



LONG BEACH 2011

NATIONAL CONFERENCE | APRIL 3-6



EARLY BIRD PRICE: \$695 FOR MEMBERS

Register before January 14 to save \$100!

www.aapc.com/longbeach

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Invitation from AAPC's President and CEO, Deborah Grider



Greetings,

They say that good things come to those who wait. While AAPC has had many outstanding conferences in the past, it's been a long time since we held one in a place where the average year-round temperature is 74 degrees! Long Beach is one giant playground located right in the heart of Southern California. Here you can experience it all, from a deep-sea adventure at the Aquarium of the Pacific, to a live whale watching tour. Within an hour's drive, you can explore the fabulous worlds of Universal Studios Hollywood, Disneyland, Disney's California Adventure and every major Southern California attraction. Of course, that's not the primary purpose of our gathering in Long Beach, but who said you can't mix business and pleasure? Please join us for another outstanding educational experience, and a chance to improve your skills. Then, when you go back home your boss will be reminded just why he hired you in the first place! 'Sea' you there!!

A handwritten signature in black ink that reads "Deborah J. Grider".

Deborah Grider,
CPC, CPC-H, CPC-I, CPC-P, CPMA, CEMC, COBGC, CPCD, CCS-P
AAPC President/CEO

Conference at a Glance

Coding

2011 Lower Extremity Endovascular Update
2011 Radiation Oncology Coding and Reimbursement
ABCs of Coding for Pediatric Clinic Procedures
Advanced Coding and Billing Techniques for Pediatrics
Advanced Coding and Billing Techniques for Pediatrics
Advanced ICD-9-CM
Anesthesia Services
Cardiac Catheterization Reinvented in 2011
Cleft Palate and Lip Surgery
Coding and Reimbursement in an ASC: Both Sides of the Coin
Coding, Billing and Documentation for Hospitalists
Colorectal Surgery
Common Foot and Ankle Problems
Common Ophthalmology Surgical Procedures
Diagnostic Cardiology in the Office Setting
Does Your Nose Know When It's the Right Code?
Eliminating Infusion Confusion (Drug Administrations)
Endocrinology
Endoscopic Applications in Pediatric Neurosurgery
Facility Coding for the Emergency Department
Gastroesophageal Reflux Disease, Paraesophageal Hernias and Achalasia: Laparoscopic Operations of the Foregut
Heart Caths
Hematology and Oncology
High-Risk Pregnancy
ICD-10 Payer Challenges

ICD-10-CM: Working Through Documentation
ICD-10-CM: Mapping Pitfalls
Joints and Replacements
Laparoscopic Surgical Coding
Lesion Removal
Maternity Care—Conception to Post Partum
Medicare Reimbursement Rules for ASCs
Minimally Invasive Office Procedures
Name that Disease
Outpatient Prospective Payment System: Coding Rules and Regulations
Pain Management: Anatomy, Conditions, and Coding Concerns
Physician/Coder Relationships in the ENT Practice
Pulmonary Critical Care
Putting Humpty Dumpty Together Again - Joint Replacements
Robotic Assist in the OR: Science FACT!
Scope it Out - Arthroscopic Procedures
Straight-Up Radiology Coding
Table Your Confusion in Neoplasm Coding
Taking Lab Coding for a Spin
The ABCs of Coding for Pediatric Clinic Procedures
The Skin You're In
Trauma—Understanding the Nuances
Urological Procedure Coding
Wound Care: Straight from the Source

Audit and Compliance
Advanced Surgical Chart Auditing

Beware of the ZPIC
EHR: Integrating Coding, Billing and Documentation
FERA, the PPACA and the FCA—the Alphabet Soup of Fraud Liability
Handling Overpayment and 'Voluntary' Refund Situations
Incident-One, Incident-To, Incident-Three
Managing Towards Compliance
Physician Compliance: The Seven Myths
Planning and Performing an Audit
Science of HCC Documentation and Coding

Billing

Adjustments—the Last Resort
Complications of Modifiers
How Modifiers Affect Payment
Making Modifiers Matter
MOPPS Rules for ASCs
The Disconnect Between Coders and Billers
Tips and Tools for Your Accounts Receivables

Practice Management

5010 Strategies to Survive the Transition
EMR Documentation Challenges
HITECH, EMR, Client-Server, Clouds SaaS, ASP, CHISP—WHAT?
Implementing a Physician Coding and Documentation Support Model
Is Meaningful Use Certification Meaningful Enough?
Practice Management in Trying Economic Times
Time Management

Registering for Conference

You can register online at www.aapc.com/longbeach.

