



**2015 AOPA National Assembly
Business Education Program**

Thursday, October 7

7:00 AM	Breakfast
7:30 – 10:00 AM	General Session Keynote Presentation by Governor Abbott (invited) Thranhardt Presentations
10:00 – 11:00 AM	Break in Exhibit Hall
11:00 AM - 12:00 PM	Documentation - Create Audit-Proof Patient Charts (B1) <i>Joseph McTernan, Director of Coding and Reimbursement Services, Education and Programming, AOPA</i> Attendees at this session will learn how to prepare documentation in a way that will help to lessen the impact of audits down the road. Topics of discussion will include documenting not only the “what” but also the “why;” maintaining clinical consistency when documenting; what the auditors are looking for; and adding documentation after the fact. Attendees will leave the session with a thorough understanding of improving audit success and documentation.
Noon – 1:00 PM	Lunch in Exhibit Hall
Noon – 1:00 PM	TCAAOP Membership Business Meeting
1:00 – 2:00 PM	Poster Presentations TCAAOP Membership Business Meeting
2:00 PM - 3:15 PM	TED Talks (B2) Join us for a review of four interesting TED Talks as we preview the talks and then proceed with a lively discussion on the merits of the talk. The talks include "The New Bionics that Let us Run, Climb and Dance" with Hugh Herr, "Living Beyond Limits" with Amy Purdy, "A Prosthetic Arm that Feels" with Dr. Todd Kuiken, and "My Twelve Pairs of Legs" by Aimee Mullins.
3:30 PM - 4:30 PM	Growing Your O&P Practice By Using the Techniques of “Big Data” Analysis (B3A) <i>Paul Gudonis, MBA</i> <i>Mark Ford, Dir. of Mktg, OPIE</i> <i>Jeff Brandt, CPO</i> In an environment characterized by increased competition, reimbursement pressures, and growth challenges, certain O&P practices

	are able to meet these challenges by using “Big Data” analytics. With the ability to capture more data about patients, outcomes, payments, and cash flow, O&P business executives can turn this information into strategic actions to direct their operations.
4:30 PM - 5:00 PM	<p>2015 Compliance Update: Best Business Practices and How to Comply with Your Standards (B3B) <i>James Lawson, Director of Outreach Services, ABC</i></p> <p>Join us as we learn and discuss best business practices and ways to help your practice be compliant with the standards you’re required to follow. ABC surveyors visit locations every day, we’ll review their findings and use them to be compliant and help avoid frivolous audits of your business. We’ll discuss trending issues and how to best prepare documentation to be complaint. We’ll review best compliance practices; how to understand which standards apply to your business; charting that supports your treatment and billing, mMarketing opportunities and how to keep more of your dollars by defending against audits.</p>
5:00 – 6:30 PM	Happy Hour in Exhibit Hall
6:30 – 8:00 PM	Wine Auction

Friday, October 8

7:00 AM	Breakfast
7:30 – 9:00 AM	<p>General Session AOPA Business Meeting</p>
9:00 – 10:00 AM	Hamontree Lectures
9:00 AM - 9:15 AM	<p>Make Your Online O&P Presence Unforgettable... in Every Way (B4A) <i>Christina Thronson, Web Marketing Manager</i></p> <p>Are you using a run-of-the-mill approach to online marketing? Learn how to take advantage of the latest remarketing and social listening tools, valuable search engine optimization, search engine marketing, and social media marketing techniques that will enhance your customers’ experience.</p>
9:20 AM - 9:35 AM	<p>Control Your Marketing Message by Controlling the Medium (B4B) <i>Thomas McGovern, VP of Sales, Clinical Education Concepts</i></p> <p>There are all kinds of economic pressures facing orthotic and prosthetic patient care facilities: RAC audits, facility accreditation, OSHA and Medicare regulations. A successful O&P facility needs a business plan which includes a marketing plan. Owners must use basic marketing principles to find new referral sources and keep the ones they already have.</p>
9:40 AM - 9:55 AM	Managers of HealthCare are not Trained to Succeed in Business (B4C)

