | Sept. 9-12, 2018 | New Orleans, LA

AOA-37 | Sept. 9-11, 2019 | Austin, TX

AOA-38 | Oct. 14-16, 2020 | Portland, OR

AOA-39 | Oct. 6-8, 2021 | Orlando, FL

AOA-35 Welcome Letters



Candice Renk, SHRM-CP • AOA-35 Program Chair

Las Vegas here we come! AOA-35 is going to be a tremendously fun event and one you can't afford to miss. There are many exciting activities planned in the heart of the most electrifying city in the world. Of course, it is not all about the glitz and glam of Vegas: AOA-35 is going to be a "Game Changer" for your practice as well. As practice managers, coders, executives and leaders, you face many challenges. Your physicians, your staff and your patients rely on you to be at the forefront of healthcare trends, technology, equipment and services. AOA-35 is the platform to receive this important specialty-specific information.

You will not only get the opportunity to learn from excellent speakers, engaging classroom topics, and many top industry experts and vendors, but you will get to learn from your peers as well. Whether you work at a large practice, small practice, hospital or University setting, you will forge professional relationships that will last your entire career.

We have changed the conference days this year to give you a chance to come early and enjoy everything that Las Vegas has to offer. Mark your calendars and please join me Sept. 18-20 at the extravagant Venetian Las Vegas Hotel and Sands Expo. I look forward to joining you and making this year's conference a "Game Changer" for you and your practice.



Kris McGriff, COPM • AOA 2016-17 President

AOA-35 will be here before you know it! This year has been a game changer for many. The healthcare environment continues to evolve at an increasing speed. As a practice leader, you need to be on top of your game. Now, more than ever, you need to run your practice at the top of your scope.

Join us at the Venetian Las Vegas Hotel and Sands Expo Sept. 18-20 for the AOA-35 Annual Educational Conference – A Game Changer. This year's conference is full of great speakers and presentations focused specifically towards running a top-of-the-line ENT practice in today's healthcare setting. We are offering two amazing pre-conference Boot Camps this year focused on leadership and advanced decision making. Seasoned AOA members along with Owen Dahl, Rhett Laubach and Sean Weiss will be presenting.

You cannot afford to miss this game-changing event. Block your calendar and join your ENT manager and coding peers from across the country for three days of some of the best learning experiences this year. I am looking forward to seeing you this September.



Joanne Gauthier, COPM • AOA Education Chair

No sense gambling with the future of your practice – AOA-35 is not to be missed!

AOA's annual educational conference is the only ENT-focused educational conference for practice management personnel, and this year's educational offerings are going to be game changing!

As leaders in our practices, we need to show our commitment to lifelong learning and stay current in the ever-changing healthcare arena. You and your practice are sure to come away from this meeting as big winners.

The Education Committee (with considerable help from other members of the AOA leadership team!) did an amazing job assembling a roster of top speakers and balancing the educational offerings 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. In addition, there will be ample takeaways for coders and administrators at all levels, from all practice sizes, as well as valuable networking opportunities and an exhibit hall packed with new and exciting solutions for your practice.

I hope to see YOU in Las Vegas this September!

Conference Schedule



Key to Levels



Basic

Basic Principles;
General Information



Intermediate

Some Experience;
General to Specific Content



Advanced

Narrow Focus for the
Seasoned Administrator



All Levels

Open to Administrators of
All Skill Levels

Key to Symbols



Coding



Human Resources



Marketing



Technology



Finance



Leadership /
Professional Development



Operations



Healthcare Today

Schedule at a Glance

Sunday, Sept. 17

8:00 a.m.-5:00 p.m.	Boot Camp: Moving from Manager to Leader
12:30 p.m.-5:00 p.m.	Boot Camp: Advanced Leadership through Data-Driven Decision Making
3:00 p.m.-6:00 p.m.	Registration Open
5:00 p.m.-6:00 p.m.	First-Time Attendee/New Member Orientation
6:00 p.m.-8:00 p.m.	COPM/COPM-C Study and Discussion Group

Monday, Sept. 18

7:00 a.m.-8:00 a.m.	Fun Run/Walk along the Las Vegas Strip
7:30 a.m.-5:30 p.m.	Registration Open
8:00 a.m.-9:00 a.m.	Continental Breakfast in AOA Marketplace Exhibit Hall
9:00 a.m.-10:30 a.m.	Opening Ceremonies and Keynote Address
10:30 a.m.-11:00 a.m.	Refreshment Break in AOA Marketplace Exhibit Hall
11:00 a.m.-12:00 p.m.	Concurrent Sessions
12:00 p.m.-1:00 p.m.	Lunch in AOA Marketplace Exhibit Hall
1:00 p.m.-2:30 p.m.	Practice Builder Sessions
2:30 p.m.-3:00 p.m.	Refreshment Break in AOA Marketplace Exhibit Hall
3:00 p.m.-4:30 p.m.	Practice Builder Sessions
4:30 p.m.-6:30 p.m.	President's and Partners Opening Reception

Tuesday, Sept. 19

7:30 a.m.-5:00 p.m.	Registration Open
7:30 a.m.-8:30 a.m.	Sunrise Sessions
8:00 a.m.-9:00 a.m.	Continental Breakfast in AOA Marketplace Exhibit Hall
9:00 a.m.-10:00 a.m.	Concurrent Sessions
10:00 a.m.-10:45 a.m.	Refreshment Break in AOA Marketplace Exhibit Hall
10:45 a.m.-11:45 a.m.	Concurrent Sessions
11:45 a.m.-1:15 p.m.	Lunches by Practice Size
1:15 p.m.-2:00 p.m.	Dessert Break in AOA Marketplace Exhibit Hall
2:00 p.m.-3:00 p.m.	Concurrent Sessions
3:00 p.m.-3:30 p.m.	Refreshment Break in AOA Marketplace Exhibit Hall
3:30 p.m.-4:30 p.m.	Concurrent Sessions
6:00 p.m.	AOA-35 Evening Out Event at Topgolf

Wednesday, Sept. 20

7:30 a.m.-5:00 p.m.	Registration Open
8:00 a.m.-9:00 a.m.	Continental Breakfast in AOA Marketplace Exhibit Hall
9:00 a.m.-10:00 a.m.	Concurrent Sessions
10:00 a.m.-11:00 a.m.	Refreshment Break in AOA Marketplace Exhibit Hall with Prizes
11:00 a.m.-12:00 p.m.	Concurrent Sessions
12:15 p.m.-1:45 p.m.	Luncheon with AOA Business Meeting
2:00 p.m.-3:00 p.m.	Concurrent Sessions
3:00 p.m.-3:15 p.m.	Dessert Break
3:15 p.m.-4:15 p.m.	Concurrent Sessions
4:30 p.m.-6:00 p.m.	Closing Keynote and Hello New Orleans
9:00 p.m.-11:00 p.m.	Pop-Up Party

AOA-35 Educational Schedule



Sunday, Sept. 17, 2017

8:00 a.m.-5:00 p.m.



Boot Camp: Moving from Manager to Leader



Owen Dahl; Rhett Laubach; Lee Silber

You have worked hard to develop expertise in your practice to earn recognition and success within your organization. Now you are moving or have moved up to management, which brings a whole new world of exciting possibilities, but also potential challenges and uncertainty. Many of us are promoted to manager/administrator but rarely are trained to be one. Mastering the art and science of effective management requires an additional set of skills that, when learned, can often transform the daunting task of management into something profoundly satisfying. Your organization benefits, too. Join us for a full day of leadership and take-home skills that will help you succeed.

12:30 p.m.-5:00 p.m.