To register by fax or mail, fill out the registration form on the last page of this special insert.

CEU Credits

The AAPC 2011 National Conference offers 18 AAPC CEUs. The conference has also been approved for 21.6 contact hours by the California Board of Registered Nursing - California.

Conference and Hotel Information

Conference Location

Long Beach Convention Center
300 E. Ocean Blvd.
Long Beach, CA 90802

Hotel Information

For your convenience, all reservations at the conference hotels will be made directly with AAPC, either online when purchasing conference registration or by calling AAPC at 800-626-2633 option 4.

Hyatt Regency Long Beach—Host Hotel

200 South Pine Avenue
Long Beach, CA 90802
(562) 491-1234

Renaissance Long Beach Hotel

111 East Ocean Blvd.
Long Beach, CA 90802
(562) 437-5900

The Westin Long Beach

333 East Ocean Boulevard
Long Beach, CA 90802
(562) 436-3000

Hilton Long Beach

701 West Ocean Blvd.
Long Beach, CA 90831
(562) 983-3400



Pre-Conference Events

Thursday, March 31

NAMAS CPMA™ Prep Course

Friday, April 1

CIRCC Exam Prep Course

ICD-10 Boot Camp, Day 1

NAMAS CPMA™ Prep Course

Saturday, April 2

ICD-10 Boot Camp, Day 2

All Exams Administered

Teach the Teacher Course

E/M and EHR Extravaganza Workshop

Sunday, April 3

Code Watch

AAPC National Advisory Board

Make a 'splash' with National Advisory Board President Terry Leone, CPC, CPC-P, CIRCC, CPC-I, and the entire National Advisory Board (NAB) as they dive into the deep waters of ICD-10, Modifiers, E/M, and more. Surf's up—don't miss the next coding wave!

Legal Trends and Issues

AAPC Legal Advisory Board

This panel discussion led by AAPC's Legal Advisory Board, offers insights into today – and tomorrow's – most pressing legal concerns for medical practices and facilities facing increased financial scrutiny and regulation.

Get to Know Your Local Chapter

Hosted by the AAPCCA Board

Local chapters set up tabletop exhibits, demonstrating all the fun and educational opportunities available.

Monday, April 4

Breakout Session 1

1A: Beware of the ZPIC

Christopher Parrella, JD, CHC, CPC

Track/Specialty: Audit and Compliance

1B: Endoscopic Applications in Pediatric Neurosurgery

Samer K. Elbaaba, MD

Track/Specialties: Coding/Pediatrics, Family Neurosurgery

1C: Minimally Invasive OB/GYN Office Procedures

Brian Dobbins, MD

Track/Specialties: Coding/OB/GYN, Family Practice, Internal Medicine

1D: Straight-up Radiology Coding

Terry Leone, CPC, CPC-P, CIRCC, CPC-I

Track/Specialty: Coding/Radiology

1E: Complications of Modifiers

Katherine Abel, CPC, CPMA, CPC-I

Track: Coding

1F: Common Ophthalmology Surgical Procedures

Eric Poulsen, MD

Track/Specialty: Coding/Ophthalmology

1G: Pain Management: Anatomy, Conditions and Coding Concerns

Cynthia Stahl, CPC, CPC-H, CPMA, CPC-I

Track/Specialty: Coding/Pain Management/Anesthesia/Orthopaedics

1H: Name That Disease

CJ Wolf, MD, CPC, CPC-H

Track/Specialty: Coding/Internal Medicine/Family Practice

1I: Managing Towards Compliance

Bruce Rappoport, MD, CPC, CIMC

Lisa Jensen, CPC

Track: Audit and Compliance

Breakout Session 2

2A: Eliminating Infusion Confusion (Drug Administrations in Non-Facility Settings)

Maryann Palmeter, CPC, CENTC

Track/Specialty: Coding

2B: 2011 Lower Extremity Endovascular Update

David Zielske, MD, CPC-H, CIRCC, CCC

Track/Specialty: Coding/Interventional

2C: Wound Care: Straight from the Source

Todd Sommer, DO, DPM

Track/Specialty: Coding/ Dermatology/Family Practice/Internal Medicine

2D: Putting Humpty Dumpty Together Again

Mary LeGrand, RN, MA, CPC, CCS-P

Track/Specialty: Coding/Orthopaedics

2E: EMR Documentation Challenges

Cindy Parman, CPC, CPC-H

Track: Practice Management/Audit and Compliance

2F: 5010: Strategies to Survive the Transition

Ken Bradley

Track: Practice Management

2G: Facility Coding for the Emergency Department

Raemarie Jimenez, CPC, CPMA, CPC-I, CANPC, CRHC

Track/Specialty: Coding/Emergency Department

2H: Outpatient Prospective Payment System: Coding Rules and Regulations You Need to Know

