San Diego, CA
(co-located with SAWC Spring)

Atlanta, GA

Dallas, TX

Boston, MA

Philadelphia, PA

Kansas City, MO

Cincinnati, OH

Chicago, IL

Houston, TX

Tampa, FL

Discover reimbursement TRUTHS and MYTHS. Avoid the unintended CONSEQUENCES.

To register, visit:
woundclinicbusiness.com
In a post-election year, many things have the potential to change in healthcare. Wound Clinic Business (WCB) is a one-day course designed to help wound care physicians, other qualified healthcare professionals and their coders and billers, as well as the entire revenue cycle team of hospital-based outpatient wound care departments. Join us to brush up on your current knowledge of wound care reimbursement, and learn the truth about the 2017 changes that will affect the financial viability of your wound care business. All stakeholders involved in wound care management will want to learn the truth about the changes that will affect your revenue cycle. Bring your team, spend the day with us, and learn how to avoid the unintended consequences of following myths rather than truths.

**WCB OFFERS:**
- A day filled with reimbursement facts and scenarios.
- Handbook of invaluable 2017 reimbursement information and resources.
- Faculty with 70+ years of combined experience in healthcare reimbursement.

**LEARNING OBJECTIVES:**
- Wound care business models to succeed in “volume-driven” and “value-driven” payment systems
- 2017 wound care coding and payment system changes
- 2017 wound care coverage trends
- Claims review guidance
- Remittance advice and explanation of benefits tips

**Who should attend?**
- Audit Specialists
- Compliance Officers
- Revenue Cycle Directors/Managers
- Charge Description Master (CDM)
- Directors of Billing
- Process Improvement
- Directors/Managers
- Hospital Executives including CEO, CFO & COO
- Medical Directors
- Physicians & Podiatrists
- Non-physician Practitioners & Therapists
- Clinical Managers
- HOPD Program Directors
- Coders & Billers
- Office Managers
- Health Information Management (HIM) Directors

**WCB 2017 Dates/Locations**

**April 5, 2017**  
San Diego, CA  
San Diego Convention Center  
111 W Harbor Drive  
San Diego, CA 92101  
(619) 525-5000  
(Co-located with SAWC Spring)

**April 21, 2017**  
Atlanta, GA  
W Hotel Buckhead  
3377 Peachtree Road NE  
Atlanta, GA 30326  
(678) 500-3100

**April 28, 2017**  
Dallas, TX  
Le Meridian Dallas by the Galleria  
13402 Noel Rd  
Dallas, TX 75240  
(972) 503-8700

**May 5, 2017**  
Boston, MA  
Hilton Boston Woburn  
2 Forbes Road  
Woburn, MA 01801  
(781) 932-0999

**May 12, 2017**  
Philadelphia, PA  
Sheraton Great Valley  
707 Lancaster Ave  
Frazer, PA 19355  
(610) 524-5500

**June 2, 2017**  
Kansas City, MO  
Hilton Kansas City Airport Hotel  
8801 NW 112th Street  
Kansas City, MO 64153  
(816) 891-8900

**June 9, 2017**  
Cincinnati, OH  
Hyatt Regency Cincinnati  
151 W Fifth Street  
Cincinnati, OH 45202  
(513) 579-1234

**June 16, 2017**  
Chicago, IL  
Hilton Oak Lawn  
9333 S Cicero Ave  
Oak Lawn, IL 60453  
(708) 425-7800

**September 15, 2017**  
Houston, TX  
Houston Marriott Medical Center  
6580 Fannin Street  
Houston, TX 77030  
(713) 796-0080

**September 22, 2017**  
Tampa, FL  
Westin Tampa Harbour Island Hotel  
725 South Harbour Island Boulevard  
Tampa, FL 33602  
(813) 229-5000

**Note:** Dates and locations subject to change.

To register: woundclinicbusiness.com
For over 25 years, Jolayne has worked in the health care industry years in a variety of sectors, including a world-leading medical device company, a large commercial payer, and a physiatry practice. As a consultant and Certified Professional Coder, she has used this broad experience to build unique expertise in medical device and drug optimization strategies for product reimbursement.

Jolayne also provides CPT, RUC and strategic consulting to the American Society of General Surgery. She helps guide them on the political and economic changes that affect general surgeons and the quality care they provide for their patients. Ms. Devers is frequently a national speaker on healthcare policy and reimbursement issues that affect manufacturers and providers in a variety of sectors.

Jolayne’s specialized experience in reimbursement commercialization programs for cellular or tissue-based products (CTPs) and other wound care devices brings a unique perspective to the Wound Clinic Business program. She is excited to share her industry experience and technical expertise with wound care stakeholders.