Boot Camp: Advanced Leadership through Data-Driven Decision Making



Frank Cohen; Sean Weiss

Some folks would say that bad luck is better than no luck, bad love is better than no love, and bad publicity is better than no publicity. But very few would agree that a bad decision is better than no decision; and if they did, they would be wrong. Contrary to popular belief, bad decision-making is not always due to incompetence or lack of experience, but rather a lack of information and flawed decision-making process. The potential for a successful leader can be measured by their skills in estimating, predicting and problem solving. The use of data and informatics can significantly increase the probability that our management decisions will turn out well. Evidence-based management is a global management concept that employs practical applications such as process mapping, cause and effect analyses, critical thinking, decision theory and problem solving. One's ability to make better decisions is absolutely critical to long-term success of any organization, and it can do wonders for your personal career. In this session, Frank Cohen and Sean Weiss will take you on a journey that will likely change the way you do business in the future. Attendees will receive a complete tool box, including documentation, worksheets, templates, sample reports and all pertinent collateral material necessary to both understanding and improving their predictive powers.

3:00 p.m.-6:00 p.m.

Registration Open

5:00 p.m.-6:00 p.m.

First-Time Attendee/New Member Orientation

6:00 p.m.-8:00 p.m.

COPM/COPM-C Study and Discussion Group

Monday, September 18, 2017

7:00 a.m.-8:00 a.m.

Fun Run/Walk along the Las Vegas Strip

7:30 a.m.-5:30 p.m.

Registration Open

8:00 a.m.-9:00 a.m.

Continental Breakfast in AOA Marketplace Exhibit Hall

9:00 a.m.-10:30 a.m.

Opening Ceremonies and Keynote Address

Leadership demands competence, but human interaction is critical to the development of the people you lead. Connected leaders ask questions to gain insight and awareness. Connected leaders effectively communicate feedback and engage in challenging conversations without creating conflict or destroying trust. Connected leaders have more influence and greater credibility among peers and employees.

The common denominator of the most successful people is the ability to effectively communicate and connect, regardless of the situation or audience. In a competitive world filled with a global workforce, numerous communication channels, and daily digital distractions, getting your message heard has never been more challenging. Clear, concise communication is no longer enough to get results: connection must be part of the equation. Productivity lessens, collaboration stalls, accountability suffers, and conflict and stress escalate, when even the simplest of miscommunication occurs. Without connection, these outcomes are only heightened.

In this presentation, Colette delivers how to connect and communicate on a deeper level to form crucial relationships that drive productivity, engagement and collaboration. She speaks on strategies to influence others and overcome conflict while maintaining a respectful human connection. Colette will provide the perfect blend of interaction, research, stories and humor to support leaders in building powerful connections with those they lead. These strategies result in increased trust, stronger influence, and employee motivation and loyalty.



10:30 a.m.-11:00 a.m.

Refreshment Break in AOA Marketplace Exhibit Hall

11:00 a.m.-12:00 p.m.

Concurrent Sessions



M-1 The Patient Experience Under a Trump Administration



Thomas Jeffrey

With the change of leadership, the future of the Affordable Care Act (ACA) is in question. There is a great deal of uncertainty that can make the job of a practice administrator even more difficult. This session describes how the role of patient satisfaction has or has not changed since the passage of Medicare Access and CHIP Reauthorization Act (MACRA) and how best to prepare to ensure the most positive impact on your bottom line. Moreover, what effect any legislative changes have had on private payers. Attendees will come away with insights gleaned from the Sullivan Luallin Group ENT/AOA patient survey program and practical strategies for improving overall patient satisfaction and willingness to recommend the provider.



M-2 Assessing Financial Health Process Improvement: Money Matters



Owen Dahl

What key metrics do you use to identify and determine your financial health? How do they compare to the industry? Better yet, do they meet your standards and expectations? What can be done to improve the areas that you identify? Do you have a system to identify those areas?!!! We will identify and address how you can assess and improve your practice. This actually does not start with money matters but the systems that work or don't work in your practice to produce your money! Areas addressed include revenue cycle, payables and reporting.



M-3 Team Building with Data



Frank Cohen

It's a proven fact that teams and organizations that have the right mix of talent and diversity perform best under nearly all circumstances. But what is more important, talent or diversity? Well, that depends on the focus. For problem solving, diversity trumps talent. For prediction, diversity and talent are about equal, and for innovation, talent often trumps diversity. In order to guarantee the best outcomes, it is critical that you understand these concepts. And it's not just the general case of diversity but rather the paradigm of cognitive diversity that really matters. In this session, Mr. Cohen will walk you through the process of building and maintaining highly effective teams and organizations. Attendees will learn the difference between unanimity, uniformity and unity. Mr. Cohen will go over the often-overlooked Diversity Prediction Theorem and show you how you can use this model to ensure the best mix of diversity and talent and methods to measure the success of your selection process, and you will learn about Ashby's Law of Requisite Variety, a unique approach to building robustness.



M-4 Uncharted Waters: Navigating the New MIPS Without Fear



Eric Christenson

Attendees will receive a complete tool box, including documentation, worksheets, templates, sample reports and all pertinent collateral material necessary to the understanding of team development and how to create a better environment for their business.



M-5 Leveraging Patient Behavior Insights to Successfully Deploy Technology Solutions



Ravi Kalidindi, Noah Wheeler

Practices invest heavily in technology but wrangle with questions like: Why is my patient portal adoption and usage so low? Ultimately, did it improve my patient flow? Why don't satisfied patients post online reviews as much as dissatisfied patients? Was it a mistake to adopt a social media strategy? Why are my phone lines busy in spite of using an automated patient engagement tool? How do I evaluate return on investment from various marketing campaigns, including SEO efforts? In this interactive session, Mr. Kalidindi and Mr. Wheeler will encourage the audience to share the explanations they were given on why certain projects or strategies failed. We will offer some alternate explanations that also take patient behaviors and overall trends into account. We will then suggest strategies that leverage these behaviors and trends that are more realistic to implement and have a better chance of accomplishing long-term goals.

12:00 p.m.-1:00 p.m.

Lunch in AOA Marketplace Exhibit Hall

1:00 p.m.-2:00 p.m.

The Doctor Is In: Tia Palka with OIG Compliance

Have questions about OIG compliance and monthly sanctions screenings? Stop by The Doctor Is In stand to ask your questions with compliance pro Tia Palka!



**PB1 Prepare TODAY for a Successful TOMORROW! 2017 Edition:
Updates of Healthcare's Latest Regulatory Changes, Threats, Technologies and Solutions!**



William T. Rust; Sherry T. Hunt; Bob Blakely

If "success is where preparation and opportunity meet"...then HALF of what you need is completely in YOUR HANDS! Independent practices face serious challenges next year, including MACRA/MIPS, lower reimbursements, consolidation trends and, even, PHI-hungry cyber-terrorists. Learn how preparation and partnerships can transform your most daunting challenges into opportunities and a successful 2018! *Sponsored by AllMeds.*



PB2 How to Optimize Patient Flow and Outcomes within Your Practice



Connon Samuel; Aramis VanSandt

The success of a medical practice is often measured by patient outcomes and financial stability; however, many practices suffer from operational ineffectiveness, as evidenced by factors including long patient wait times, patient attrition, suboptimal patient outcomes and diminishing revenue. This course will provide attendees with a detailed, outcome-based patient flow assessment and analysis methodology to mitigate the most common factors related to operational ineffectiveness in clinical practice. *Sponsored by Audigy Medical.*



**PB3 Beyond Websites: How to Use Digital Marketing Channels to Build Awareness,
Generate Leads and Develop Relationships for Your Practice**



Dawn Hepper

In today's interconnected world, the term digital marketing encompasses far more than simply a static website that you update once or twice a year. It encompasses a completely different means of communicating with your patients. It requires a full understanding of the patient journey and how digital can play an important and impactful role throughout that journey and beyond. How has your practice adapted to this rapid pace of digital change? If you haven't, don't worry – you're not alone! This session will help you to identify the next steps along the digital patient journey that are right for your practice and your customers. *Sponsored by Starkey Medical Partner Network.*



PB4 How to Double Your Marketing Results in Six Months or Less



Chris Bartlett; Peter Kozodoy

Have you tried different marketing techniques with little to no results? Are you ready to grow your revenue by 20%, 50%, 100% or more? If so, this session will teach you exactly how to produce aggressive growth with your marketing, and will give you a case study on how one ENT practice has more than tripled its revenue since introducing this technique. *Sponsored by GEM Advertising.*

PB5 Title TBD



Entellus Medical

Sponsored by Entellus Medical.