CJ Wolf, MD, CPC, CPC-H

Track/Specialty: Coding/ASCs

2I: Taking Lab Coding for a Spin

Jennifer Hume, CPC, CPMA, CEMC

Track/Specialty: Coding/Lab

Breakout Session 3**3A: Colorectal Surgery**

Michael Page, MD

Track/Specialties: Coding/General Surgery, Gastroenterology

3B: Cardiac Catheterization Coding Reinvented in 2011

David Dunn, MD, CPC-H, CIRCC, CCC

Track/Specialty: Coding/Cardiology/Interventional

3C: A Potpourri of Common Foot and Ankle Problems in Podiatry

Todd Sommer, DO, DPM

Track/Specialty: Coding/Orthopaedic Surgery/Podiatry

3D: Does Your Nose Know When It's the Right Code?

Mary LeGrand, RN, MA, CPC, CCS-P

Track/Specialty: Coding/Otolaryngology

3E: ICD-10 Payer Challenges

Julia Croly, CPC, CPC-P, CPC-I

Track: Coding

3F: Handling Potential Overpayment and 'Voluntary' Refund Situations

Timothy Blanchard, JD

Track/Specialty: Audit and Compliance/Practice Management/Billing

3G: Incident-One, Incident-To, Incident-Three

Robert Pelaia, Esq., CPC

Cynthia Stahl, CPC, CPC-H, CPMA, CPC-I

Track: Coding

3H: When Worlds Collide: The Disconnect Between Coders and Billers

Terry Leone, CPC, CPC-P, CIRCC, CPC-I

Rhonda Buckholtz, CPC, CPMA, CPC-I, CENTC, CGSC, COBGC, CPEDC

Track: Billing/Coding

3I: Coding, Billing and Documentation for Hospitalists

Penny Osmon, CPC, CPC-I

Track/Specialty: Coding/Billing/Internal Medicine/Family Practice

Tuesday, April 5**Breakout Session 4****4A: Pulmonary Critical Care**

David Young, DO

Track/Specialty: Coding/Internal Medicine/Pulmonology

4B: High-Risk Pregnancy: Isn't Normal Pregnancy Scary Enough?

Glade Curtis, MD, MPH, FACOG, CPC, COBGC

Track/Specialties: Coding/Family Practice, OB/GYN

4C: The Skin You're In

Betty Johnson, CPC, CPC-H, CPC-I, CPCD

Susan Ward, CPC, CPC-H, CPC-I, CEMC, CPCD, CPRC

Track/Specialties: Coding/Dermatology, Plastics and Reconstructive Surgery/ Family Practice/Internal Medicine

4D: Trauma – Understanding the Nuances, Terminology, and Anatomy

Carol Lustfeldt, RN, MHSA, CPC

Track/Specialty: Coding/General Surgery

4E: 2011 Radiation Oncology Coding and Reimbursement Update

Cindy Parman, CPC, CPC-H

Track/Specialty: Coding/Hematology and Oncology/Radiology

4F: Anesthesia Services

Chandra Stephenson, CPC, CPC-H, CPMA, CPC-I, CANPC, CEMC, CFPC, CIMC, COSC

Track/Specialty: Coding/Anesthesia and Pain Management

4G: Building Physician/Coder Relationships in the ENT Practice

Ronda A. Hamaker, MD, FACS

Track/Specialty: Coding/Otolaryngology

4H: Laparoscopic Surgical Coding Through the 'Eyes' of the Surgeon

Jeanne Plouffe, CPC, CGSC

Track/Specialty: Coding/General Surgery, Gastroenterology

4I: Implementing a Physician Coding and Documentation Support Model

Kirk Tamaddon, MD

Georgette Gustin, CPC, CCS-P, CHC

Track: Practice Management/Audit and Compliance

Breakout Session 5**5A: Spine Surgery Coding: Are You Breaking Your Back Trying to Figure It Out?**

Kimberley Pollock, CPC

Track/Specialty: Coding/Orthopaedics

5B: Making Modifiers Matter: How Modifiers Affect Payment

Linda Farrington, CPC, CPC-I

Track: Billing/Audit and Compliance

5C: Is Meaningful Use Certification Meaningful Enough?

Stephen Levinson, MD

Track: Practice Management/Audit and Compliance

5D: The Science of HCC Documentation and Coding

Susan Wyatt, CPC, CPMA, CPC-I

Track: Audit and Compliance/Coding

5E: HITECH, EMR, Client-Server, Clouds SaaS, ASP, CHISP—WHAT?

