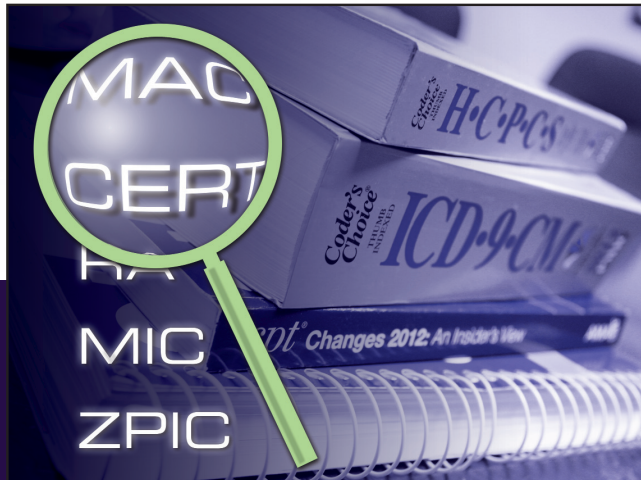


INVESTIGATE YOUR TEAM'S WOUND CARE REVENUE CYCLE



WCB2012
WOUND CLINIC BUSINESS

NEWARK, NJ • SAN FRANCISCO, CA • DALLAS, TX • CHICAGO, IL • CINCINNATI, OH
BALTIMORE, MD • ANAHEIM, CA • ORLANDO, FL

WCB2012

WOUND CLINIC BUSINESS

INVESTIGATE YOUR **TEAM'S** WOUND CARE REVENUE CYCLE

This year brings many reimbursement and payment policy changes for wound care and HBOT departments and physicians. Don't miss this entirely new 2012 program that highlights all the changes you must implement.

- **Investigate your REVENUE CYCLE TEAM'S** knowledge of the ideal operational processes by following a patient through initial access/registration, assessment with management documentation requirements, charge capture and diagnosis and, finally, claim submission and payment. Then further your team's knowledge of why and how to conduct internal audits pertaining to wound care and HBOT.

- **Which REVENUE CYCLE TEAM MEMBERS should attend?** Medical directors, physicians and podiatrists, non-physician practitioners, program directors, clinical managers, therapists, billing directors, charge description master directors, HIM directors, coders, office managers, corporate compliance officers, revenue integrity auditors, and hospital executives.

This program is produced and managed by  HMP COMMUNICATIONS LLC™



INDUSTRY-RENOWNED SPEAKERS

ANDREA CLARK



Andrea Clark is a nationally prominent health information management expert who focuses specifically on revenue integrity of outpatient coding and billing systems, charge capture, coding and billing, data transference, and outpatient-compliance training services.

KATHLEEN D. SCHAUM, MS



Kathleen Schaum is a nationally recognized wound care reimbursement expert who shares her knowledge with physicians and HOPDs

by helping them identify the steps for successfully implementing new programs, refining existing programs, and repairing reimbursement processes for struggling programs.

WCB2012 DATES/LOCATIONS

May 4, 2012

Sheraton Newark Hotel

128 Frontage Road
Newark, NJ 07114
(973) 690-5500

May 18, 2012

San Mateo Marriott

1770 South Amphlett Boulevard
San Mateo, CA 94402
(650) 653-6000

June 8, 2012

Hyatt Regency DFW

2334 North International Parkway
Dallas, TX, 75261
(972) 453-1234

June 29, 2012

DoubleTree O'Hare-Rosemont

5460 North River Road
Rosemont, IL 60018
(847) 292-9100

September 21, 2012

DoubleTree Cincinnati Airport

2826 Terminal Drive
Hebron, KY 41048
(859) 371-6166

October 26, 2012

Hilton Baltimore

401 West Pratt Street
Baltimore, MD 21201
(443) 573-8700

November 2, 2012

Hilton Irvine/Orange County Airport

18800 MacArthur Boulevard
Irvine, CA 92612
(866) 763-3059

November 9, 2012

Doubletree Orlando Downtown

60 South Ivanhoe Boulevard
Orlando, FL 32804
(407) 425-4455

NOTE: Arrive early, because lunch-seating reservations will be taken on a first-come, first-served basis during registration.

7:00 a.m.–7:45 a.m.

Registration and Continental Breakfast with Exhibitors

The sponsors of Wound Clinic Business 2012 believe in starting your day with a good breakfast. Whether you traveled the night before or the morning of the program, you can count on a delicious continental breakfast with the exhibitors. At that time, you'll receive your 2012 reimbursement workbook and a complimentary copy of the latest issue of *Today's Wound Clinic*. You'll also have the opportunity to reserve lunch with the exhibitor of your choice.

7:45 a.m.–8:00 a.m.

Opening Session Introductions of Attendees, Exhibitors, and Speakers

- **Andrea Clark and Kathleen Schaum**

Networking is a very important part of learning. To help the audience bond for a great day of learning, the program starts by learning about the attendees and by introducing the exhibitors and speakers. Be sure you are in your seats and ready to learn 1) which attendees you want to meet; 2) the names of each exhibitor representative; and 3) a little about the speakers who will enthusiastically share their knowledge throughout the day. These introductions will help you identify the people you want to network with before the end of the day.

8:00 a.m. – 9:30 a.m.