	<p><i>Tyler Ritchey, MBC, CP, ACM</i></p> <p>As the health care industry continues to change and evolve at a rapid pace, sound management practices become increasingly critical for the function and survival of health care organizations. The purpose of this study is to understand through a review of the literature, the current landscape of the health care industry, the need for qualified individuals to lead, manage and effect change in today's organizations. Core competencies to manage successfully health care organizations include the ability to self-manage, adapt to change, make key decisions, analyze, and evaluate situations and communicate effectively to name a few. This study could be used to better understand and further analyze current medical education and curriculum and current processes of training and promotion within organizations.</p>
10:00 – 11:00 AM	Break in Exhibit Hall
11:00 AM - 12:00 PM	<p>Lessons Learned – Audits and Appeals (B5)</p> <p><i>Joseph McTernan, Director of Coding and Reimbursement Services, Education and Programming, AOPA</i></p> <p>Attendees at this session will have the opportunity to review examples of both good and bad documentation and understand how it can mean the difference between a paid claim and a denied claim. Strategies to create processes that ensure documentation is done correctly will also be discussed.</p>
Noon – 1:00 PM	Lunch in Exhibit Hall
1:00 – 2:00 PM	Poster Presentations
2:00 PM - 3:15 PM	<p>DME MAC Medicare Update Session (B6)</p> <p><i>Stacie McMichel, CERT Coordinator/Provider Outreach & Education Consultant</i></p> <p>Representatives from the four DME MACs will outline recent Medicare updates and changes to the Medicare program that affect DMEPOS suppliers. Jurisdiction-specific announcements will also be provided and there will be time for questions at the end of the session.</p>
3:30 PM - 3:55 PM	<p>Business Valuation & The Exit Planning Process (B7A)</p> <p><i>Allen Oppenheimer, CPA</i></p> <p>Learn how to value your practice and how to increase its value in the future. Determine how to enhance the marketing and financial aspects of your practice. Find out how to favorably transfer your business to family and employees.</p>
4:00 PM - 4:30 PM	<p>How to Become Invincible to Lawsuits and Save Thousands in Taxes (B7B)</p> <p><i>G. Kent Mangelson, CFP</i></p> <p>During this presentation, you will learn lawsuit protection, tax reduction, and estate planning strategies most advisors are unaware of.</p>
4:30 PM - 5:00 PM	<p>Safely Implementing Video and Photography into Your Practice (B7C)</p> <p><i>Cara Negri, CP</i></p> <p>As mobile devices become a part of daily practice, mobile device security</p>

	<p>is an obligation to protect your patients' health information. It is our duty to evaluate the risk associated with using mobile devices to capture video and pictures, but it should not be shied away from simply because we are unsure of the facts. These tools can capture valuable health care information if used properly. Video and images can document the fitting process, reduce a certain amount of trial and error, facilitate treatment planning, provide video-feedback for training, and act as a communicative tool between the Orthotist/ Prosthetist, the rehabilitation team, the client, and the insurer.</p>
6:30 – 9:30 PM	<p>Join us at Topgolf—The Ultimate in Golf, Games, Food and Fun For All</p> <p>Topgolf is the premier golf entertainment complex where the competition of sport meets your favorite local hangout. This event promises to be great fun for golfers and non-golfers alike.</p> <p>Come join us in supporting two great causes, AOPA's Capitol Connection and OPAF. Strengthen OPAF's efforts and the legislative, research and education efforts of the Capitol Connection to further O&P policy by challenging yourself, colleagues, customers, and family to a new kind of golf experience that combines competition with entertainment. Players hit micro-chipped golf balls at targets on an outfield. Just picture a larger-than-life-sized outdoor dartboard – but for golf. And for a little friendly rivalry, the high-tech balls instantly score each shot's accuracy and distance. Tickets are \$125 each and include:</p> <ul style="list-style-type: none"> • Lifetime membership to any Topgolf • Club rental • Transportation via luxury motor coach • Awards program with new premier prizes for winners • Great food • Open bar and non-alcoholic beverages

Saturday, October 10

7:00 AM	Exhibitors Forum
7:30 AM	Breakfast
8:00 – 9:00 AM	<p>General Session</p> <p>Orthotists, prosthetists, pedorthists, technicians and business managers all need to be aware of the latest technology that may affect how patients are cared for today and tomorrow. This session will provide an overview of all aspects of 3-D printing. Attendees will have an opportunity during the afternoon workshop programming to try their hand at 3-D printing.</p>
9:00 AM - 10:00 AM	<p>Coding and Reimbursement (B8)</p> <p><i>Joseph McTernan, Director of Coding and Reimbursement Services, Education and Programming, AOPA</i></p> <p>Attendees at this session will discuss basic principles that govern Medicare coding and reimbursement. Topics for discussion will include the difference between Local Coverage Determinations and Policy</p>

	Articles, common coding errors and omissions, and strategies to maximize Medicare reimbursement without sacrificing Medicare compliance.
11:00 AM - 11:30 AM	<p>2013-2014 CERT Errors and Medicare Documentation Requirements (B9A) <i>Stacie McMichel, CERT Coordinator/Provider Outreach & Education Consultant</i></p> <p>This session will discuss the most frequent documentation errors identified in an audit. Attendees will learn the difference between technical and complex medical review documentation errors, references to the applicable Medicare guidelines associated with the errors and receive tips on best practices to avoid and decrease repetitive errors on future claims. Jurisdiction specific announcements will also be provided along with a panel discussion to address attendee questions.</p>
11:30 AM - 12:00 PM	<p>Identification of Four Common Clinical Documentation Errors by Practitioners Leading to Billing Claim Denials (B9B) <i>Molly McCoy, L/CPO</i></p> <p>The lecture will review documentation techniques on how to gather and format correct information during patient interaction. Documentation from 48 real cases, involved in audits by Medicare, will be reviewed.</p>