

## Conference Registration

Registration Deadline: April 15, 2010

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

Please **CIRCLE** your breakout /Networking choices:

BO1 / BO2 : BO3 / BO4 : FG1/ FG2

**(Please Print—one copy for each registrant)**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

M'Card  AMEX  VISA  Discover

# \_\_\_\_\_ 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  
Executive Assistant, Inc.  
P.O. Box 2023, Indian Trail, N.C. 28079  
Phone: (877) 559-4548  
Fax: (704) 246-1699  
Email: SATRO@execassistantinc.com

## Faculty/Topics:

### “Vendor Preparations for ARRA & HITECH Act” (GS4)

**Sima S. Aziz**, MBA, Oncology Information Systems, Elekta Impac Software, Sunnyvale, CA, and both **Mark Kaye**, MBA, Director Oncology Information Systems, North America, Atlanta, GA and **Maureen Z. Tracy**, Director, Federal Affairs, Washington, D.C., Varian Medical Systems, will share information about the efforts being taken by their respective companies to help expedite customer adoption of certified electronic medical record systems, to successfully apply the meaningful use standards, and to maximize potential financial incentives as outlined under ARRA and the HITECH Act.

### “Compliance Goals for Radiation Oncology” (GS6)

**Carl R. Bogardus, Jr.**, M.D., FACR, FACNM, Professor, Clinical Director and Vice Chair, Department of Radiation Oncology, University of Oklahoma, Oklahoma City, OK, will help to increase attendee awareness of proper documentation and charge capture techniques, and to instill an improved understanding of some of the complex interrelationships which exist among the various radiation oncology CPTs. Professional, technical and global billing examples will be discussed, and the importance of achieving compliance with existing rules and regulations prior to bill submission will be stressed.

### “Coding and Documenting Simulation” (BO3)

**Deborah I. Churchill**, RTT, president and CEO of Churchill Consulting, Inc., Killingworth, CT, will explain what constitutes a simulation, helping attendees to gain an improved understanding of how to correctly choose among code levels for various types of simulation, including those used for pre-planning, block verification and boost simulation. She will also review the applicable physician supervision requirements which apply to each, and identify key components which should be reflected in the documentation of such services.

### “Cancer Treatment Successes & Trend Lines” (GS1)

**J. Leonard Lichtenfeld**, MD, MACP, Deputy Chief Medical Officer, American Cancer Society, Atlanta, GA, will discuss cancer incidence and mortality trends, and the impact which cancer care survivors are having on our changing healthcare delivery system. He will outline how disparities in healthcare access, both in the US and internationally, impact cancer incidence and mortality rates. Current positive results, such as tobacco cessation trends, will be compared with future risks such as those presented by rising obesity. He will also review the need for a renewed emphasis on prevention efforts, such as cancer screening and early detection, as well as the impact of new cancer therapies and communication technologies.

### “PQRI Made Simple — PQRI Registry Reporting” (GS5)

**Lynda McMillin**, MBA, Director of Implementation Services, Wellcentive, LLC, Ann Arbor, MI, will help to educate attendees about the Medicare Physician Quality Reporting Initiative (PQRI), and the process of using a registry as an alternative means of claims reporting. She will provide background on this Medicare program which presently pays a 2% bonus, outline resources available for PQRI reporting, including various data collection tools and data entry methods, and explain the differences between practice and registry reporting, as well as between individual and group measures reporting.

### “Focus Group: Key Issues for Hospitals” (FG1)

**Cindy Parman**, CPC, CPC-H, RCC, and **Tamara Syverson**, BSRT (T), Revenue Cycle, Inc. will lead a discussion for hospital-based attendees on such topics as physician supervision requirements, billing for new codes such as CPT 77338 and the consult codes, charge masters and ‘hard coded’ modifiers, coding for IMRT boosts, use of MD extender staff, preparing for accreditation and other topics submitted by attendees.

### “Focus Group: Key Issues for FSCs” (FG2)

**Deborah Churchill**, RTT, and **D. Scott Simmons**, BSRT, (R)(T), will review topics of interest to freestanding center staff, such as MD presence rules, billing for IGRT BID patients, palliative care, pre-IMRT block checks, and same day ‘see, sim and treat’ patients. Other topics will include RAC audits and appeals, medically unbelievable edits (MUEs), how to respond to misadministrations, informed consent, QA and other topics.

### “HITECH ‘How To’ - Opportunities and Risks” (GS3)

**Tynan P. Olechny**, MBA/MPH, Senior Consultant, Gates Moore & Company, and **H. Carol Saul**, J.D., Epstein Becker & Green, P.C., Atlanta, GA, will provide attendees a summary of the HITECH Act provisions relating to electronic medical records (EMR) and HIPAA. Attendees will gain an improved understanding of the procedures involved in obtaining the financial incentives available for adoption and implementation of EMR, and of expanded HIPAA privacy and security regulations under the HITECH Act, with an overview and description of best practices for implementation and compliance.

### Panel Discussion on RT Coding Questions" (GS7)

This session is devoted to billing & coding questions. Panelists are **Dr. Carl R. Bogardus, Jr.**, **Cindy Parman**, **Deborah Churchill**, and **D. Scott Simmons**. Submit your coding questions in advance of the conference, either with the registration form or by email to: SATRO@execassistantinc.com, with “Coding Question ” in the subject line.