APF1 Academic Forum Session



Session open to all attendees in an academic setting.

Refreshment Break in AOA Marketplace Exhibit Hall

Demo Showcase: Physicians Angels

Stop by Physicians Angels' booth in the AOA Marketplace Exhibit Hall for a live product demonstration. Learn about the company's product while bringing your related questions to hear from the experts.

2:40 p.m.-3:00 p.m.

Demo Showcase: Physicians Angels

Stop by Physicians Angels' booth in the AOA Marketplace Exhibit Hall for a live product demonstration. Learn about the company's product while bringing your related questions to hear from the experts.

3:00 p.m.-4:00 p.m.

The Doctor Is In: Rachel Briggs with The Coding Network

Bring your otolaryngology-specific coding questions to Rachel Briggs at The Doctor Is In stand for real-time assistance with a coding expert.

3:00 p.m.-4:30 p.m.

Practice Builder Sessions



PB6 Unraveling Coding and Coverage of Drug-Eluting Sinus Implants



Betsy Gross

Drug-eluting sinus implants first entered the field of otolaryngology in 2011, following the FDA approval of PROPEL (mometasone furoate sinus implant). Like other new technologies, the coding and billing for this product and the procedure(s) associated with its use have been challenging. Codes have been established to appropriately report the cost of the implant in both facility and non-facility settings of care, and procedure codes exist to separately report the work associated with placement. However, several nuances apply, and the related confusion has led to numerous challenges impacting coverage and payment. This session will unravel procedure and supply coding, differentiate coding in different settings of care, and highlight approaches to reducing claim denials so as to ensure patient access to this new technology. *Sponsored by Intersect ENT.*



PB7 Hauling Up Revenue



Susan Good

The challenge of holding a team accountable to financial key performance indicators, inspiring them to work hard with purpose, and balancing patient satisfaction is a never-ending race. Find out what is working well and what needs to be done daily to keep a hearing aid ancillary sprinting with intention. The amg™ team will share real-life case studies of three different sized joint venture ENT-hearing aid ancillaries. These techniques can be adjusted for any size business and are proven to drive growth month after month. *Sponsored by Audiology Management Group.*



PB8 Smart Growth: Three Ways to Boost Your Ancillary Revenue Generation



Jim Fedio

In the past decade, physicians have been the only major professionals who have suffered consistent increases in the cost of providing services without equivalent return. In fact, the cost of operating a medical practice has increased three percent annually while reimbursement rates have flatlined, and in many cases, decreased. One of the most effective ways to increase revenue in your practice is by adding or improving ancillary services. This course will examine case studies of three successful implementable solutions and their financial impact on the practice. *Sponsored by Fuel Medical.*



PB9 Transitioning to Office-Based Procedures



Ron Booth; Doug Cowan

During this discussion, attendees will hear from Mr. Booth, CEO at ENT of Greater Kansas City. Mr. Booth will walk through how his group successfully made the transition to minimally invasive office-based procedures (FESS and balloon). He will discuss how they started, how they gained acceptance from the physicians, and where they are going in the coming years. *Sponsored by Medtronic.*



PB10 Evidence-Based Best Practices – Understanding and Utilizing Benchmark Metrics and KPIs to Improve Audiology & Hearing Aid Business Performance



Kevin Haslam

CCMC and Phonak conducted the 9th annual study of hearing practices to establish KPIs and identify “best-in-class” best practices among most profitable practices. This data can be used for assessing and setting realistic, fact-based, improvement goals. The 2017 study measures some additional metrics, including itemization, third-party, OTC and REM. *Sponsored by Phonak.*

4:30 p.m.-6:30 p.m.

President’s and Partners Opening Reception

Join AOA President Kris McGriff, COPM, and our Executive Partners as they welcome you to dazzling Las Vegas! *Generously sponsored by AllMeds, Audigy Medical, AMG Network, Carestream, Entellus Medical, Fuel Medical, Karl Storz Endoscopy, Starkey Hearing Technologies & Xoran.*

Tuesday, Sept. 9, 2017

7:00 a.m.-5:00 p.m.

Registration Open

7:30 a.m.-8:30 a.m.

Sunrise Sessions



SS1 All in for Ancillary Coding



Kim Pollock

This session will discuss the coding and billing guidelines for various ancillary personnel, including audiologists, audiology technicians and providers of other ancillary services such as licensed nurses and medical assistants. We will discuss provision of otolaryngic allergy services who can bill for testing and immunotherapy as well as the supervision requirements. The types of services provided, associated CPT codes and billing guidelines, will be discussed, including whether audiology technicians can perform audiograms, if a physician must be in the office for allergy shots/vial mixing, and what constitutes CPAP management coding. The various methods of payer reimbursement direct billing vs. incident-to using Medicare's criteria will be described.



SS2 On Your MACRA, Get Set, Go!



Kathryn Wickenhauser

So long fee-for-service, welcome to value-based reimbursement! As of 2017, the Quality Payment Program is in effect. No longer will healthcare providers be able to rely on the days of old, but organizations must adapt to new methods of reimbursement or face declining revenues. MACRA is a historic piece of legislation that completely changes the method of Medicare reimbursement. The Quality Payment Program allows clinicians two pathways to achieve Medicare reimbursement. The first is Merit-Based Incentive Payment Systems (MIPS) while the second more challenging method is participation in an Alternative Payment Model. Your healthcare organization doesn't take Medicare? You still need to stay informed on the Quality Payment Program, as when CMS institutes a program, commercial payers and insurers typically follow suit with similar programs. This change in reimbursement method will not stay isolated within Medicare, but will impact the entire healthcare reimbursement system as we progress through healthcare reform.



SS4 Game Changer: Preparing Your Practice for In-Office Procedures



Panelists: Kevin Watson; Kris McGriff, COPM; Tricia Long, COPM Moderator: Danielle DeMaio-DeAngelis, COPM

The movement of transitioning procedures out of the OR and into the office has rapidly expanded across the last few years, enabled by the introduction of new technologies and a growing confidence in approaches to patient comfort. Mastering technique and technology are only one aspect of making this transition a win for your practice. Best-in-class administrators also align processes and equip staff to optimize operational efficiencies and deliver a positive patient experience. In this session, practice leaders share their implementation stories and tips for success to offer game-changing procedures in your office to provide better patient care – and ultimately increase your bottom line.

8:00 a.m.-9:00 a.m.

Continental Breakfast in AOA Marketplace Exhibit Hall

9:00 a.m.-10:00 a.m.

