Mastering Reimbursement Fine Points Equals Business Success
The phrase, “A little knowledge is a dangerous thing,” is true about reimbursement for wound management services, procedures, and products. In fact, a little knowledge can mislead professionals, providers, and the revenue cycle team into thinking they have more expertise than they really do. Because wound management reimbursement coding, coverage, and payment is unique, the idiom, “The devil is in the details,” should remind the entire wound management team that reimbursement details are important and that missteps can have consequences that can be avoided.

The 2019 Wound Clinic Business will provide reimbursement fine points that should be mastered to run a successful wound management business. These fine points will pertain to the work of physicians, podiatrists, non-physician practitioners, therapists, and hospital-owned outpatient wound management provider-based departments.

If you and your entire revenue cycle team would like to “raise the bar” of your wound management reimbursement knowledge, you will not want to miss this year’s detail-oriented seminar.

### Learning Objectives

To provide wound management reimbursement fine points for the full spectrum of professionals, providers, office managers, coders, billers, compliance, etc. This year’s objectives are to:

- Master coding fine points that keep your business on track
- Master the often-overlooked coverage fine points
- Master the numerous payment system fine points that must be incorporated into charging systems
- Master the self-audit process to catch problems that often lead to repayments
I always learn something new and helpful at WCB. I attend every year!"

Pelahatchie, MS

Note: Dates and locations subject to change. To register: WoundClinicBusiness.com.
KATHLEEN D. SCHAUM, MS

Kathleen Schaum is a nationally recognized wound management reimbursement strategy consultant and educator with more than 50 years of industry experience. Because Ms. Schaum is passionate about the success of all wound management businesses, she shares her up-to-the-minute reimbursement knowledge with all wound management stakeholders who want to establish/maintain/improve their businesses. In addition to presenting at the 10 Wound Clinic Business seminars each year, Kathleen provides reimbursement education at many regional and national wound care symposiums. Here are just a few of WCB attendees’ evaluations of Kathleen: “I have been to previous seminars presented by Kathleen. She is always informative and presents the material in an understandable manner. Well worth attending!” “Kathleen is amazing and a great educator. I would love to be mentored by her.” “Kathleen is always wonderful, fun, and full of knowledge.” “Kathleen was excellent!” “Kathleen does a great job answering questions.”

Kathleen also shares her wound management reimbursement knowledge through two monthly journals. She is on the founding editorial board of Today’s Wound Clinic and recently celebrated her 11th anniversary as creator and author of the Business Briefs column in that journal. Kathleen also celebrated her 19th anniversary as creator and author of the Payment Strategies column in Advances in Skin & Wound Care. The wound management 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-P

For more than 25 years, Jolayne (Jo) has worked in the healthcare industry in a variety of sectors, including a world-leading medical device company, a large commercial payer, and a physiatry practice. As a Certified Professional Coder and co-founder/partner of a consultant firm, she has used this broad experience to build unique expertise in medical device and drug optimization strategies for product reimbursement.

Jo 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 to their patients. Ms. Devers is a frequent national speaker on healthcare policy and reimbursement issues that affect manufacturers and providers in a variety of sectors including vascular surgery and wound care.

Jo’s specialized experience in reimbursement commercialization programs for cellular and/or tissue-based products (CTPs) for skin wounds and other wound care devices brings a unique perspective to the Wound Clinic Business program. She is excited to share her coding, industry, and health policy expertise with wound care stakeholders. Here are just a few of WCB attendees’ evaluations of Jo: “Jo is a great addition to the WCB faculty.” “Jo is always great.”
Program Agenda

7:00 AM–7:45 AM
Registration and Continental Breakfast with Exhibitors
The sponsors of Wound Clinic Business 2019 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 AM–8:00 AM
Opening Session

8:00 AM–9:15 AM
Physicians, Podiatrists, Nurse Practitioners, Therapists, Hospital-based Outpatient Wound Management Provider-based Departments, and All Members of the Revenue Cycle Team Will Enjoy Mastering the Wound Care Reimbursement Fine Points: PART 1
Attendees will have the opportunity to test their personal and revenue team’s knowledge of the wound management reimbursement fine points.

9:15 AM–9:30 AM
Break

9:30 AM–11:15 AM
Physicians, Podiatrists, Nurse Practitioners, Therapists, Hospital-based Outpatient Wound Management Provider-based Departments, and All Members of the Revenue Cycle Team Will Enjoy Mastering the Wound Care Reimbursement Fine Points: PART 2

“Excellent handbook. I love information that I can use in my daily practice.”
Chester, NH
11:15 AM–12:00 PM
Interactive Discussions with the Exhibitors and the Faculty

These interactive discussions with manufacturers, distributors, and suppliers will help you understand that they are vital members of the wound management 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 exhibitors’ state-of-the-art products and services into their wound management businesses. The exhibitors will be prepared to provide coding, payment, and coverage materials for their products and services. In addition, the faculty will be available to answer one-on-one questions.

12:00 PM–1:00 PM
Sit-Down Lunch with 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 management 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. In addition, the faculty will be available to answer one-on-one questions.

1:00 PM–2:30 PM
Physicians, Podiatrists, Nurse Practitioners, Therapists, Hospital-based Outpatient Wound Management Provider-based Departments, and All Members of the Revenue Cycle Team Will Enjoy Mastering the Wound Care Reimbursement Fine Points: PART 3

2:30 PM–2:45 PM
Break

2:45 PM–4:15 PM
Physicians, Podiatrists, Nurse Practitioners, Therapists, Hospital-based Outpatient Wound Management Provider-based Departments, and All Members of the Revenue Cycle Team Will Enjoy Mastering the Wound Care Reimbursement Fine Points: PART 4

4:15 PM–4:30 PM
Closing Session

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 facilitator will provide you with a certificate of attendance when you submit your completed evaluations.
Wound Clinic Business is always amazing each year. The faculty always presents such up-to-date information that I can implement when I return to my practice.”

Abingdon, VA

Pricing

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

To register:
(800) 237-7285 x4233
WoundClinicBusiness.com.
Mastering Reimbursement Fine Points
Equals Business Success