

# MASTERS IN OPHTHALMOLOGY 2010

## OFFICE ADMINISTRATOR PROGRAM

The Ritz-Carlton Orlando, Grande Lakes  
Orlando, Florida  
June 25–26, 2010

[www.ophmasters.com](http://www.ophmasters.com)

Sponsored by the Florida Society of Ophthalmology  
Approved for 6 COE Category A credit hours by the National Board  
for the Certification of Ophthalmic Executives

# CODE QUEST CODING COLLEGE

FRIDAY, JUNE 25

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7:00–8:00 AM	REGISTRATION AND CONTINENTAL BREAKFAST
8:00–10:00 AM	Course
10:00–10:15 AM	BREAK
10:15 AM–12:30 PM	Course
12:30 PM	Course Adjourns

## Target Audience

Physicians, coders, techs and administrators with a basic understanding of CPT and ICD-9.

## Program Objectives

Topics highlighting the latest in coding and documentation for 2010 include: daily chart notes covering all specialties, E&M vs. Eye Code, modifier application, unilateral vs. bilateral testing services, Correct Coding Initiative (CCI) edits, postoperative notes, PQRI and E-Prescribing, RAC, CERT, FMR and OIG audit updates.

Upon completion of this course, the participant will:

- Identify the latest rules about consultations
- Be able to implement the CPT and ICD-9 updates into the practice
- Be better prepared for all types of audits
- Be able to identify practical application techniques to appropriately code for proper reimbursement in all specialties within ophthalmology
- Utilize appropriate modifier(s) in the office and/or surgical setting
- Appropriately document and code the components of minor and major surgeries
- Appropriately document and code the components for special testing services
- Appropriately select the level of Evaluation and Management or Eye code
- See examples of successful PQRI and E-Prescribing claims
- Recognize key components in coding correctly the first time

## Accreditation

The American Academy of Ophthalmology is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American Academy of Ophthalmology designates this educational activity for a maximum of 4 general *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This course has been approved for 4 JCAPHO "A" CE credits.

This program has prior approval of the American Academy of Professional Coders for 4.0 Continuing Education Units. Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.

## Americans with Disabilities Act Statement

If you need any auxiliary services identified in the Americans with Disabilities Act, please contact the office at 904.998.0819.



# MASTERS IN OPHTHALMOLOGY OFFICE ADMINISTRATOR MEETING

SATURDAY, JUNE 26

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7:00–8:00 AM	BREAKFAST
8:00–8:15 AM	WELCOME AND INTRODUCTIONS — <i>Derek Preece, MBA</i>
8:15–8:30 AM	<b>Survey of Attendees</b> — <i>Derek Preece, MBA</i>
8:30–10:00 AM	<b>Strategic Planning Workshop</b> — <i>Derek Preece, MBA</i>
10:00–10:30 AM	BREAK
10:30 AM–12:00 PM	<b>Reaching Patients Using the “New” Media</b> — <i>Mark Prussian, MBA</i>
12:00–1:00 PM	LUNCH
1:00–2:00 PM	<b>EMR Survival Strategies</b> — <i>Sherri Boston, MBA, COE</i>
2:00–3:00 PM	<b>Measuring Coding Competency of Physicians and Staff</b> — <i>Sue Vicchilli, COT, OCS</i>
3:00–3:15 PM	BREAK
3:15–3:45 PM	<b>Update on Workers Compensation and the Ophthalmic Practice</b> — <i>Tom Murphy</i>
3:45–4:15 PM	<b>Comprehensive Risk Management for Your Practice</b> — <i>Joseph F. Putz, LHRM</i>
4:15–5:15 PM	JOINT SESSION WITH PHYSICIANS: <b>10 Benchmarks Every Practice Should Know</b> — <i>Derek Preece, MBA</i>

## ACCREDITATION

This program has been approved for 6 COE Category A credit hours by the National Board for the Certification of Ophthalmic Executives. All category A activities yield a 1:1 credit ratio hours spent to hours earned.

Meeting details are subject to change. For up-to-date meeting information visit [www.ophmasters.com](http://www.ophmasters.com)

## FACULTY

### **Sherri Boston, MBA**

Eye Care Business Advisor  
Allergan  
Tampa, FL

### **Tom Murphy**

Medical Malpractice and Workers  
Compensation Specialist  
Danna-Gracey, Inc.  
Delray Beach, FL

### **Derek Preece, MBA**

Senior Consultant  
BSM Consulting Group  
Orem, UT

### **Mark Prussian, MBA**

CEO  
The Eye Care Institute  
Louisville, KY

### **Joseph F. Putz, LHRM**

Risk Management Consultant  
First Professionals Insurance  
Company (FPIC)  
Jacksonville, FL

### **Sue Vicchilli, COT, OCS**

Coding Executive  
American Academy of Ophthalmology  
San Francisco, CA

## ACCOMMODATIONS

### **The Ritz–Carlton Orlando, Grande Lakes**

4012 Central Florida Parkway  
Orlando, Florida 32837  
Reservations: 1-800-576-5760

The Ritz–Carlton Orlando, Grande Lakes offers a refined Orlando experience with stellar recreation and sophisticated style drawn from the grand palazzos of Italy. For recreation enjoy the jogging trail, three lighted tennis courts, Ritz Kids Club, full-service spa and salon and 18-hole championship golf, all located on property. Local attractions include Sea World® Orlando, Universal Orlando® Resort, Mall at Millenia, and the Walt Disney World® Resort. Complimentary scheduled transportation is available to Wet 'n' Wild, Universal Studio®, SeaWorld® Orlando, and Discovery Cove.

