

**2008 SATRO Conference**  
**“Ten Years Strong: A Celebration”**

<u>2008</u>	<u>TIME</u>	<u>LOCATION</u>	<u>SCHEDULED EVENT</u>
<b>Wednesday April 30</b>	7:00-5:30 PM	Harbour I/II/III	<i>AMAC®/BMSi Pre-Conference</i> Linda Lively, Jim Hugh and Carl R. Bogardus, Jr., M.D.
	6:00 - 8:00 PM	Harbour I/II/III	ROCC® Exam
	6:00-9:00 PM	Registration area	REGISTRATION TABLE OPEN FOR EARLY BIRD REGISTRATION
<b>Thursday May 1</b>	7:00-8:00 AM	Castle Harbour	<i>Continental breakfast and Registration</i>
	7:55-8:00	Harbour I-IV	<b>Welcome</b>
	8:00-9:00	Harbour I-IV	<b>General Session</b> <b>“Health Economics and Pending Reform” (GS-1)</b>  <b>Timothy R. Williams, M.D., FACR</b> , Chief, Lynn Cancer Institute, Boca Raton Community Hospital, Boca Raton, FL, and president-elect of ASTRO, in this general session, will analyze the social-cultural aspects of large healthcare systems, placing the US market-driven system in an international context. He will review the evolution of the U.S. health care system, e.g. hospitals, health insurance, pharmaceuticals, malpractice, the prospects for health care reform, and also offer some predictions for possible changes in reimbursement to physicians and hospitals.
9:00-10:00	Harbour I-IV/ Jasmine Bay	<b>BREAKOUT 1: “Build a Case - Document a Case” (BO-1)</b>  <b>Deborah I. Churchill, RTT</b> , president of Churchill Consulting, Inc., Killingworth, CT, will offer a case study, consistent with CCI edits, of the documentation required to build and support your claim submissions. Her algorithm will track a patient from initial encounter through treatment completion, discussing the appropriate codes and the required documentation.	<b>BREAKOUT 2: “Developing the New Business Pro-Forma” (BO-2)</b>  <b>Teri U. Guidi, MBA, FAAMA</b> , president and CEO, Oncology Management Consulting Group, Piperville, PA, will demonstrate the basic process of constructing a multi-year pro-forma for adding a new service to an existing radiation center. She will discuss methodologies used to project patient and service volumes and the related financial revenues and expenses.
10:00-10:30	Castle Harbour	<i>Refreshment Break with Exhibitors</i>	
10:30-11:30	Harbour I-IV/ Jasmine Bay	<b>BREAKOUT 3: “Compliance Goals for Radiation Oncology” (BO-3)</b>  <b>Carl R. Bogardus, Jr., M.D., FACR, FACNM</b> , president & CEO of BMSi, Oklahoma City, OK, will increase attendee awareness of proper documentation and charge capture techniques, while discussing some of the complex interrelationships which exist within radiation oncology. Professional, technical and global billing examples will be discussed.	<b>BREAKOUT 4: “Valuing the Radiation Oncology Practice” (BO-4)</b>  <b>Tynan P. Olechny, MBA/MPH</b> and <b>Darcy E. Devine, MBA, AIBA, AVA</b> , both senior consultants for Gates, Moore & Company, Atlanta, GA, will present an overview of the processes used to value a radiation oncology practice. They will describe key valuation approaches along with methodologies and regulatory issues related to such valuations.
11:30-12:30	Harrington/Giraffe Diner	<i>Lunch with Exhibitors</i>	
12:30-1:00 PM	Harbour I-IV	<i>Business Meeting</i>	
1:00-2:30	Harbour I-IV	<b>General Session</b> <b>“2008 Updates:Hospitals, Physicians, Freestanding, ASCs &amp; PQRI for Radiation Oncology” (GS-2)</b>  <b>Linda L. Lively, MHA, CCS-P, RCC, ROCC®, CHBME</b> and <b>James E. Hugh, III, MHA, ROCC®, CHBME</b> , respectively president & CEO and senior vice-president of AMAC®, Marietta, GA, will offer a wide ranging review of billing and coding changes which will be applied to radiation oncology in 2008, including an update on PQRI requirements. They will also detail proper billing for such special procedures as SRS, SBRT, IGRT and brachytherapy.	

