

CONFERENCE VENUE

The Breakers

One South County Road
Palm Beach, FL 33480
Reservations: 1-888-273-2537



A spectacular resort destination on Florida's Atlantic coast, The Breakers in Palm Beach, has lured generations of discerning travelers to its idyllic, Italian-Renaissance setting. Experience the irresistible charm and storied history of this legendary oceanfront resort, which seamlessly blends with an amazing range of modern amenities.

To make your reservations, please call 1-888-273-2537 and ask for the **MASTERS** room rate that starts at \$198/night. The special group rate is available until **May 12, 2013** or until the MASTERS room block is filled.

Conference Parking

Masters attendees will receive a discount of \$13/day on valet parking. Please indicate you are with the Masters/FSO group to receive this discount.

SPECIAL EVENTS

Welcome Reception with Exhibitors

Friday, June 28 | 6:15–7:45 PM

Join us for an opening reception on Friday evening in the exhibit hall. Wines will be available for tasting as well as hors d'oeuvres and a chance to visit with over 40 exhibiting companies.

Saturday Foundation Event – A Night in Little Italy

Saturday, June 29 | 7:00–10:00 PM | \$150 per person

After the sessions conclude on Saturday, enjoy a little slice of Italy. Surround yourself with good company, your favorite cocktail and some fabulous Italian food. The Mediterranean ballroom will be the perfect backdrop for a night in Little Italy. Part of the proceeds will go towards the FSO, *For Eye Care Foundation*.

Children's Dinner and Party

Saturday, June 29 | 7:00–10:00 PM | \$50 per child

Drop the kids off and enjoy an evening on your own. The Breakers has planned dinner and a night complete with activities, games, movies, and arts and crafts exclusively for meeting attendees to keep your little ones busy. To register your child, select the Child Guest fee on the meeting registration form.

Please note the kid's party is for children ages 5–12 only.

EXHIBIT HALL HOURS

Friday, June 28

Welcome Reception
6:15–7:45 PM

Saturday, June 29

Hall Hours
7:00 AM–3:00 PM

RESORT ACTIVITIES

The Breakers Golf Course

With two championship courses, The Breakers is the destination of choice for avid golfers, as well as vacationers who enjoy the game. From the first tee until the final approach on the 18th hole, these meticulously designed courses entice and challenge golfers of all levels. Please call the pro shop and mention you are part of the Masters in Ophthalmology Group. Green Fees are reduced at 50% off the published 2013 rates or prevailing summer specials. Green fees include range balls, cart and bag storage. Club rentals are available. Call (561) 659-8440 for more information or to book your tee time.



Tennis

Voted one of the "top 50 tennis resorts" by *Tennis Magazine*, The Breakers tennis facility offers guests 10 beautifully groomed Har-Tru courts, a comprehensive pro shop with the latest fashions and equipment, USPTA/USPTR certified professional instruction, clinics and private court time. Lighted courts available for evening play. Racquet rentals are available. For reservations or information on court times, rates and lessons, please call (561) 659-8407

The Spa at the Breakers

The Spa at The Breakers brings you oceans of calming possibilities. The expansive oceanfront destination pampers you with both indoor and outdoor indulgences — from stress-relieving massages to rejuvenating body wraps, revitalizing scrubs, nourishing facials and more. Tone your body in our ocean view fitness center, outdoor lap pool and whirlpool spa. Relax, rejuvenate and reawaken your senses. Call (561) 653-6656 to schedule your appointment.



6816 Southpoint Pkwy., Suite 1000
Jacksonville, FL 32216



June 28–29, 2013

The Breakers | Palm Beach, Florida

Coding Update 2013 and Office Administrators Program

Sponsored by the Florida Society of Ophthalmology

www.ophmasters.com

MASTERS 2013 IN OPHTHALMOLOGY

Coding Update 2013 and Office Administrators Program

June 28–29, 2013
The Breakers | Palm Beach, Florida

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Coding Update 2013 and Office Administrators Program



Coding & Office Administrator Programs

The Breakers | Palm Beach, FL
Friday, June 28–Saturday, June 29, 2013

Syllabus Options:

