

## Session Descriptions

### **Opening – 1.5 CEU's**

***Bob Burleigh, CHBME and Dave Jakielo, CHBME***

The traditional opening outlines the goals of the conference and challenges attendees to add to the conference agenda with their current needs and challenges. Attendees also learn about fellow participants via live introductions. We also review the most important current developments in the health care industry.

### **Healthcare Industry Trends – 1.5 CEU's**

***Bob Burleigh, CHBME and Dave Jakielo, CHBME***

This session covers what is trending and pending nationally in Legislation and Regulation, Hospitals, Physician Practices, Technology, Health Insurance and Medical Billing Companies, including ownership, competitive activities and operating trends. While most companies are regional, it's imperative to know what may be coming in the future.

### **New Pricing and Service Models – 1.5 CEU's**

***Dave Jakielo, CHBME***

In today's marketplace our management fees are constantly under attack as practices try to reduce their costs. To protect or enhance your profitability we will look at various revenue generators and service models that you may want to consider offering in your firm. As changes occur in billing relationships, pricing must adapt to market changes; we will review recent developments and trends in service pricing and discuss new approaches.

### **Compliance 3.0 – 1.5 CEU's**

***Bob Burleigh, CHBME***

The Model Compliance Guidance for Third Party Billing Companies is now seventeen years old. While none of it has become less relevant, many changes in our industry have materially altered the "what, why and how" of fresh, current Compliance Programs. This session will update company leaders on what has changed in the past two years – and what's in store in the next two.

### **Creating a 21st Century Paperless Office – 1.0 CEU**

***Dave Jakielo, CHBME***

Technology vendors are finally offering products and services that can help move your billing operation into the 21<sup>st</sup> century. In this session we will review technologies that are now available that can help your team members to be more efficient and effective with their day-to-day processes. Less paper means lower labor costs, as well, and more profitability!

### **Business Intelligence: Turning Billing Data into Information – 1.5 CEU's**

***Dave Jakielo, CHBME***

Reporting only data elements such as charges, payments, adjustments and AR aging is not nearly enough for a provider to proactively manage their practice. We'll cover report examples of how you can become more valuable to your clients by providing them with timely analytics, including examples. We'll also cover ways you can increase your own effectiveness and value to your clients.

## **Records Management – 1.0 CEU**

**Bob Burleigh, CHBME**

Twenty-first century billing records are nothing like they were twenty, or even ten, years ago. This session will provide you with current information about billing and business records that must be kept, how long, when originals are required and when alternatives are acceptable. In addition, we'll review legal risks and remedies, how to insure your – and your client's – records and how to organize a records management system that will provide the records you need as well as the protection you might need.

## **2020: Where the Billing Industry will be in Five Years – 2.0 CEU's**

**Bob Burleigh, CHBME and Dave Jakielo, CHBME**

The myth that has permeated our industry for decades is that in the future there will not be a need for Medical Billing companies. While what we do and how we do it will continually change, we'll review what you will need to do to ensure your continued relevance in our ever evolving industry.

## **Key Performance Indicators / Benchmarking – 1.5 CEU's**

**Bob Burleigh, CHBME and Dave Jakielo, CHBME**

Do you know how to measure your company's efficiencies, effectiveness and key performance indicators versus the industry best practices? We will review the metrics that have been observed in some of the most profitable companies in the nation. NOTE: All data will be de-identified from the company who has achieved the measures as to preserve confidentiality. This session is designed to provide WHAT to measure, HOW to measure, WHEN to measure, and how to APPLY the metrics to improve your efficiency, effectiveness and profitability.

## **Dealing with Litigation – 1.5 CEU's**

**Bob Burleigh, CHBME**

Litigation between (former) clients and billing companies has become more and more common over the past decade. Much like physicians being sued for malpractice, it is more a matter of when you'll be sued, than whether, and doing a great job provides little immunity. This in-depth session will cover the common allegations, the typical strategies and defenses, how to significantly increase your probability of success and review of a number of case studies to explain how litigation affects your operation and your costs.

## **ICD-10 – Last Call! – 1.0 CEU**

**Bob Burleigh, CHBME and Dave Jakielo, CHBME**

If ICD-10 is still on track for October 1, 2015 implementation, this session will provide a last-minute checklist of "don't forget" items to improve your chances for a low-stress, successful transition to ICD-10, which will occur just ten weeks after the O & M Conference. Collected wisdom from a wide range of industry experts will be condensed and presented for your staff and clients, alike.

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## **Customer Service – Post ACA – 1.0 CEU**

**Bob Burleigh, CHBME and Dave Jakielo, CHBME**

The ACA is now eighteen months along and patients – as well as providers – continue to be confused by how health insurance works, what networks mean, whether a provider is in or out of a given network and how those and other factors affect how much they owe. This session will offer practical ways to manage patient calls and letters, to explain the unexplainable and how to offer apolitical advice that will collect your clients' balances.

## **Pricing Transparency as a Practice Business Strategy – 1.0 CEU**

*Bob Burleigh, CHBME and Dave Jakielo, CHBME*

Over the past three years, the press has written constantly about extreme medical charges, the mysterious way that providers charge for their services and how insurance companies adjudicate claims, producing large patient liabilities and leading to increasing pressure on providers to explain and justify their charges. Working with practices on price transparency can be a solid business strategy for billing companies – and their clients and can improve collection results.

## **Guest: EMR: the Next Five Years – 2.0 CEU's**

*Dr. Reed Gelzer, M.D.*

Now that EMRs and Meaningful Use are almost ubiquitous, are we “there”? What do the next five years have in store for practices and the evolution of EMRs? Physician practice and EMR industry expert Dr. Reed Gelzer will provide a state-of-the-industry update and offer a forecast of developments and how EMRs will affect practices, billing companies and the health care industry, including practical advice to share with your EMR-using clients.