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	2:30-3:30	Harbour I-IV/ Jasmine Bay	<p><b>BREAKOUT 5: “Beyond Code Capture — What Happens in Patient Accounts?” (BO-5)</b></p> <p><b>Daniel Moore</b> and <b>Lisa DePriest</b>, respectively CEO and VP of Radiation Billing Solutions, Pleasant View, TN, will discuss how radiation coding data are managed by patient accounts. They will offer accounting questions, tools and reports which can help prove that your department is a ‘high performing’ one, able to fund its capital upgrades and renovations.</p>
			<p><b>BREAKOUT 6: “Using non-MD Practitioners in the Radiation Oncology Setting” (BO-6)</b></p> <p><b>Cindy C. Parman</b>, CPC, CPC-H, RCC, principal, Coding Strategies, Inc., Powder Springs, GA, and past-president, AAPC Advisory Board, will discuss various issues to be considered by departments wishing to use NPPs in the delivery of radiation oncology services, including the range of services provided and their proper Medicare ‘incident to’ billing.</p>
	3:30-4:00	Castle Harbour	<i>Refreshment Break with Exhibitors</i>
	4:00-5:00	Harbour I-IV/ Jasmine Bay	<p><b>BREAKOUT 7: “CK ‘Tips &amp; Tricks’ for a Great Program Start” (BO-7)</b></p> <p><b>Madge E. Reynolds</b>, BSRT( R), ROCC®, CK Patient Navigator/Coordinator, WellStar Health System, Marietta, GA, will review how to position your new CK service to maximize the patient and business missions of your hospital, including the development of education materials and marketing approaches, coordination with referring MDs, and the proper coding, billing and appeals mechanisms necessary to assure payment.</p>
			<p><b>BREAKOUT 8: “Compensator Based IMRT: A Step Back into the Future” (BO-8)</b></p> <p><b>Kenneth Cashon</b>, MS, DABR, VP for medical physics, Dot Decimal, Sanford, FL, will review the advantages of compensator -based IMRT, which may be a cost-effective alternative for some clinics to consider in order to offer IMRT services. He will offer some clinical case studies, review how compensator components are made and discuss the treatment planning processes applied.</p>
<b>Friday May 2</b>	5:00-7:00 PM	Harrington Sound	<b>Reception</b>
	7:00-8:00 AM	Castle Harbour	<i>Continental breakfast</i>
	8:00-9:00	Harbour I-IV	<p align="center"><b>General Session</b>  <b>“Sexuality Issues for the Cancer Patient” (GS-3)</b></p> <p><b>Linda A. Filipczak</b>, RN, BSN, MBA, Michigan Regional Administrator, 21st Century Oncology, in this general session will review various psychological and physiological aspects of patient sexuality, along with survey instruments which may be applied to gather such data. She will review relevant literature, outline some common side effects of treatment, discuss how providers may address these issues with patients and suggest some related ‘best practices’.</p>
	9:00-10:00	Harbour I-IV/ Jasmine Bay	<p><b>BREAKOUT 9 : “Survival Skills for the Inevitable Audit” (BO-9)</b></p> <p><b>Jean Acevedo</b>, LHRM, CPC, CHC, PCS, of Acevedo Consulting , Delray Beach, FL, will review key areas of documentation which can help centers to better defend their billing and coding practices and how to work with counsel when faced with retrospective audit requests. She will also discuss CMS audit initiatives under the 2005 DRA for Medicaid Program Integrity audits.</p>
			<p><b>BREAKOUT 10: “Evaluating &amp; Motivating your Billing Staff” (BO-10)</b></p> <p><b>Kevin M. Ewalt</b>, president and CEO of RADMAX, Ltd, Tyler, TX, will discuss how managers may evaluate billing staff productivity in various settings. He will review indicators, reports and other tools often used by billing companies for such purposes. He will discuss goal setting , financial incentives and other ways to help motivate billing staff for excellence.</p>
	10:00-10:30	Castle Harbour	<i>Refreshment Break with Exhibitors</i>
	10:30-12:00	Harbour I-IV	<p align="center"><b>General Session: Expert Panel Discussion on RT Coding Questions" (GS-4)</b></p> <p>This session will respond to the submitted and contemporaneous billing and coding questions of interest to attendees. Panelists will include <b>Deborah Churchill</b>, RTT, <b>James E. Hugh, III</b>, MHA, ROCC®, CHBME, <b>Cindy C. Parman</b>, CPC, CPC-H, RCC and <b>Alan H. Porter</b>, M.D., FACR., Director, Sarasota Radiation and Medical Oncology Center, Sarasota, FL and also radiation oncology representative to the Florida Medicare Carrier Advisory Committee (CAC).</p>
	12:00 NOON		MEETING CONCLUDES
	1:00-5:00 PM		<i>CSI Post-Conference Cindy Parman</i>