I would like to help the FSO in their effort to **Go Green**, please provide me a:

- Memory stick syllabus
- Online link to access the syllabus
- NO thank you, I would like to receive a hard copy syllabus

CODING UPDATE 2013

Join 300–350 of your colleagues at the **2013 Masters in Ophthalmology** meeting taking place at the beautiful Breakers resort in Palm Beach, FL, June 28–30. This educational conference is not only geared towards physicians, but the entire office staff. This meeting includes a **Coding and Office Administrators** course that has been designed to provide helpful information and updates specific to the ophthalmic practice administrator.

TARGET AUDIENCE

This program has been designed for physicians, coders, technicians and administrators with a basic understanding of CPT and ICD-9.

LEARNING OBJECTIVES

Upon completion of the educational activity, participants should be able to:

- Appropriately select the level of Evaluation and Management or Eye code
- Describe updates to the OIG work plan that affect ophthalmology
- Implement the CPT and ICD-9 updates into the practice
- Recognize changes that will come with the implementation of ICD-10
- Discuss Medicare Audit Contractor concerns
- Identify practical application techniques to appropriately code for proper reimbursement in all specialties within ophthalmology

Friday, June 28

7:00–8:00 AM	REGISTRATION AND BREAKFAST
8:00–10:00 AM	Medicare Update <ul style="list-style-type: none"> • Physician Fee Schedule Changes • ASC Fee Schedule Changes • CPT and ICD-9 Changes QUESTIONS & ANSWERS
10:00–10:15 AM	BREAK
10:15 AM–12:00 PM	OIG Work Plan Update <ul style="list-style-type: none"> • Issues affecting Ophthalmology — New and Ongoing Issues Requiring Special Attention <ul style="list-style-type: none"> • Modifiers • Surgeries • E&M vs. Eye Codes • Co-Management QUESTIONS & ANSWERS
12:00–1:00 PM	LUNCH
1:00–2:30 PM	ICD-10 Update <ul style="list-style-type: none"> • Implementation and Training • Coding scenarios Medicare Audit Contractor Concerns CMS Onsite Audits <ul style="list-style-type: none"> • Clinic • Optical Compliance Issues QUESTIONS & ANSWERS
2:30 PM	ADJOURN

ACCREDITATION

Physicians

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of AKH Inc. and the Florida Society of Ophthalmology. AKH Inc. is accredited by the ACCME to provide continuing medical education for physicians. AKH Inc. designates this live for a maximum of 5.25 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physician Assistants

NCCPA accepts AMA PRA Category 1 Credit™ from organizations accredited by ACCME.

Nursing

AKH Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's COA. AKH Inc. designates this educational activity for 5.25 contact hours. Accreditation applies solely to educational activities and does not imply approval or endorsement of any commercial product by the ANCC-COA.

FL Nursing

AKH Inc. is an approved provider for nursing continuing education by the Florida Board of Nursing #50-2560. AKH Inc. designates this educational activity for 5.2 contact hour (.52 CEU).

Criteria for Success

Statements of credit will be awarded based on the participant's attendance and submission of the activity evaluation form. A statement of credit will be available upon completion of an online evaluation/claimed credit form at www.ophmasters.com/cme. If you have questions about this CME/CE activity, please contact AKH Inc. at service@akhealthcare.com.

Commercial Support

Full notification of commercial support will be provided in the final course syllabus.