Concurrent Sessions



T-1 State the Nature of Your Emergency: Telemedicine



Eric Christenson

CMS has recognized the benefits of telemedicine by adopting reimbursement rules for a variety of telemedicine services. Effective Jan. 1, 2015, CMS began reimbursing several types of services, including: annual wellness visits, psychoanalysis, family psychotherapy, and prolonged E&M services provided via telemedicine. Compliance with HIPAA means that not only the telemedicine platform needs to be compliant, but all providers, patients and staff using the platform also need to ensure they are in compliance with HIPAA. What are your compliance parameters for conducting virtual medicine? Are they HIPAA compliant?



T-2 Your Employee Handbook Is Probably Illegal



Cherie Silberman

Do you have a handbook provision that instructs employees that they cannot make any disparaging statements about their employer or boss? Did you know that having a policy requiring employees to keep all workplace investigations confidential violates the law? Seemingly harmless provisions of employee handbooks and company policies are likely to run afoul of federal labor laws that govern your practice. During this session, we will explore recent decisions to help guide you in implementing policies that will protect your practice but withstand scrutiny from the various government agencies.



T-3 Step Up Your Game: Financial Reporting Like a Pro



Todd Blum; Jeff Boomershine

This session will allow attendees to understand benchmarking and how to use benchmarks to improve your practice. At the conclusion of the session, you will have an understanding of how to use the AOA's benchmarking tool to take home and use in your practice to compare each of your individual physician's productivity to your practice average to the national average.



T-4 Winning Together with the Disruptive Physician



Will Latham

Just one disruptive physician has the capacity to debilitate other physicians, employees and even the entire organization. At the same time, dealing with disruptive physicians is one of the most challenging responsibility of practice governance. This program speaks to why disruptive behavior occurs and how this toxicity spreads in systems with long-term effects on the organizational environment. You will learn about the disruptive personality and practical ways to reign in and manage disruptive behavior.



T-5 Step Up Your Game: Physician Compensation Plans



Mark Benninghoff; Ron Vance

The importance and reliance of high performing medical groups, whether as privately-owned medical practices or part of an academic or integrated healthcare delivery system, will increase as the market moves from “Curve 1” (largely fee-for-service) to “Curve 2” (increasingly value-based). We will review emerging “progressive” physician compensation plans that seek to include components and metrics that balance these interests and align physician behaviors within the group and with key strategic partners. We will review lessons learned from real market case studies, including otolaryngology subspecialties throughout the nation. We will also discuss current and emerging regulatory requirements to ensure that the compensation plans remain compliant with regulatory requirements, including fair market value (FMV) and commercial reasonableness (CR) tests and limits. Finally, we will review related lessons learned for ongoing implementation and refinement of progressive compensation plans to enhance group acceptance and respond to further market conditions.

APF2 Academic Forum Session



Session open to all attendees in an academic setting.

9:00 a.m.-10:00 a.m.

The Doctor Is In: Rachel Briggs with The Coding Network

Bring your otolaryngology-specific coding questions to Rachel Briggs at The Doctor Is In stand for real-time assistance with a coding expert.

10:00 a.m.-10:45 a.m.

Refreshment Break in AOA Marketplace Exhibit Hall

10:25 a.m.-10:45 a.m.

Demo Showcase: Rosch Visionary Systems

Stop by Rosch Visionary Systems’ booth in the AOA Marketplace Exhibit Hall for a live product demonstration. Learn about the company’s product while bringing your related questions to hear from the experts.

10:45 a.m.-11:45 a.m.

Concurrent Sessions



T-6 By the Numbers: Financial Reporting to Physicians



Mike McCaslin

This session will give attendees a better understanding of the various data elements that should be analyzed and reported on a regular basis by a practice to enhance the practice’s performance. Attendees will also learn how to utilize that data to analyze, study and make changes to improve performance for your practice. We will focus on some of the tools to assist you in making those wise decisions, including: balance sheet/income statements; physician income vs. overhead; physician/provider productivity; operating and capital budgets; pro-forma; revenue cycle; dashboard; benchmarking; and more.



T-7 Go All Out for Emergency Preparedness



Robert Liles

Join Mr. Liles as he goes over the steps attendees can take to respond to an incident of workplace violence in your practice. He will also discuss the steps your ENT practice can take, prospectively, to better face an emergency. This will include the preparation of a comprehensive policy that you can utilize to train your staff.



T-8 Striking It Rich in Documenting in the EMR



Kim Pollock

Office visit notes are easy for payers to audit due to the well-defined evaluation and management (E/M) criteria. You want to ensure that your notes will pass an audit and support the E/M code you bill. Many otolaryngologists find the use of a scribe to be helpful to their productivity, but there are risks. Auto-population and cloned notes are common risk areas when using an EHR. This course will discuss the risks and rewards of using an EHR as well as the proper format for office visit notes and for office procedures. We will also discuss Medicare’s guidelines for who can enter what information in the EHR and the visit still be billed by the physician or non-physician practitioner.



T-9 Game Changer: Best Practices in Instrument Cleaning



Crit Fisher; Chayla Handley; Laurie Turner; Brian Woodhead

To avoid cross contamination of infectious pathogens, endoscopes and their associated accessories are cleaned and disinfected or sterilized (reprocessed) between each patient use. Failure to properly reprocess endoscopes and accessories could potentially expose patients to bloodborne pathogens and harmful bacteria, which may result in serious patient injury or death. To reduce the likelihood of cross contamination, healthcare personnel need to consider developing and adhering to comprehensive, model-specific reprocessing protocols. This session will teach you the best practices to follow when taking care of these critical medical devices.



T-10 Top 5 Employment Risks Facing Your Practice



Cherie Silberman

Employment law is constantly evolving, and you might be surprised that some policies designed to protect your practice could actually lead to a lawsuit. This session will cover the five top compliance issues facing employers today: medical marijuana in the workplace; OSHA's new guidance on post-incident drug testing; recent decisions regarding protections for LGBTQ employees; independent contractor misclassification; and complying with restrictions on background screening new employees. With so much at stake, this is a session you won't want to miss.

10:45 a.m.-11:45 a.m.

The Doctor Is In: Tia Palka with OIG Compliance

Have questions about OIG compliance and monthly sanctions screenings? Stop by The Doctor Is In stand to ask your questions with compliance pro Tia Palka!

11:45 a.m.-1:15 p.m.

Lunches by Practice Size

- Small Group (1-4 Physicians)
- Medium Group (5-9 Physicians)
- Large Group (10+ Physicians)
- Coders
- Academic Practices

1:15 p.m.-2:00 p.m.

Dessert Break in AOA Marketplace Exhibit Hall

2:00 p.m.-3:00 p.m.

Concurrent Sessions



T-11 Playing to Win: Top ENT Business Strategies for 2018



Panelists: Craig Kilgore; Abby Covington; Danielle Fife Moderator: Tony Etzel

This panel will focus on strategic initiatives that groups should consider. These include: practice growth; professional recruitment and succession planning; and internal operational strategies to deal with a changing payment environment.



T-12 Playing to Win: Social Media in Your Practice



Amy Haven

Did you know that, according to Pew Research, 74% of Internet users engage on social media and 80% of those users are specifically looking for health information? Did you know that nearly half of the 80% are searching for information about a specific doctor, practice, or healthcare professional? If your practice isn't leveraging social media as part of your practice's marketing strategy, you're missing out on a unique opportunity to gain new patients and drive engagement with your existing patients. This session will provide insight into the ever-changing landscape of social media as it relates to healthcare using case studies of actual practices that have benefited from social media marketing. We will discuss the crucial role social media plays in a patient's decision to choose a provider. The seminar will touch on the role of HIPPA in social media marketing.