Stephanie Jones, CPC, CEMC, CHISP

Track: Practice Management

5F: Coding and Reimbursement in an ASC: Both Sides of the Coin

Penny Osmon, CPC, CPC-I

Track/Specialty: Coding/Ambulatory Surgical Centers

5G: Time Management

Robert Pelaia, Esq., CPC

Track: Practice Management

Anatomy Expo

This hands-on event is presented by doctors who will provide education focused on a single anatomic or physiologic concept. Whether a novice or an expert coder, you will find this session, which runs through both breakout sessions 5 and 6, fun and informative.

Breakout Session 6**6A: Physician Compliance: The Seven Myths**

Jennifer Hume, CPC, CPMA, CEMC

Track: Audit and Compliance—CPMA

6B: FERA, the PPACA, and the FCA—The Alphabet Soup of Fraud Liability

Michael D. Miscoe, Esq., CPC, CASCC, CUC

Track/Specialty: Audit and Compliance/Practice Management

6C: ICD-10-CM: Working Through Documentation

Kim Reid, CPC, CPC-I, CEMC

Track: Audit and Compliance/Practice Management

6D: Planning and Performing an Audit: 61 Things an Auditor Should be Looking For

Patti Frank, CPC

Track/Specialty: Audit and Compliance—CPMA

6E: Practice Management in Trying Economic Times

Kim Pollock, CPC

Track: Practice Management

6F: Endocrinology

Kristine Cuddy, CPC, CIMC

Track/Specialty: Coding/Internal Medicine/Endocrinology

6G: Tips and Tools for Your Accounts Receivables

Rhonda Buckholtz, CPC, CPMA, CPC-I, CENTC, CGSC, COBGC, CPEDC

Track: Billing

Wednesday, April 6

Breakout Session 7

7A: Heart Caths

Terry Fletcher, CPC, CCC

Track/Specialty: Coding/Cardiology/CIRCC

7B: Gastroesophageal Reflux Disease, Paraesophageal Hernias and Achalasia: Laparoscopic Operations of the Foregut

Cedric Lorenzo, MD

Track/Specialty: Coding/General Surgery/Gastroenterology

7C: Urological Procedure Coding

Brenda Griffin, MHSA, CPC, CPMA

Track/Specialty: Coding/Urology

7D: Cleft Palate and Lip Surgery

Carol Pfeiffer, CPC, CPCD, CPRC

Track/Specialty: Coding/Plastics and Reconstructive Surgery

7E: Advanced Surgical Chart Auditing

Rhonda Buckholtz, CPC, CPMA, CPC-I, CENTC, CGSC, COBGC, CPEDC

Track/Specialty: Audit and Compliance/CPMA

7F: Scope it out—Arthroscopic Procedures

Julie Leu, CPC, CPMA, CPC-I

Track/Specialty: Coding/Orthopaedic Surgery

7G: Advanced ICD-9-CM

Jill Young, CPC, CEDC, CIMC

Track: Coding

7H: Advanced Coding and Billing Techniques for Pediatrics

Lisa Jensen, CPC

Track/Specialty: Coding/Pediatrics

7I: MOPPS Rules for ASCs—Coding or Reimbursement Rules?

Michael Miscoe, Esq., CPC, CASCC, CUC

Track/Specialty: Coding/ASCs

Breakout Session 8

8A: Maternity Care—Conception to Post Partum

Peggy Stilley, CPC, CPMA, CPC-I, COBGC

Track/Specialty: Coding/Family Practice/OB/GYN

8B: Robotic Assist in the OR: Science FACT!

Lori-Lynn Webb, CPC

Track/Specialty: Coding/General Surgery

8C: Lesion Removal

Brenda Chidester-Palmer, CPC, CPC-I, CASCC, CEMC

Track/Specialty: Coding/Dermatology/Family Practice/Internal Medicine

8D: The ABCs of Coding for Pediatric Clinic Procedures

JoAnne Wolf, CPC

Track/Specialty: Coding/Pediatrics

8E: ICD-10-CM: Mapping Pitfalls

Corrie Alvarez, CPC, CPC-I, CEDC

Track: Practice Management

8F: Diagnostic Cardiology in the Office Setting

Betty Johnson, CPC, CPC-H, CPC-I, CPCD

Track/Specialty: Coding/Cardiology

8G: Table Your Confusion in Neoplasm Coding

Jill Young, CPC, CEDC, CIMC

Track/Specialty: Coding/Oncology/Family Practice/Internal Medicine

8H: EHR: Integrating Coding, Billing and Documentation Using Electronic Systems.

