

About SATRO®: The Southern Association of Therapeutic Radiation Oncology (SATRO®), a not-for-profit organization, was formed in 1999 to provide radiation therapy staff in southern states with an opportunity to pursue convenient, regionally based education and networking opportunities not otherwise available to them. To date over 1,250 individuals from 45 states, the District of Columbia and Puerto Rico have attended. SATRO® provides a forum for the exchange of information and ideas specific to the practice of radiation oncology. As a member of SATRO®, you have the opportunity to expand your professional knowledge and to develop valuable peer contacts.

Program Theme: "Managing the Business of Healthcare" recognizes the importance of best practices in the business of Radiation Oncology—whether as a free-standing center or as part of a large medical center. As in previous years, the consultants presenting at our conference will explore topics and suggest indicators which may be applied to improve the daily provision of radiation oncology services. Attendees will be able to enhance their knowledge base and leadership skills to better respond to these issues, allowing them to guide their department or practice to success.

Course offerings include practical sessions specific to radiation therapy, with a review of ongoing developments which could affect your day-to-day practice. In addition, the 2009 SATRO® conference offers many opportunities to meet and mingle with other professionals in the field of radiation therapy from throughout the South (and beyond), providing invaluable professional and personal development. We think that you will agree that SATRO® offers you a very cost-effective and convenient continuing education choice,

Target Audience: The eleventh annual SATRO® meeting is geared towards the educational needs of the team which make our specialty successful, including billing, administrative, technical and medical professionals. We particularly encourage those with billing responsibilities to attend, since coding and billing issues are discussed in some depth. Due to the continuing education needs of therapists and billing specialists, credit hours will be requested from the ASRT and AAPC for those attending, as well as for those having the ROCC® certification offered by AMAC®.

Conference Organization: This year's conference consists of general sessions (GS) and breakout sessions (BO), as well as two networking sessions (NS). Please indicate your breakout session choices on the registration form at the time of its submission.

Conference Specifics

Where: Hyatt Regency
Two West Bay Street
Savannah, GA 31401

The Hyatt Regency Savannah is adjacent to the famed River Walk on the Savannah River, and you will be within easy walking distance of numerous historic parks, shops and restaurants. Our meeting rate, for up to two persons per room, is \$189 per night, plus 13.5% state and local taxes. Valet parking is available on site. On a space available basis, the hotel will honor this room rate two days prior to and after the conference.

When: 7:00 PM—9:00 PM Wednesday: Registration
8:00 AM—5:00 PM Thursday: Registration
12:25 PM—5:00 PM Thursday: Sessions
8:00 AM—5:00 PM Friday: Registration/Sessions

Attendees have a choice of sixteen (16) sessions, including four general sessions, ten breakout sessions and two networking sessions, all located within or near the Ballroom areas of the hotel, and also adjacent to the Exhibitor area.

Registration fees include attendance at all SATRO® presentations, scheduled refreshment breaks, and meals.

Meeting attire for the conference is business casual.

Conference materials will be available beginning Wednesday evening, May 13, prior to the start of the conference. At least one form of official I.D. will be required for registration.

Pre-Registration is Required: To pre-register, complete the attached registration form, being sure to note your breakout choices, and return it with your check made payable to SATRO®, or provide your credit card information. Registration forms may also be downloaded from the SATRO® website.

Mail the registration form to: Administrative Management Services, Inc., P.O. Box 49394, Charlotte, NC 28277 or fax your form to 704-319-2289. Contact that office by e-mail at admin_mgmt@bellsouth.net or by phone at 877-559-4548. If your completed registration form or fee is received after May 1, 2009, it will be held pending your additional payment of a \$50 late fee.

CEUs: for those attending all sessions, 10.5 credit hours have been approved by the AAPC, ASRT, MDCB and ROCC®.

Notes

Cancellation Policy: Written cancellation requests must be received by 5 PM on May 1, 2009. A full refund, less a \$75 processing fee (per person) will be made. No refund requests made after that date will be honored.

Agenda: The final agenda will be distributed with the registration confirmations on or around April 15th. If you do not receive one, call Administrative Management Services at 877-559-4548. For timely conference updates, visit the SATRO® web site, www.satro.org, to receive updates regarding the conference, or sign up with the SATRO® chat group at:

www.groups.yahoo.com/group/SATRO

We accept Discover, Master Card, VISA & AMEX credit cards.

The "Continuing Member Rate" applies only to those who attended the 2008 SATRO® 10 meeting in Orlando, Florida.

Meeting registration provides you with a one year membership to SATRO®. It also extends your permission to SATRO® to use your name and picture, if included in pictures taken of the meeting events, on our web site or in other media.