T-13 Playing Your Cards Right with Advanced Practice Practitioners



Marie Gilbert

This session will explain the benefits and responsibilities of adding a PA or NP to an otolaryngology practice. You will learn to determine whether an advanced practice practitioner (APP) is appropriate for your practice, how to advertise and interview, and how to utilize an APP appropriately.



T-14 Leveling the Playing Field with Making Sense of Third-Party Hearing Aid Contracts



Susan Good

The second-fastest growing channel in the hearing aid industry is the distribution of product within third party contracts. However, this model changes the economics of a standard hearing aid fitting. How does a clinic know if they should sign up to be a Network Provider for a contract that provides only a fitting fee? What else should a practice consider? This course provides an approach to evaluate the contract, understand the reimbursement and determine if joining the Network holds value for the patient, the provider and the clinic.



T-15 #TechIn18: Learn the Latest Tech Trends



Stuart Lyon; Dan Quall

Hearables are a growing segment in the consumer electronics field. This year's Consumer Electronic Show provided a glimpse of some hearing products for today as well as the future. This course describes the hearable market of today as well as the estimated growth for the future. The picture presentation was created during a visit to the CES 2017 show and reveals the products that were exhibited and a discussion of how they might fit into the future of audiology practices. Finally, a formulary will be shared that helps build a "service package" to capture revenue as professionals deliver services related to the hearables market.

2:00 p.m.-3:00 p.m.

The Doctor Is In: Crit Fisher with Karl Storz Endoscopy

Bring your scope-related questions to The Doctor Is In booth to meet directly with Karl Storz Endoscopy expert Crit Fisher! Use this opportunity to discuss implementing procedures, different products and more.

3:00 p.m.-3:30 p.m.

Refreshment Break in AOA Marketplace Exhibit Hall

3:10 p.m.-3:30 p.m.

Demo Showcase: Oticon

Stop by Oticon's booth in the AOA Marketplace Exhibit Hall for a live product demonstration. Learn about the company's product while bringing your related questions to hear from the experts.

3:30 p.m.-4:30 p.m.

Concurrent Sessions



T-16 Strengthen Your Strategic Planning Muscles to Become a Better Practice



Mike McCaslin

This session will provide the process and tools necessary to allow you to engage your group in an effective strategic planning process. We will take you through the process from beginning to end, which will ultimately lead you to the development of a strategy and tactics project work plan. We will show you how to gather information in advance, perform your own practice assessment in advance of the planning, and then the organization of the information in an effective way to lead the group to development of its strategies and tactics for execution.



T-17 Taking the Lead: Winning the Online Reviews



Kelly O'Keefe

A positive online reputation is one of the most powerful marketing assets for an ENT practice. Medical and healthcare are the third most searched business type for consumers reading online reviews. Furthermore, 2016 data shows 84% of people trust online reviews as much as a personal recommendation. It's become the new "word-of-mouth" for perspective patients. Patients and payers are looking for information about your practice online. That information is out there. The challenge is, most of us are not aware of where it is, when it's put out there and why it's out there. Don't get caught in a reactive rut when you discover a disgruntled patient left a negative review. Remain on top of your reputation and engage with your online reviewers. This course will delve into a practical approach of building a winning strategy for your online reputation.



T-18 Set the Stage for Incident To Coding



Jacqueline Thelian

This presentation is designed for physicians, qualified healthcare professionals, coders, billers, office managers and compliance officers. Attendees will come to understand the difference between incident to billing, split shared visits and PATH (physician at teaching hospitals) and scribe attestation guidelines. We will review who can and cannot be billed as incident to services and where incident to services can take place, as well as billing for audiology services. We will walk attendees through the proper completion of the CMS1500 claim form when billing incident to services and the required chart documentation.



T-19 From Me to We: Improving Group Cohesion



Will Latham

So you've pulled together a team of stars - but can they work together to ensure the success of the organization? This program is designed to help medical groups develop and implement strategies to increase group cohesion and improve group performance. The program identifies obstacles to group cohesion and provides specific steps that can be taken to increase cohesion.



T-20 Count Us In: From Negotiations to Collaborations



Susan Childs

High deductible health plans compel the business office to continually update receivables policies. When the average employee mandated plan is a \$2,000 deductible, most patients walking in our door are self-pay! How can we keep up with the most up-to-date technology that can help boost our revenue cycle as well as engage patients? This session presents from both the practice's and the patient's point of view. We provide ideas for team-based approach strategies and procedures that each staff member can engage in. Topics for discussion include: how your front desk and billing department can avoid front/back issues; credit card policies; collections timing; and provider involvement. Also covered are prompt pay laws and discounts that are legal. We will have lively discussion about policies and actions that work – and what does NOT work. There are practical suggestions for implementing and updating realistic practice policies and procedures.

6:00 p.m.

AOA-35 Evening Out Event at Topgolf

Generously sponsored by Fuel Medical and Oticon.

Wednesday, Sept. 20, 2017

7:30 a.m.-5:00 p.m.

Registration Open

8:00 a.m.-9:00 a.m.

Continental Breakfast in AOA Marketplace Exhibit Hall

**W-1 Close the Curtain on Ransomware Attacks**

Sherry Hunt; Bob Blakely

Ransomware attacks on healthcare facilities occur every day, because the data maintained in hospitals and medical offices is 15 TIMES more valuable than anything stored at just about any financial institution. This means that YOUR PRACTICE is at REAL RISK! This session will describe today's ransomware environment and best practices that can help mitigate the risks posed by today's dedicated hackers, as well as the immediate steps that should be taken WHEN (it's not a matter of "if", anymore...) you're hit by a ransomware attack. Also discussed will be guidance recently provided by the Office for Civil Rights (OCR) concerning reporting responsibilities that are required whenever PHI is involved in ransomware incidents.

**W-2 Game-Changing Clinic Flow**

Kirk Hughs

Efficiency and satisfaction have moved from being merely buzzwords in healthcare to actual targets for success. With more pressure placed on lower cost and increasing value to patients, leaders must find ways to affect cost and value without decreasing satisfaction of healthcare providers and staff. Working with providers and staff, leaders must examine the clinic flow, eliminate activities that bring no value, consolidate redundancies, and implement standardized process and protocols. By making these changes, clinic flow improves, resulting in improved efficiency and happier providers and staff – and ultimately happier patients.

**W-3 The Sky's the Limit: Big Data in Today's Healthcare**

Adele Allison

Did you know that the average practitioner produces an average of over 37 gigabytes of data over three years? The average hospital patient record is 80 megabytes. This data is positioned to drive care delivery, payment reform and patient consumerism as we digitize the clinical side of the house. This session will explore the ramifications and opportunities associated with strong data capture from quality improvement to outcomes to economic drivers.

**W-4 Making the Right Moves in Interviewing and Hiring**

Connie Lindsay

This workshop will begin with explaining the importance of conducting a needs assessment for individual job vacancies, including the relevance of identifying intangible strengths desired for a job vacancy. The "how tos" of the following will be presented: review resumes; select interview questions that will uncover behaviors from candidates; prompt candidates to give complete answers; and review best practices in selecting the most qualified candidate. The STAR interviews conduction format will be explained, taught and demonstrated. Attendees will be able to practice this interview technique and gain confidence when conducting interviews.

**W-5 On Top of Your Game: Compliance Strategies for 2018**

Sean Weiss

It is never too soon to begin working on your strategy for the upcoming year, and now that we have had eight months behind us with a new administration, preparing for what 2018 has in store is something practices – regardless of size – should be focused on. Threats from governmental and commercial payers continue to escalate, and how you fare in an audit is determined on your understanding of the areas posing the biggest threats to your practice/group. This session will explore: comparative billing reports; building a smart audit sample and ENT target areas; the impact of ZPICs and other contractors use by payers; when and how to use the self-disclosure protocol in ENT; and modifier impact on ENT.