The conference room rate is \$159/night. Make reservations early—the discounted **MASTERS** room rate cannot be guaranteed after **May 28, 2010**. By staying at The Ritz–Carlton Orlando, Grande Lakes, you help the conference organizers meet the contractual obligations and keep future registration fees reasonable. Please take this into consideration when making your accommodation decisions.



# EXHIBIT HALL HOURS



**Friday, June 25**  
Welcome Reception  
6:00–7:30 PM

**Saturday, June 26**  
Exhibit Hall Hours  
7:00 AM–2:30 PM

Breakfast  
7:00–8:00 AM

Morning Break  
10:00–10:30 AM

Lunch  
12:00–1:00 PM

## SPECIAL EVENTS

### **Saturday Reception**

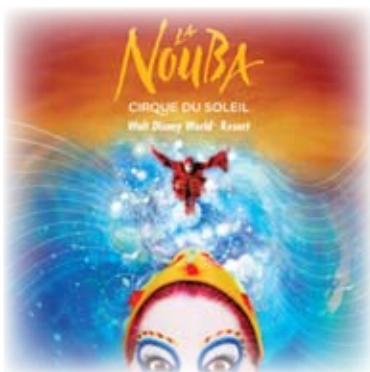
**Saturday, June 26 | 6:30–8:00 PM**

After the sessions end on Saturday, join us for an exciting and entertaining event like none other. The evening will begin with a heavy hors d'oeuvres and cocktail reception at The Ritz–Carlton. Following the reception, we are offering group tickets to see La Nouba™ by Cirque du Soleil®.

### **La Nouba™ by Cirque du Soleil®**

**Saturday, June 26 | 8:00–11:00 PM**

Following the reception, transportation will be provided at 8:00 PM to Downtown Disney to enjoy La Nouba™ by Cirque du Soleil®. La Nouba™ transforms the ordinary into the extraordinary and stimulates the imagination from beginning to end with daring acrobatics, dazzling choreography, vibrant music and whimsical characters. The show begins at 9:00 PM and is a 90 minute jam packed event featuring astonishing acts and the world's best athletes and artists. This will be a unique entertainment experience you definitely won't want to miss! *Tickets to the Reception and Cirque du Soleil® are offered at an unbelievable discounted rate of \$75. Price also includes transportation.*



### **Children's Dinner and Party**

**Saturday, June 26 | 6:30–11:00 PM**

\$50 per child (Includes Ticket to the Friday Exhibitor Reception)

## Office Administrator Meeting Registration Form

The Ritz-Carlton Orlando, Grande Lakes  
Orlando, Florida

Full Name \_\_\_\_\_ Degree \_\_\_\_\_ First name to appear on badge \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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**OFFICE ADMINISTRATOR PROGRAM • JUNE 26, 2010**

*Includes course syllabus and one admission badge for Saturday*

*Exhibit Hall activities*

FSO Member Staff \$150 \$ \_\_\_\_\_

FSO Non-Member Staff \$250 \$ \_\_\_\_\_

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**AAO CODEQUEST PROGRAM • JUNE 25, 2010**

*You can also register with CODEquest directly at [www.aao.org](http://www.aao.org).*

**REGISTRATION FEE** \$255 \$ \_\_\_\_\_

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**SOCIAL ACTIVITIES**

*Please indicate if you and/or your guest will be participating in any of the activities below and include appropriate fees as necessary:*

Reception & Cirque du Soleil® \$75 x \_\_\_\_\_ = \$ \_\_\_\_\_

Children's Pass \$50 x \_\_\_\_\_ = \$ \_\_\_\_\_

*(Includes Friday Reception and Saturday Children's Party)*

Total Fees: \$ \_\_\_\_\_

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**SPECIAL ASSISTANCE**

I have special needs or diet. Please explain below:

**GUEST NAME(S) TO APPEAR ON BADGE:**

NOTE: Your badge is your pass to all exhibit hall events.

Only registered attendees and guests will receive a badge.

**HOTEL RESERVATIONS**

Ritz-Carlton Orlando, Grande Lakes

4012 Central Florida Parkway

Orlando, Florida 32837

Reservations: 1-800-576-5760

The conference room rate is \$159/night. Call early—the discounted MASTERS room rate cannot be guaranteed after May 28, 2010.

**PAYMENT INFORMATION**

Checks and money orders must be made payable to FSO. If your institution is paying your registration fee, please ensure that the check is appropriately identified with your name.

Check  MasterCard  Visa  Amex

Credit card issued in name of:

Card

Number: \_\_\_\_\_

Exp.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**REGISTRATION DEADLINE**

Registration and payment must be received no later than June 11, 2010 in order to have a name badge and syllabus materials available. On-site registration will only be accepted on a space available basis.

**CANCELLATION POLICY**

Telephone cancellations cannot be accepted. A written notice of cancellation must be received no later than two weeks prior to the meeting for a refund. A \$25 administration fee will be deducted. No refunds will be made after June 11, 2010.

**THREE CONVENIENT WAYS TO REGISTER:**



**Fax:**  
904.998.0855



**Mail:**  
Florida Society of Ophthalmology  
6816 Southpoint Pkwy., Suite 1000  
Jacksonville, Florida 32216



**Website:**  
[www.ophmasters.com](http://www.ophmasters.com)