Handicapped access: SATRO® recognizes the differing needs of our participants. Please notify us of any special mobility or dietary needs prior to the conference.

Dietary preferences: please notify us of any special meal requests no less than two weeks prior to the conference.

Pre- and Post Conference Offerings:

Coding Strategies, Inc. will separately offer a one-half day pre-conference workshop on the morning of May 14. A separate registration fee is required. For more information, visit www.codingstrategies.com.

AMAC® and Bogardus Medical Systems, Inc. will offer the ROCC® examination on the morning of Saturday, May 16. A separate registration fee is required. For related information, visit www.amac-usa.com or www.oncochart.com.

All pre- and post-conference sessions will be held at the Savannah Hyatt Regency.



The 11th Annual Meeting of

The Southern Association
of Therapeutic
Radiation Oncology

SATRO®

MANAGING
THE BUSINESS OF
HEALTHCARE

May 14-May 15, 2009
Savannah



Conference Registration

Registration Deadline: May 1, 2009

| | Totals |
|---|----------|
| NEW Registrations @ \$275 | \$ _____ |
| CONTINUING/Returnee @\$250 | _____ |
| ADDITIONAL Registrations, at a \$25 discount to each category above | _____ |
| Total Registration Fees: | \$ _____ |

Please CIRCLE your breakout/Networking choices:

BO1 / BO2 : BO3 / NS1 : BO4 / NS2

BO5 / BO6 : BO7 / BO8 : BO9 / BO10

(Please Print—one copy for each registrant)

Name _____

Company _____

Address _____

City _____

State _____ Zip: _____

E-mail _____

Phone: _____

Fax: _____

MasterCard AMEX VISA

_____ Exp. Date _____

Billing Address: _____

_____ ZIP _____

Signature: _____

Make your check payable to SATRO® (Tax ID 56-2133609) and mail it with a copy of this form for each registrant to the address below. Pre-registration is required and will not be available on site.

SATRO® Conference
Administrative Management Services, Inc.
P.O. Box 49394; Charlotte, N.C. 28277
Phone: (877) 559-4548
Fax: (704) 319-2289
Email: admin_mgmt@bellsouth.net

Faculty/Topics:

“Compliance Goals for Radiation Oncology” (BO4)

Carl R. Bogardus, Jr., M.D., FACR, FACNM, President & CEO of BMSi, Oklahoma City, OK, will help to increase attendee awareness of proper documentation and charge capture techniques, along with some of the complex interrelationships which exist within the radiation oncology CPTs. Professional, technical and global billing examples will be discussed.

“Hospital Based Department Networking” (NS2)

Bud Baker, of Chattanooga Memorial Hospital, Marcia Phillips of St. Joseph’s Hospital, Atlanta, and Joy Godby of MD Anderson, Houston, will moderate this open session on some of the numerous issues facing Hospital Based departments. Join us for this special focused networking opportunity.

“Coding for IGRT Procedures” (BO10)

Deborah I. Churchill, RTT, president and CEO of Churchill Consulting, Inc., Killingworth, CT, will discuss the various types of image guidance used in radiation therapy. Supervision requirements, OPPS packaging guidelines and billing for the professional and technical components of ultrasound, cone-beam CT, kV imaging and daily port films will be discussed.

“Complying with the FTC ‘Red Flag’ Rules” (BO9)

Bradley Elbein, JD, Director, FTC Southeast Regional Office, will review the requirements with which practices must comply in order to prevent medical ID theft under the Fair and Accurate Credit Transactions Act of 2003. This presentation will suggest policies and procedures which ‘creditors’ must implement for ‘covered accounts’, to mitigate such threats.

“ACS Cancer Survivorship Initiatives” (BO1)

Lynn K. Erdman, RN, MN, OCNS, Senior VP for North and South Carolina, American Cancer Society, will provide participants with information about ACS-sponsored survivorship programs, to improve the quality of life for cancer patients and caregivers from diagnosis throughout the cancer journey. The various resources offered by ACS and available through its website will be discussed, e.g. Clinical Trials Matching, Dietician on Call, Cancer Survivors Network, Hope Lodges.

“Creating a Cost-Effective Backup Plan” (BO8)

Kevin M. Ewalt, President and CEO of RADMAX, Ltd, Tyler, TX, will offer attendees the tools to create and implement a cost-effective data backup solution on a budget. Learn how to protect your valuable business data from a range of natural and commonplace disasters, to assure that your day-to-day operations and your patients will not be inconvenienced.