The Doctor Is In: Kaitlyn Mundell and Jeff Boomershine with Somerset CPAs

Join Kaitlyn Mundell and Jeff Boomershine from 9:00 a.m. to 10:00 a.m. at The Doctor Is In stand to learn about how the AOA Benchmarking Survey can benefit your practice.

Refreshment Break in AOA Marketplace Exhibit Hall with Prize Giveaways

**W-6 Regulatory Rundown: Audit Entities and Mitigating the Risk of Audit**

★★★★

Robert Liles

Federal, state and private payers are actively auditing ENT practices around the country. These audits often take the form of prepayment reviews, post-payment audits, and suspension and revocation actions. What is the likelihood that your practice will face an audit within the next year? In this session, we will discuss the enforcement landscape and the steps you can take to reduce your level of risk.

**W-7 You Want My What? Credit Card Billing Procedures**

★★★★

Susan Childs

The substantial increase of high deductible plans is now declaring most patients essentially a self-pay patient, who might not even know what "allowed amount" means! These mandates declare that we be more savvy, assertive and transparent regarding financial policies and insurance relationships. Consider a total re-thinking of our revenue cycle re-aligning our workflow! When, who, where and how often to approach? Utilizing electronic payment options, payment plans and e- statements is a win-win plan for boosting your revenue cycle and patient meeting his or her financial responsibility. This session will cover how to successfully incorporate electronic billing and credit card options into your accounts receivable policies and revenue cycle workflows. Timing is everything! We can improve collections with a new approach that is respectful to the patient – from the first point of contact throughout the billing process with the patient's involvement and faster remittance!

**W-8 Flatlining: How Healthcare Could Kill the U.S. Economy – And How We Can Stop it**

★★★

Ron Howrigan

With 30 years of experience as a managed care executive, economist, and physician consultant, Mr. Howrigan brings a uniquely broad perspective on the healthcare system. Participants will explore and discuss how recent changes in healthcare will affect medical practices and predict how healthcare is likely to evolve over the next decade. Mr. Howrigan will share critical actions that medical groups should take to survive the future changes to our system. Finally, we will discuss the cure – seven areas where decisive action is needed to create a more sustainable model for healthcare. The information presented comes from a recently published book authored by Mr. Howrigan.

**W-9 Roadmap for Revenue: Value-Based Contracting**

★★★

Matt Miller

Interested in learning about shifting from fee-for-service to value-based reimbursement and shared savings? This presentation will focus on one ENT practice's progression to incorporate bundled payments and other quality metrics into their payer contracts. Learn about effective approaches to engage health plans on value-based reimbursement and movement away from fee-for-service. We will explore the common risk-based contracting principals and how they can work in an ear, nose and throat practice. We will also discuss our successes and learnings from measuring and operationalizing our MIPS and MACRA metrics and employing them into our health plan contracts.

**W-10 Wrap Your Head Around Unlisted Codes**

★★★★

Melissa Hainz

This session will focus on discussion of unlisted codes, their purpose, and reasons to stop avoiding their use. We will explore the importance of involvement during front-end and back-end processing as well as charge capture and coding.

12:15 p.m.-1:45 p.m.

Luncheon with AOA Business Meeting

2:00 p.m.-3:00 p.m.

Concurrent Sessions



W-11 Managing to Win: Profitability in a MACRA/MIPS Environment

★★

Jeff Gorke

This presentation will touch on practice transformation, practice efficiencies and financial management. It will contemplate both macro and micro key areas to aid attendees in understanding the practical ramifications of impending quality initiatives and the changes that MIPS (and like programs) will have on their practices, both financially and structurally. This engaging, interactive program will offer before/after scenarios delineating how MACRA/MIPS will impact their practices, how quality delivery of care will integrate, and how the meeting of revenues, expenses, and quality care can be aligned while achieving profitability.



W-12 You Have Been Hacked: It Is Worse than You Think

★★

Joe Goldstein

Mr. Goldstein will discuss tips, tricks and strategies that hackers use to gain access to your information, which could include information on social engineering, physical security, phishing, spearphishing, vishing, phone system hacks, password attacks, etc. Protect your data by understanding the risks during this session.



W-13 Evidence-Based KPI by Practice Size and Setting

★★

J. Connon Samuel

What exactly are KPIs, and why are they important? If you have ever asked these questions, then this is the right course for you. As business professionals it is important to objectively understand how our practices are performing, what performance is possible, and where do we focus to realize the performance potential. In this course you will be able to answer the following questions: What is a KPI? Why are KPIs important? How do you use KPIs? What KPIs should and should not be tracked? Next, from this course, you will learn: what KPIs should you track in your practice; what is the practical application of these KPIs; specific ENT practice benchmarks for use in your practice; example of how KPIs are used in your practice.



W-14 Game Changer: Adding an Ancillary

★★

Panelists: Brian Woodhead, Lesli Todd, Camille White, COPM Moderator: Barry Hubert, COPM

This session will explore various ways to implement ancillary services in your otolaryngology practice. Many of your patients may be experiencing complications due to a variety of ear, nose and throat-related ailments. By providing these additional services, your practice can provide a clearer diagnosis that will affect patients' all-around health – and add to your practice's bottom line. This session will explain the importance of implementing ancillary services such as hearing aids, allergy and imaging into a practice of any size.



W-15 We Are All in for Referral Marketing

★★

Robert Tysoe

Practice development plans must include cross-over strategies for ENT and audiology that place an emphasis on internal and external marketing skills, creating new markets, new services and integration of emerging technologies. Risk versus benefit decision making is a familiar part of ensuring patient engagement in the exam room. ENT/audiology can take the same analytic approach for more effective management of the priorities of practice development.

3:00 p.m.-3:15 p.m.

Dessert Break

**W-16 I Got Your Back: Front Desk Revenue Cycle**

★★

Susan Childs

First impressions are made within 10 seconds. Customer service has always been a premier consideration in choosing staff members. It is our job to ensure that the most up-to-date care is offered continually, most efficiently and with compassion. This includes the patient's financial responsibility as well. Collecting from patients at the front lines has become more challenging than ever. Receptionists are your frontline staff-members that have a huge impact on workflows and revenue cycle. We will review the entire revenue cycle of the front desk from the initial eligibility to payment options and approach. We will look at the joys and challenges of workflows of a front desk receptionist. How we can best support their best efforts on the practice's behalf? After all, the patient begins with and completes the visit with your receptionist

**W-17 Big Deals: Health Plan Contracting Strategies**

★★

Matt Miller

Health plan contract reimbursement and negotiating with payers is not getting any easier manage. This presentation will provide you with some key concepts on how to obtain a "win-win" contract renewal with a health plan while maximizing your market position. We will also explore the changes in ENT reimbursement from the 2016 to 2017 Medicare fee schedules and provide actionable tools to mitigate any change to the fee schedules to reduce lost revenue.

**W-18 Know Your Nose: Coding the Nose and Sinuses**

★★★

Melissa Hainz

In this session, Ms. Hainz will lead a discussion of coding basics related to nasal procedures include septoplasty, rhinoplasty and grafts, and will review what different codes include to determine appropriate fit for particular diagnoses or conditions. After basics, the session will move to discussion of situations that don't fit a normal nasal procedure or those that may complicate the procedure, including anatomy differences, congenital conditions, or acquired defects due to trauma or cancer. Ms. Hainz will discuss the crossover of coding with sinus and how procedures may be done in tandem, wrapping up with discussion regarding start-to-finish process to improve reimbursement and add transparency to dealing with insurance companies

**W-19 Improving the Patient Experience**

★

Kirk Hughes

Providing the patient with a more than a satisfactory experience is necessary in today's climate. Patients have been given ways to voice their opinions publicly. And to really improve, healthcare providers and leaders need to listen to what the patients are saying and make changes to better align with these expectations. While listening is easy, hearing can be difficult. But hearing the patients and addressing their expectations through operational changes will increase patient satisfaction and create patient loyalty in a practice. This presentation is based on over eight years of monitoring and analyzing patient's comments and data.