Lee Erwin, MD

Georgette Gustin, CPC, CCS-P, CHC

Track: Audit and Compliance

8I: Adjustments—The Last Resort

Wendy Grant, CPC

Track: Billing

Register Online or Complete and Submit this Form

2011 AAPC LONG BEACH NATIONAL CONFERENCE REGISTRATION FORM

Conference only:

- AAPC Member Registration** ☐ \$695 Early Bird (until January 14) ☐ \$795 Regular
Non-member Registration ☐ \$995 Early Bird (until January 14) ☐ \$1095 Regular
Physician Registration ☐ \$795 Early Bird (until January 14) ☐ \$895 Regular

Conference and Hotel Packages:

The following packages include three nights (Sunday, Monday, and Tuesday) and conference registration. The pricing below increases \$100 after January 14, 2011.

Hyatt	Members	Non-members	Renaissance	Members	Non-members
Single Occupancy:	<input type="checkbox"/> \$1,299.95	<input type="checkbox"/> \$1,599.95	Single Occupancy:	<input type="checkbox"/> \$1,269.95	<input type="checkbox"/> \$1,569.95
Double Occupancy:	<input type="checkbox"/> \$1,019.95 (per attendee)	<input type="checkbox"/> \$1,319.95 (per attendee)	Double Occupancy:	<input type="checkbox"/> \$979.95 (per attendee)	<input type="checkbox"/> \$1,279.95 (per attendee)
Westin			Hilton		
Single Occupancy:	<input type="checkbox"/> \$1,339.95	<input type="checkbox"/> \$1,639.95	Single Occupancy:	<input type="checkbox"/> \$1,269.95	<input type="checkbox"/> \$1,569.95
Double Occupancy:	<input type="checkbox"/> \$999.95 (per attendee)	<input type="checkbox"/> \$1,299.95 (per attendee)	Double Occupancy:	<input type="checkbox"/> \$979.95 (per attendee)	<input type="checkbox"/> \$1,279.95 (per attendee)

☐ **Additional Hotel Nights:** Arrival Date _____ Departure Date _____

PRE-CONFERENCE EVENTS

ICD-10 Boot Camp ☐ \$795 (Conference Attendees)

April 1-2 | 8 a.m.-4 p.m. | 16 CEUs

CIRCC® Exam Preparation Course ☐ \$599 Class & Exam ☐ \$299 Class Only ☐ \$400 Exam Only

April 1 (Exam April 2) | 8 CEUs

NAMAS CPMA™ Prep Course (Early-bird pricing) ☐ \$895 Class & Exam ☐ \$795 Class Only ☐ \$300 Exam Only

March 31-April 1 (Exam April 2) | 16 CEUs (After January 14 pricing) ☐ \$999 Class & Exam ☐ \$879 Class Only ☐ \$300 Exam Only

E/M and EHR Roundtable Workshop ☐ \$129 Conference Attendees ☐ \$159 Non-conference Attendees

April 2 | 8 a.m.-3:00 p.m. | 6 CEUs

Teach the Teacher Workshop ☐ \$195 (AAPC Members Only)

April 2 | 8 a.m.-4:30 p.m. | 8 CTUs/8 CEUs

AAPC Certification Exams (All exams available)

April 2 | 8 a.m.-1:30 p.m. | \$300 for core exams (Specialty exams are \$245; CIRCC® exam is \$400)

☐ CPC® ☐ CPC-H® ☐ CPC-P® ☐ CIRCC® ☐ CPMA™ ☐ CPCO™ ☐ Specialty Exam:

Registrant Information

Name _____

Member ID _____

Billing Address _____

City _____ State _____ Zip _____

Phone () _____

Email (required) _____

Payment Information

☐ Charge \$ _____

☐ AMEX ☐ Visa ☐ MasterCard ☐ Discover

Credit Card # _____ Expiration ____ / ____

Print Cardholder's Name _____

Signature _____

☐ Company Check/Money Order Enclosed for \$ _____

Make company check payable to AAPC and send to:

AAPC Attn: Conference Department
2480 South 3850 West, Suite B, Salt Lake City, UT 84120

Deadline for Registration is March 7, 2011 | Registration includes continental breakfast and lunch on Monday, Tuesday and Wednesday

Cancellation Policy: If written notice of cancellation is received by March 7, 2011, a refund (less a \$50 cancellation fee) will be given, but only in cases of extreme emergency. No refunds will be given for cancellations requested after March 7, 2011. Refunds will not be given for "no shows."