“Specialty Coding SRS and HDR Procedures” (BO2)

Eva Huddleston, RT (R)(T) & Kelli Weiss, RT (R)(T) of Revenue Cycle, Inc., Austin, TX, will discuss the final rules to be applied to the coding and reimbursement of stereotactic radiosurgery and high dose rate brachytherapy in 2009. Changes to the CPT descriptors and the related RVUs will be reviewed, including their use by neurosurgeons and other specialties, as well as their application in joint venture settings. The proper documentation requirements for both will be discussed in detail.

“Breast Cancer Awareness Marketing” (GS1)

Stacy T. Jennings, Director of Marketing for the “Savannah Morning News” will review the planning process for the month-long “Paint the Town Pink!” breast cancer awareness activities which were co-sponsored with St. Joseph’s/Candler Hospital in October, 2008. Various components of the campaign implementation will be outlined. “Best practices” which attendees should consider when pursuing joint marketing efforts with local media will be covered, as well as assessment metrics for measuring the success of such events.

“Freestanding Center Networking” (NS1)

Tim Kelly, Wake Radiology Oncology, Raleigh, NC, Russell Onken, Therapeutic Radiologists, Inc., Kansas City, MO, and Rachel Craig, Vanderbilt Ingram Cancer Center, Franklin, TN, will moderate this open session on the wide-ranging set of issues which impact the daily management of Freestanding Radiation Oncology Centers. Please plan to attend.

“The Art of the Audit: MACs, RACs & Self-Help Tips” (BO7)

Linda L. Lively, MHA, CCS-P, RCC, ROCC®, CHBME and James E. Hugh, III, MHA, ROCC®, CHBME, respectively President & CEO and Senior V.P. of AMAC®, Marietta, GA, will provide comprehensive audit guidance for the radiation therapy practice, including sample documents, updated regulations, suggested references and recommended audit tests. They will provide illustrative examples of an effective audit program, so that you can be better prepared for increased claims scrutiny by CMS and its contractors.

“Coding Essentials for the Administrator” (BO3)

Sharon McKenzie, R.T. (R)(T), Coding Strategies, Inc., Powder Springs, GA, will present an overview of coding compliance and the role of the Office of the Inspector General, which monitors payment for medically necessary services. Administrators, often not certified coders, must still be sufficiently knowledgeable to insure that compliance standards are met. Enhance your awareness of these important ‘bottom line’ issues while helping to insure the success of your practice.

“Optimizing Revenue Cycle Management” (BO6)

Tynan P. Olechny, MBA/MPH, Senior Consultant, Gates Moore & Company, Atlanta, GA, will provide attendees with an overview of the components, processes and considerations associated with effective accounts receivable management. She will also share possible A/R ‘benchmarks’ which were determined from surveys submitted by SATRO members and chat room participants.

“Managing Modifiers” (BO5)

Cindy C. Parman, CPC, CPC-H, RCC, Principal, Coding Strategies, Inc., Powder Springs, GA, and past-president of the AAPC Advisory Board, will discuss the use of procedure code modifiers and their impact on reimbursement for radiation oncology services. While some modifiers provide ‘information only,’ others may increase or decrease reimbursement. This session will review common modifiers, providing definitions and case examples.

“Legal Issues Affecting Healthcare Providers” (GS3)

Mike Segal, J.D., Chair, Broad & Cassel Health Law Practice Group, will review the recently issued Stark II, Phase III regulations and discuss how practices must respond in order to avoid claims of self-referral and/or fraud and abuse. He will also discuss ‘per click’, percentage compensation, block leasing and ‘under arrangement’ guidelines. The CMS requirement for direct physician supervision in the delivery of outpatient radiation therapy services will be reviewed. Also, he will touch on issues to be anticipated both in multispecialty mergers and physician-hospital joint ventures.

“CMS Value-Based Purchasing Initiatives” (GS2 (Keynote))

Richard Wild, M.D., J.D., MBA, Chief Medical Officer for the CMS Atlanta Regional Office, will provide an overview of CMS initiatives which focus on value-based purchasing for patients in the Medicare program. He will discuss PQRI and e-Prescribing mandates, along with an overview of other CMS value-based purchasing initiatives, including changes in physician payment. PQRI measures specific to radiation oncology will be reviewed and attendees will have an opportunity for questions and answers on these topics.

Panel Discussion on RT Coding Questions” (GS4)

This hour-long session is devoted to billing and coding questions. Panelists are **Dr. Carl R. Bogardus, Jr., James Hugh, Cindy Parman, and Kelli Weiss.** Submit your coding questions in advance of the conference, either with the registration form, or by email to admin_mgmt@bellsouth.net, with “Coding Question” in the subject line.