**W-20 Do, Done, Did: Where Have We Been, and Where Are We Going?**

★★

Sean Weiss

This session will focus on the ins and outs of what has transpired in 2017 and the impact it will have in 2018. This session has garnered significant positive feedback from DoJ prosecutors for its content and tone. Don't miss this must-attend session! Topics include: medical necessity and how to defend it; medical necessity and the False Claims Act; how to prepare an effective audit appeal defense; the Medicare appeals process; and more.

4:30 p.m.-6:00 p.m.

Closing Keynote and Hello New Orleans

Mike Rayburn does what no other presenter can do in his hilarious, musically amazing, motivational keynote "What If...?" Not only is Mike a world-class guitarist and standup comedian, but he is an authority on personal development and human potential. In this energetic presentation, Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. These are the tools that took Mike from playing for seven people in a bar in Virginia to standing ovations at Carnegie Hall. They work. For anyone. And everyone. Always.



9:30 p.m.-11:30 p.m.

Pop-Up Party

Join attendees for one last casual reception before departing Las Vegas! After the Closing Keynote, go out with AOA friends for a meal before meeting back up at a to-be-named location at 9:30 p.m. At the party, make plans to stay in touch with new colleagues and old friends, and increase your ENT network before saying goodbye until AOA-36 in New Orleans.



When you partner with Elite Hearing Network we'll bring solutions that save you time and money. Simplify purchasing, reduce paperwork and increase your profits with manufacturer discounts, centralized online invoicing, free battery programs and standard warranty programs.

Ready to learn more?

Stop by our booth at AOA-35 or click below to find out how you can change the game with Elite!

Request Info

Let's achieve more together.

For more information please call (877) 443-7115
or visit www.elitehearingnetwork.com.



Evening Out Event: Topgolf



Tuesday, Sept. 19 | 6:00 p.m. to 9:00 p.m.

Pricing: Early Bird (*before Aug. 11*) – \$60; Regular (*after Aug. 11*) – \$75

Mix and mingle during some friendly competition at the AOA-35's Evening Out Event at Topgolf! Topgolf redefines the driving range experience. It combines an addictive point-scoring game, that anyone from the pro golfer to someone who has never picked up a club can enjoy, combined with your favorite local hangout.

Picture a 240-yard outfield with dartboard-like targets in the ground. The closer to the center of the bull's eye you get, and the farther out you hit your ball, the more points you receive. Combine that with food, drink and music, and you will want to give it a shot!

This is certainly not your local driving range! You can watch all of the action from the wrap-around seating at each bay or just go relax in the nearby bar area. There will be more fun, games and prizes, so don't miss out.

Not a golfer? No worries. Dine on delicious food and drink while hanging out with your AOA friends (old and new) and enjoying amazing views of the Las Vegas Strip. Located at the MGM Grand Hotel, Topgolf features a unique, stunning perspective of the giant buildings Las Vegas is known for, which is sure to captivate as the sun sets and the neon lights rise.

Your Evening Out Event ticket will include all-you-can-play Topgolf from 6 p.m. to 9 p.m., a delicious buffet-style dinner, two drink tickets and bussing. Engage in friendly competition with new connections and old AOA friends!

Bussing will be provided during the event hours to and from the Venetian.

Generously sponsored by

FUEL
MEDICAL

oticon
PEOPLE FIRST



Conference Information

About the AOA-35 Annual Educational Conference

AOA strives to bring you the premiere annual educational conference for otolaryngology practice management professionals. In just three days, you will gain specialty-specific information to implement new ideas and plan for the year ahead. This program is designed to satisfy a wide array of knowledge levels, and it includes topics that are critical for today's ENT practices and our changing healthcare arena.

Who Should Attend?

Administrators, physicians, coders, managers and anyone who is interested in otolaryngology practice management should plan to attend.

Continuing Education Credits

This program is approved for 16 Continuing Education Units (CEUs) through the AOA. A certificate of attendance will be emailed to you if you complete the final evaluation online.

This program has the prior approval of AAPC for 16 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

Elections

Prior to 2 p.m. on Tuesday, Sept. 19, please visit the registration desk to cast your vote if you have not previously voted online.

COPM/ COPM-C Study and Discussion Group

Sunday, Sept. 17 | 6:00 p.m.-8:00 p.m.

Are you planning to take the Certification in Otolaryngology Practice Management (COPM) or the Certification in Otolaryngology Practice Management-Corporate (COPM-C) exam? Join this study group to discuss and review any questions you might have. A COPM member will be in attendance to assist. All attendees preparing for the exam are encouraged to participate in this FREE study/discussion group.

New Member/First-Time Attendee Orientation

Sunday, Sept. 17 | 5:00 p.m.-6:00 p.m.

New to AOA and the conference? No worries! New members and first-time AOA Annual Educational Conference attendees are invited to join the AOA president, executive director and membership chair for a casual gathering to learn about what to expect during the next three days. Meet fellow administrators from across the country and begin making connections before the conference even begins.

Justify Your Attendance

Many practices' travel and training budgets have been trimmed, which means you have to justify the expense. The AOA provides information on how to justify attending AOA-35 and attaining financial support. Please visit www.AOAnow.org/AOA35 to access the files you will need to write a killer proposal to secure your trip.

Registration Information



2017 Pricing

Current Fees	Early Bird ¹ Before Aug. 11, 2017	Regular ² After Aug. 11, 2017
Member – Full Conference	\$675	\$775
Non-Member – Full Conference	\$1,055	\$1,155
First-Time Attendee	\$550	\$600
Staff of AOA Member ³	\$675	\$775
Coder ⁴	\$550	\$550
Guest/Spouse ⁵	\$310	\$310
Individual Day	\$310	\$310
Evening Out at Topgolf	\$60	\$75
Boot Camp: Leadership: Moving from Manager to Leader	\$150	\$150
Bootcamp: Advanced Leadership through Data-Driven Decision Making	\$75	\$75

Registration Notes

¹ Registration and fees must be submitted **before Aug. 11, 2017**, in order to receive the Early Bird rates.

² Registration and fees submitted **after Aug. 11, 2017**, and any on-site registrations will be charged the Regular Registration rate.

³ Staff of AOA members can attend the full conference for the member rate! Select this registration and be sure to list your AOA member's name in the appropriate box in the registration to receive the discounted price.

⁴ The Coder registration option is available to all Coder member types who belong to AOA.

⁵ Guests/spouses are invited to attend all meals and social events for \$310. This registration option does NOT grant access to any educational sessions.

Registration Cancellation Policy

All registration cancellations and refund requests must be made in writing by Aug. 11, 2017. A refund of the full conference fee, minus a \$75 administrative fee, will be given for cancellations received by that date. **No refunds will be granted for requests received on or after Aug. 11, 2017.** Submit all requests to Executive Director Robin Wagner, COPM, at rwagner@cmemanage.com. AOA regrets that refunds will not be given for no-shows. **Refunds will not be processed until after the conference.**

Substitutions

You may substitute registrants (from the same office/practice) prior to the conference. Please contact the AOA Office at 412-243-5156 x 110 for assistance. The AOA does not accept responsibility for no shows at the conference.