Kathleen Schaum is a nationally recognized wound care reimbursement strategy consultant and educator with nearly 50 years of industry experience. Ms. Schaum shares her up-to-the-minute reimbursement knowledge with all wound care stakeholders who want to establish/maintain/improve their wound care businesses. In addition to presenting at the 10 Wound Clinic Business seminars, Kathleen provides reimbursement education at many regional and national wound care symposiums. Here are just a few of WCB attendees’ evaluations of Kathleen: “Kathleen’s energy and passion for helping the wound industry succeed is evident throughout the seminar.” “Kathleen always takes the time to thoroughly answer our wound care reimbursement questions.”

Kathleen also shares her wound care knowledge through 2 monthly journals. She is on the founding editorial board of Today’s Wound Clinic and is celebrating her 10th anniversary as the creator and author of the Business Briefs column in that journal. Kathleen is also celebrating her 17th anniversary as the creator and author of the Payment Strategies column in Advances in Skin & Wound Care. The wound care industry relies on Ms. Schaum to keep them informed about the coding, payment, coverage, and audit changes that impact their revenue in both the “volume-based” and “value-based” payment systems.

JOLAYNE DEVERS, MBA, CPC, COC, CPC-H, CPC-P

KATHLEEN D. SCHAUM, MS

PROGRAM AGENDA

7:00 a.m. – 7:45 a.m. Registration and Continental Breakfast with Exhibitors

The sponsors of Wound Clinic Business 2017 appreciate your effort in traveling the evening before or the morning of the seminar. They will have their exhibits set up early and hope you will join them for a continental breakfast.

7:45 a.m. – 8:00 a.m. Opening Session

8:00 a.m. – 9:15 a.m. Physicians, Other Qualified Healthcare Professionals, and Hospital-based Wound Care Departments Will Discover Current Wound Care Reimbursement Truths and Myths in Order to Avoid the Financial Consequences. PART 1

Attendees will have the opportunity to discuss wound care related reimbursement truths and myths and to discuss ways to avoid unintended reimbursement consequences.

9:15 a.m. – 9:30 a.m. BREAK

9:30 a.m. – 11:15 a.m. Physicians, Other Qualified Healthcare Professionals, and Hospital-based Wound Care Departments Will Discover Current Wound Care Reimbursement Truths and Myths in Order to Avoid the Financial Consequences. PART 2

NOTES: Arrive early because lunch seating reservations will be taken on a first come, first-served basis during registration. Due to the nature of this program, please plan to stay until the end.

I wish this seminar was more than 1 day. I could listen to this for days!

Fantastic program. The content was relevant and easy to follow. Instructors are passionate about our success and able to convey material effectively. Loved it!

To register: woundclinicbusiness.com
11:15 a.m. – 12:00 p.m.
Interactive Discussions with the Exhibitors and the Speakers
These interactive discussions with wound care manufacturers, distributors, and suppliers will help you understand that they are vital members of the wound care team. Without their state-of-the-art products and services, physicians and other qualified healthcare professionals would not be able to achieve the highest quality outcomes at the lowest total cost of care and with a high degree of patient satisfaction across the continuum of care. WCB attendees will have the rare opportunity to learn how to incorporate the exhibitor’s state-of-the-art products and services into their wound care businesses. The exhibitors will be prepared to provide coding, payment, and coverage materials for their products and services.

12:00 p.m. – 1:00 p.m.
Sit-Down with the Exhibitors and Faculty
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 for the exhibiting companies and ask them specific questions about incorporating their products and services into your clinical and economic protocols and strategies. Take this opportunity to thank the exhibitors for caring about your business by supporting this unique day full of education, great food, and networking opportunities.

1:00 p.m. – 2:30 p.m.
Physicians, Other Qualified Healthcare Professionals, and Hospital-based Wound Care Departments Will Discover Current Wound Care Reimbursement Truths and Myths in Order to Avoid the Financial Consequences. PART 3

2:30 p.m. – 2:45 p.m.
BREAK

2:45 p.m. – 4:15 p.m.
Physicians, Other Qualified Healthcare Professionals, and Hospital-based Wound Care Departments Will Discover Current Wound Care Reimbursement Truths and Myths in Order to Avoid the Financial Consequences. PART 4

4:15 p.m. – 4:30 p.m.
Wrap-Up, Evaluations, and Attendance Certificates
This final session will summarize the key points from the day’s sessions. The faculty will 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 with a certificate of attendance when you submit your completed evaluations.

INDIVIDUAL PRICING

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GROUP PRICING

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EXCLUSIVE OFFER FOR AAWC MEMBERS!

AAWC Members Receive a 20% Discount on Registration Fees

TO REGISTER:
(800) 237-7285 x 4233
woundclinicbusiness.com

*Due to the nature of this program, please plan to stay until the end.

“Love this program. I will be back every year!”
Discover reimbursement truths and myths. Avoid the unintended consequences.