OFFICE ADMINISTRATORS PROGRAM

Saturday, June 29

8:00 AM	WELCOME <i>Steven R. Robinson, FASOA, COE</i>
8:00–8:45 AM	Social Networking for the Medical Practice—Five Effective Ways to Engage in the Conversation <i>Cindi Green, RN, BA, AS</i>
8:45–9:30 AM	Risk Prevention for the Electronic Age: EMR, E-Mail, Texting, Social Media and the Internet <i>Sandra Strickland, RN, MSN, LHRM, CPHRM</i>
9:30–10:15 AM	Flow and Efficiency Considerations: What You Can Do to Enhance Productivity and Profitability <i>Sherri L. Boston, MBA, COE, OCS</i>
10:15–10:45 AM	BREAK
10:45–11:45 AM	ICD-10 Update <i>E. Ann Rose</i>
11:45 AM –12:00 PM	QUESTIONS AND ANSWERS
12:00–1:00 PM	LUNCH
1:00–2:00 PM	Worker's Compensation Update <i>Tom Murphy</i>
2:00–3:00 PM	Risk Management Strategies for the Ophthalmic Practice <i>Hans Bruhn, MS</i>
3:00–4:00 PM	Organizational Management <i>Steven R. Robinson, FASOA, COE</i>
4:00–4:15 PM	QUESTIONS AND ANSWERS
4:15 PM	ADJOURN

Approved for 5.75 COE Category "A" credit hours by the National Board for the Certification of Ophthalmic Executives.

FACULTY



Sherri L. Boston, MBA, COE, OCS
Eye Care Business Advisor
Allergan
Tampa, FL



Hans Bruhn, MS
Risk Management
Ophthalmic Mutual Insurance Company (OMIC)
San Francisco, CA



Cindi Green, RN, BA, AS
Director of Community Relations
Florida Eye Institute
Vero Beach, FL



Tom Murphy
Danna Gracey
Delray Beach, FL



Steven R. Robinson, FASOA, COE*
Senior Consultant
S&R Consulting
Chattanooga, TN



E. Ann Rose
Owner/President
Rose and Associates
Duncanville, TX



Sandra Strickland, RN, MSN, LHRM, CPHRM
Director of Patient Safety-SE Region
The Doctors Company
Jacksonville, FL

***2013 Office Administrator Program Chair**

CIRCLE FEE BASED ON MEMBERSHIP STATUS

Registration includes course syllabus and one admission badge for food functions during your program.

	Early Bird Registration (Before May 10)	General Registration (After May 10)
1 CODING PROGRAM <i>(Friday, June 28)</i>		
Staff of a FSO Member	\$295	\$340
Staff of a Non FSO Member	\$395	\$440
2 OFFICE ADMINISTRATOR PROGRAM <i>(Saturday, June 29)</i>		
Staff of a FSO Member	\$150	\$195
Staff of a Non FSO Member	\$250	\$295
3 COMBINED COURSE REGISTRATION CODING PROGRAM & OFFICE ADMINISTRATOR PROGRAM <i>(Friday, June 28 - Saturday, June 29)</i>		
Staff of a FSO Member	\$370	\$415
Staff of a Non FSO Member	\$570	\$615
4 SPECIAL EVENTS & GUEST TICKETS		
Adult Guest Ticket for the Exhibit Hall <i>Includes admission to the exhibit hall on Friday & Saturday.</i>	\$80 x _____	\$80 x _____
Saturday Evening Foundation Event	\$150 x _____	\$150 x _____
Children's Ticket <i>Includes admission to exhibit hall on Friday and Saturday & one ticket to the Saturday evening children's party (Ages 5-12).</i>	\$50 x _____	\$50 x _____
TOTAL (Combine sections 1-4 for total amount)	\$ _____	\$ _____

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: _____

GUEST NAME(S) TO APPEAR ON BADGE

NOTE: Your badge is your pass to ticketed events. Only registered individuals will receive a badge.

REGISTRATION DEADLINE

Registration and payment must be received no later than **June 14, 2013** in order to ensure a name badge and syllabus materials. 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 14, 2013**.

HOTEL RESERVATIONS

The Breakers
One South County Road
Palm Beach, FL 33480
Reservations: 1-888-BREAKERS (273-2537)

Please ask for the **MASTERS** room block to receive the discounted rate of \$198/night. Special room rates available until **May 12, 2013** or room block is filled.

ADA COMPLIANCE: Attendees who need special reasonable accommodations or who have special needs should contact the meeting organizers at (904) 998-0819.

THREE CONVENIENT WAYS TO REGISTER



Fax
(904) 998-0855



Mail
6816 Southpoint Pkwy., Suite 1000
Jacksonville, Florida 32216



Website
www.ophmasters.com