Emergency Illness or Death of Registrant or Immediate Family Member

Registrants who are unable to attend the AOA-35 Annual Educational Conference because of a serious illness or death may receive a partial refund (amount paid minus the \$75 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.

Requestors must submit the request in writing to the AOA Office along with written documentation from a doctor. The Executive Director and AOA President will review the request to ensure it is in accordance with written policy.



About the Venue

The Venetian Las Vegas

3355 S. Las Vegas Blvd. | Las Vegas, NV 89109

The AOA is able to offer you reduced rates at **\$209 per night** Sept. 15-21. Take advantage now before the AOA block is sold out!*

Occupancy tax on all guest rooms is 12.00% and there is a resort fee.

**The AOA block is NOT guaranteed through the deadline of Aug. 11, 2017. 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.*



About the Venetian

Experience the luxury of Italy without ever leaving Las Vegas! The Venetian Las Vegas Hotel greets you at registration with the famous fresco from Michelangelo's Sistine Chapel and captivates you with its stunning décor paying homage to the great city of Venice. It is all about glitz and the wow factor throughout the hotel and Grand Canal Shoppes complex.

The largest hotel rooms in Vegas – starting at 650 square feet – Venetian suites offer a sunken living room with a coffee table and sofa, three chairs and a dining table. Colors are rich and give off a relaxing vibe, which is even better when you fall into bed. Bathrooms are palatial with a marble Roman tub, separate enclosed shower and double vanities. The space is complete with three TVs – one in the bed area, one living room area and one mounted in the bathroom. With the finest amenities, you are sure to have a luxurious stay and feel pampered while attending the conference.

The Venetian also boasts in the culinary realm: Its arsenal of restaurants has more James Beard Award-winners (Wolfgang Puck, Thomas Keller, Mario Batali and Daniel Boulud) than any other property on the Strip, as well as celebrity chefs such as Buddy Valastro and Emeril Lagasse. The Grand Canal Shoppes meander between the Venetian and Palazzo, featuring faux canals that snake through them, complete with singing gondoliers. Experience 203 stores, 66 food outlets and numerous shows without ever stepping foot outside of the complex!

Hotel Parking

For those driving to AOA-35 or renting a car once in Vegas, hotel parking is complimentary.

Resort Fee

A daily resort fee includes:

- Access for two to the fitness facility within the Canyon Ranch SpaClub®
- In-suite Internet access (WiFi or ethernet)
- Boarding pass printing
- Unlimited local and toll-free calls
- Access to thousands of top newspapers and magazines using PressReader app while connected as guest to Venetian or Palazzo WiFi

Please contact the Venetian front desk for more information regarding the daily resort fee.

Housing Booking Alert

The AOA-35 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 AOA-35. AOA offers the guaranteed lowest rate available. In the past, the AOA 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 AOA-35 Annual Educational Conference block by using the booking information on this page or at www.AOAnow.org/AOA35. If you are contacted by a housing company trying to sell hotel rooms for this conference, please contact AOA-35 conference management at 412-243-5156 x 107.

Boot Camp Sessions



Kick off the conference with one of two great Boot Camps! Focusing on leadership, this year's workshops will take place on Sunday, Sept. 17 so you won't miss any of the terrific AOA-35 general programming. Newer managers looking to grow their leadership skills can participate in the full-day "Leadership: Moving from Manager to Leader" course, and more seasoned administrators can benefit from "Boot Camp: Advanced Leadership through Data-Driven Decision Making" session. Learn about the Boot Camps below and add these on when you register for AOA-35 at www.AOAnow.org/AOA35.



Boot Camp: Leadership: Moving from Manager to Leader Owen Dahl, Rhett Laubach, Lee Silber

Sunday, Sept. 17 | 8:00 a.m.–5:00 p.m.

Cost: \$150



You have worked hard to develop expertise in your practice to earn recognition and success within your organization. Now you are moving or have moved up to management, which brings a whole new world of exciting possibilities, but also potential challenges and uncertainty. Many of us are promoted to manager/administrator but rarely are trained to be one. Mastering the art and science of effective management requires an additional set of skills that, when learned, can often transform the daunting task of management into something profoundly satisfying. Your organization benefits, too. Join us for a full day of leadership and take-home skills that will help you succeed. This Boot Camp session includes lunch.



Boot Camp: Advanced Leadership through Data-Driven Decision Making Frank Cohen, Sean Weiss

Sunday, Sept. 17 | 12:30 p.m.–5:00 p.m.

Cost: \$75



Some folks would say that bad luck is better than no luck, bad love is better than no love, and bad publicity is better than no publicity. But very few would agree that a bad decision is better than no decision; and if they did, they would be wrong. Contrary to popular belief, bad decision-making is not always due to incompetence or lack of experience, but rather a lack of information and flawed decision-making process. The potential for a successful leader can be measured by their skills in estimating, predicting and problem solving. The use of data and informatics can significantly increase the probability that our management decisions will turn out well. Evidence-based management is a global management concept that employs practical applications such as process mapping, cause and effect analyses, critical thinking, decision theory and problem solving. One's ability to make better decisions is absolutely critical to long-term success of any organization, and it can do wonders for your personal career. In this session, Frank Cohen and Sean Weiss will take you on a journey that will likely change the way you do business in the future. Attendees will receive a complete tool box, including documentation, worksheets, templates, sample reports and all pertinent collateral material necessary to both understanding and improving their predictive powers.



AOA Partner Program

The AOA Executive Partner program is an exclusive partnership to elevate AOA members' accessibility and resources from our partnering companies. With their help, AOA is able to provide members with enhanced access to the partnering companies as well as unique education and resources. Make sure to stop by our Partners' booths in the AOA Marketplace Exhibit Hall this September to extend your thanks for providing for our association!

Companies



AOA Marketplace Exhibit Hall



Take advantage of an outstanding AOA Marketplace full of business solution providers who can help you solve your toughest challenges – and ultimately make YOUR life easier. The AOA Marketplace is where you will get first-hand experience on all of the newest products, technology and innovative tools available for managing today's ENT practice. Exhibitors and sponsors confirmed as of June 1, 2017.

Premium Sponsor



Sponsor



Exhibitor

Advantage Marketing
American Hearing Aid Associates
Amplified Resource Group
The Coding Network
DoctorConnect
EPIC Hearing Healthcare
First Healthcare Compliance
Fulcrum Strategies
FYZICAL Therapy & Balance Centers
Greenbranch Publishing
Healthcare Compliance Pros
HollisterStier

Inspire Medical Systems
IntelliSound
JEDMED
National Scope
Optimized Computer Solutions
The Payroll Company
QM2 Solutions
Signia
Simple Interact
Somerset CPAs
Tungsten Medical Network
Xtract Solutions

AOA-35 Registration Checklist

- ☐ Prepare a list of why you should attend and the budget for approval. Visit AOAnow.org/AOA35 for a toolkit on how to ask your physician for approval to attend the conference.
- ☐ Register to attend at AOAnow.org/AOA35.
- ☐ Purchase your tickets to the Tuesday Evening Out Event at Topgolf.
- ☐ Register for a pre-conference Boot Camp leadership workshop. See page 27 for information.
- ☐ Secure your discounted hotel room at the Venetian Resort. Book yours at AOAnow.org/AOA35.
- ☐ 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 AOA Marketplace Exhibit Hall. Visit AOAnow.org/AOA35 for the link to check out exhibiting companies.
- ☐ Review the schedule and plan which sessions to attend.
- ☐ Bring your business cards to exchange with fellow attendees and vendors.
- ☐ Use **#AOA35** now and through the conference to connect on social media and share your excitement!