Investigate Your Team's Knowledge of the Business of Wound Care and HBOT

During this session, Andrea and Kathleen will help you examine your wound care department through a business microscope. Many wound care clinics have been designed to provide excellent clinical care, but haven't adequately researched the regulations and dedicated the appropriate time to structure the business. Together, we will look closely at the 2012 business rules, including those regarding physician referrals, HOPD physician supervision of therapeutic services, orders, physician and clinician signatures, local coverage determinations, advance beneficiary notices, and any other business regulations that are hot at the time of the program.



9:30 a.m.–10:30 a.m.

Uncover Your Team's Knowledge of the Latest Technology and Services Available From the Exhibitors

Wound care providers wouldn't be able to achieve such excellent clinical and economic outcomes without the state-of-the-art products and services supplied by wound care manufacturers, distributors, and suppliers. Take advantage of this rare opportunity to learn how to incorporate the exhibitors' state-of-the-art products and services into your wound care business. This will be a great time to obtain the coding, payment, and coverage materials your wound care business needs.

10:30 a.m.–12:00 p.m.

Decipher Your Team's Knowledge of Coding for Wound Care and HBOT

You've 1) solidified your business structure and complied with regulations, 2) written your clinical protocols, and 3) selected your formulary of products and technology. Now you have to impeccably document the patients' diagnoses and the work performed so you can assign accurate codes to diagnoses and procedures. Specific 2012 codes and coding errors to avoid will be discussed. Don't risk incomplete payments or federal requests for revenue reversal due to lack of documentation.

12:00 p.m.–1:00 p.m.

Expose Your Team to New Information Through One-on-One Discussions at a Sit-Down Lunch With the Exhibitors

A program of this length and with this caliber of faculty would typically cost more than your minimal registration fee. The low attendee registration fee is made possible by the generous support of the elite group of exhibitors who are concerned about the business side of your wound care program. This networking lunch is a wonderful time to personally get to know the representatives from the exhibiting companies and ask them specific questions about working their products and services into your clinical and economic protocols and strategies. Also take this opportunity to thank the exhibitors for caring about your business by supporting this unique day full of fabulous education, great food, and networking opportunities.

1:00 p.m.–2:30 p.m.

Decrypt Your Team's Knowledge of the Wound Care and HBOT Revenue Cycle

Most wound care and HBOT providers know what they charge, but don't know much about the Medicare payment system regulations that determine how they'll actually be paid. In fact, most wound clinics receive monthly reports that show expenses and budgets, but don't request and receive revenue reports that show how much revenue they collect from payers and patients' co-payments. This session will decrypt your knowledge of the revenue cycle and help you understand how to request and interpret various revenue reports. Staying within your budget is important. However, if your caseload exceeds expectations, your expenditures may also exceed the budget. If your revenue also increases, you should be able to justify exceeding your budget.

2:30 p.m.–2:45 p.m. **Break**

2:45 p.m.–4:00 p.m.

Stake Out Your Team's Knowledge of the Future of ICD-10-CM and How to Conduct Internal Audits

Preview the future ICD-10-CM coding system and learn how to prepare for this major change, which is coming faster than you think! Your documentation must be prepared now for the granularity of ICD-10-CM diagnoses assignments. No one wants to deal with time-consuming internal queries pertaining to incomplete documentation that does not provide sufficient specific diagnosis information to support work performed which, in turn, slows claims submission.

Wound care providers should either conduct self-audits or contract with a friendly auditor to perform audits on billing and coding that are most likely to be audited by various

governmental auditing bodies. During this session, you'll learn how to identify operational, documentation, coding, and payment risks through proactive internal audits. Remember, it's not a matter of if but when you'll undergo one or more audits. The faculty of Wound Clinic Business is truly concerned that you document, code, and bill correctly to secure your revenue integrity.

4:00 p.m.–4:15 p.m.

Summary of Knowledge Learned

This final session will bring together the day's learning. The speakers will also provide their contact information. Each attendee will then have the opportunity to evaluate the entire program and offer topic suggestions for next year's Wound Clinic Business program. The HMP Communications facilitator will provide you a certificate of attendance when you submit your completed evaluations.

Individual Pricing

\$150 Early (30 days before meeting)

\$200 Standard

Group Pricing (3 or more from same facility)

\$100 Early (per person 30 days before meeting)

\$150 Standard

Bring 5 team members and the fifth comes FREE!

*Group discounts are reserved for attendees working in the same facility.

 First name Last name Title

 Facility Facility address

 City State Zip

 Phone number Fax number Email

Additional registrants' names:

Please list any further additional registrants on a separate piece of paper.

 Name Title Email

 Name Title Email

To register: www.woundclinicbusiness.com

Method of payment: Visa MC AMEX Discover Check*

*Make checks payable to HMP Communications. All checks must be drawn on a U.S. bank in U.S. funds.

 Credit card number Expiration date

 Billing address City State Zip

 Signature of cardholder (required)

Meeting attending (city/date) _____


TOTAL enclosed fee: \$ _____


Registrations are transferable. NO REFUNDS 30 DAYS BEFORE MEETING.

FOUR WAYS TO REGISTER

 **Phone:**..... (800) 237-7285 x 233

 **Web:** www.woundclinicbusiness.com

 **Fax:** (610) 560-0502

 **Mail:**..... HMP Communications – WCB
 83 General Warren Blvd., Suite 100
 Malvern, PA 19355



HMP COMMUNICATIONS, LLC™

83 General Warren Blvd., Suite 100, Malvern, PA 19355

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