### “Coding the Patient Encounter” (BO1)

**Cindy C. Parman**, CPC, CPC-H, RCC, Principal, Coding Strategies, Inc., Powder Springs, GA, and past-president of the Advisory Board for the American Academy of Professional Coders (AAPC), will advise how to code new patient evaluations, consultations and follow-up visits. She will review CMS and AMA evaluation and management (E&M) documentation guidelines, including the key elements constituting an E&M service, e.g. time spent in counseling, coordination of care. Since consult codes are no longer recognized by CMS, she will review the correct application of –25 and ‘attending MD’ modifiers.

### “Billing for Services under a Performing MD” (BO2)

**Scott Plemmons**, R.T.(R)(T), Senior Consultant, Revenue Cycle, Inc., Austin, TX, will discuss the requirements and possible ramifications of billing under the physician performing the radiation oncology services. Attendees will better understand what billing under the ‘physician of record’ means, how to bill for each service with a CMS-1500 or UB-04 claim form, the implications for staffing, and the possible ramifications of failing to bill correctly. Medicare guidelines will be reviewed and some recent audit findings discussed, which have led to refunds.

### “Problem Management: Patients, Staff, MDs” (BO4)

**D. Scott Simmons**, BSRT, (R)(T), President and CEO, Eagle Consulting, Asheville, NC, will discuss issues in human resource management, offering the application of humor to resolve difficult interpersonal situations. He will present ‘real life’ examples to help attendees understand scenarios for which ‘laughter is the best medicine’. Attendees will be encouraged to leverage their own humanity, in order to work through the perceived faults and errors of others. He will help participants to review their own belief systems, and their perspectives about what may be ‘right’ or ‘wrong’.

### CMS Value-Based Purchasing Initiatives” (GS2 )

**Richard E. 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.

**About SATRO®:** The Southern Association of Therapeutic Radiation Oncology (SATRO®), a not-for-profit organization, was formed in 1999 to provide radiation oncology staff in southern states with an opportunity to pursue convenient, regionally based education and networking opportunities not otherwise available to them. To date over 1,300 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: “Facing Challenges, Forging Solutions”** recognizes that our subspecialty faces numerous challenges, which we as leaders must seek to address, overcome, or mitigate through our day-to-day management. Current examples include staffing shortages, code bundling edits, consolidation of managed care plans, declines in reimbursement, revisions to RVUs and conversion factors, and increasing costs for new therapies and technology. 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.

Course offerings include practical sessions specific to radiation oncology, with a review of ongoing developments which could affect your day-to-day practice. In addition, the 2010 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 twelfth 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, AAPC and MDCB 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**), breakout sessions (**BO**), and focus groups (**FG**). Please indicate your breakout session choices on the registration form at the time of its submission.

## Conference Specifics

**Where:** Crowne Plaza Atlanta Ravinia  
4355 Ashford Dunwoody Road  
Atlanta, GA 30346  
Toll-free: 888-233-9527

The Crowne Plaza Atlanta Ravinia is adjacent to the Perimeter Mall in northeast Atlanta, and is within easy walking distance of numerous shops and restaurants. The SATRO® conference room rate for up to four persons per room is \$119 per night, plus 12% state and local taxes. Free and valet parking are available on site for attendees and guests. On a space available basis, the hotel will honor this room rate three days prior to and after the SATRO® 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 thirteen (13) sessions, including six general sessions, six breakout and focus group sessions and a billing and coding panel discussion, 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, April 28, 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: Executive Assistant, Inc., P.O. Box 2023, Indian Trail, NC 28079 or **fax** your form to 704-246-1699. Contact that office by e-mail at SATRO@Execassistantinc.com or by phone at 877-559-4548. If your completed registration form or fee is **received** after April 15, 2010, it will be held pending your additional payment of a \$50 late fee.

## Notes

**Cancellation Policy:** Written cancellation requests must be received by 5 PM on April 15, 2010. 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 19th. If you do not receive one, call Executive Assistant, Inc., at 877-559-4548. For timely conference updates, visit the SATRO® web site, [www.satro.org](http://www.satro.org), or sign up for the SATRO® chat group at:

[www.groups.yahoo.com/group/SATRO](http://www.groups.yahoo.com/group/SATRO)

We accept Master Card, VISA & AMEX credit cards.

The “**Continuing** Member Rate” applies **only** to those who attended the 2009 SATRO® 11 meeting in Savannah, Georgia.

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 Thursday, April 29. A *separate* registration fee is required. For more information, visit [www.codingstrategies.com](http://www.codingstrategies.com).

Selected vendors will host short pre-conference informational sessions, free of charge to attendees, on Thursday morning.

Revenue Cycle, Inc. will separately offer a full day post-conference workshop on Saturday, May 1. A *separate* registration fee is required. For related information, visit [www.revenuecycleinc.com](http://www.revenuecycleinc.com).

All pre- and post-conference sessions will be held at the Crowne Plaza Atlanta Ravinia.



*The 12th Annual Meeting of*

**The Southern Association  
of Therapeutic  
Radiation Oncology**

**SATRO®**

***FACING CHALLENGES  
FORGING SOLUTIONS***

**April 29-30, 2010  
Atlanta**

