

American Society of Ophthalmic Administrators Clinical and Surgical Staff

Congress on Ophthalmic Practice Management

April 12-15, 2003 • San Francisco, California

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GENERAL SESSIONS

- 300 ASOA Opening General Session, *Lucy Santiago*
President's Address

ASC - AMBULATORY SURGICAL CENTERS

- 301 Feasibility, Design and Construction of an Ambulatory and/or Refractive Surgical Center,
John A. Marasco (2 Tapes)
- 302 Designing and Equipping Your ASC, *Shelly Gorman; Donna L. White, RN, BSN; George J. Pardos, MD*
- 303 Practical Tips for Time Management, Cost Savings, and Staff Utilization Between the ASC and Clinic,
Cathy Dempsey, RN; Jane Howerton
- 304 Fraud and Abuse Issues in the ASC,
William A. Sarraile, JD
- 305 Important Design Criteria for the Eyecare Facility and Ambulatory Surgical Center,
Thomas P. McKercher, AIA

FINANCIAL

- 336 Managing Your Accounts Receivable,
Donna M. McCune, COE, CCS-P
- 337 Analysis of Accounts Receivable Reports: Do You Know What You're Looking At? *Raequell L. Duran; Morgan L. Taylor III, COE, CPA*
- 338 Financial Issues in Today's Economy,
Yvonne L. Martin
- 339 Contracts for Dummies: What You Need to Know Before You Sign, *Joseph C. Noreika, MD; Mike Stark, JD; Mark E. Kropiewnicki, Esq, LLM*
- 340 Accounting 101 for Administrators,
Kent Bone, COE, MBA, CFO (2 Tapes)
- 341 Accounting 201 for Administrators,
Morgan L. Taylor III, COE, CPA; Kent Bone, COE, MBA, CFO

FINANCIAL / MARKETING / PRACTICE MANAGEMENT

- 356 Public Relations: The Most Important Aspect of Building Your Brand, *Mike L. Jensen, MHSA*
- 357 Evaluation and Administration of Managed Care Contracts, *Mark Dalton, MBA*
- 358 New Approaches to Ophthalmic Marketing and Business Development: New Realities For a New Economy, *Michael J. Dobkowski, BA; Mary Beth Devine*
- 359 Ophthalmic Industry Trends and Marketing Benchmarks, *David Harmon*
- 361 Practice Triage for Efficient Scheduling,
Polly Duca

BUSINESS OPERATIONS

- 329 Buy-In; Pay-Out, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*
- 330 HIPAA, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*
- 331 Income Division, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*
- 332 Adding New Services, *Sandra E.D. McGraw, Esq, MBA; Mark E. Kropiewnicki, Esq, LLM*
- 333 Goodwill, *Mark E. Kropiewnicki, Esq, LLM; Sandra E.D. McGraw, Esq, MBA*
- 334 Valuing and Selling an ASC, *Michael J. Parshall; Mark E. Kropiewnicki, Esq, LLM*
- 335 Advanced Number Crunching, *Sandra E.D. McGraw, Esq, MBA; Mark E. Kropiewnicki, Esq, LLM*

HUMAN RESOURCES / MARKETING / REIMBURSEMENT

- 362 New Doctor Contract (from Senior/Group Perspective), *Sandra E.D. McGraw, Esq, MBA; Mark E. Kropiewnicki, Esq, LLM*
- 363 Teaching Objectively To Accelerate Learning (TOTAL), *Charles H. Williamson, Jr, MBA, MHA*
- 364 Enlightened Self-Interest - 101, *Roger W. Martin, BA*
- 365 The Top 10 Marketing Mistakes You Cannot Afford to Make in 2003, *Michael W. Malley*
- 366 Botox Cosmetic in the Refractive Practice: The Gift that Keeps on Giving, *Rachel Dunn; Develyn Dupeire*

HUMAN RESOURCES / PRACTICE MANAGEMENT

- 306 Hiring, Firing, and Disciplining Employees,
Joan M. Roediger
- 307 Keep Your Eye on the Ball: Leadership Development in Growing Practices, *Mary Sue Jacka, COE, MBA*
- 308 How to Negotiate and Complete a Practice Buy-in or Buy-out...Made Simple, *Richard C. Holdren*
- 309 Successful Physician Recruiting, *Joan M. Roediger*
- 310 Government Crackdown on Research and Clinical Trials Fraud, *Allison Weber Shuren, JD; William A. Sarraile, JD*
- 311 Auditing Medical Records and How to Get Started,
Patricia Kennedy, COE, CPC, COMT

MARKETING

- 312 Enhancing Your Bottom Line, With Internal Marketing, *Michael W. Malley*
- 313 Extreme Marketing, *Wellentina Greer*
- 314 Staying the Course! *Shawn Powell*
- 315 Refractive Advertising and Development,
Chris Mahen
- 316 Beyond LASIK: What's Next?
Katherine S. Budinger, COA

- 317 Help! Our LASIK Practice Is In Trouble, *Mark S. Danzo, OD*

OPTICAL SHOP

- 318 Are You Managing Managed Vision, Care - Or Are You Being Managed by Managed Vision Care? *Stephen R. Brewer*
- 320 Increasing Your Capture Percentage, *Carolyn Salvato*
- 343 Eyeglasses After Cataract Surgery: How to Get Paid, *Kevin J. Corcoran, COE, CPC, FNAO*
- 346 Bonus-A Performance and Growth Program, *Carolyn Salvato*

POTPOURRI

- 367 Stark II and Other Fraud and Abuse Laws: What You Need to Know to Avoid Legal Risk, *Robert Portman, JD, MPP (2 Tapes)*
- 368 Innovative Marketing Ideas, *Mark I. Golden, MD; Robert P. Thomas, JD; Brent Seaman*
- 369 Protocol of A/R Management, *Michael D. Brown, BSBA*
- 370 What? Me In Front of the Audience? *Steve Robinson, COE (2 Tapes)*
- 371 Learning to Listen: A Key to Selling Laser Vision Correction, *Coni S. Fisher, COE, COT; Mary Sue Jacka, COE, MBA*

PRACTICE MANAGEMENT

- 350 The Practical Approach Roundtable, *Mike Abel; Bridget Charlesworth; Skip Fahel, COE; Mary Sue Jacka, COE, MBA; Steve Robinson, COE; Donna A. Suter, BA (2 Tapes)*
- 372 Laser Center Joint Ventures: Legal Issues Affecting Ownership and Operation, *Allison Weber Shuren, JD; Alan E. Reider, Esq*
- 373 Design and Construction Considerations for a Full-Service Ophthalmic Center, *John A. Marasco*
- 374 Growth Opportunities: What Have You Been Missing? *Daniel Wagster*
- 375 Deliver Exceptional Customer Service in Refractive and Cosmetic Practices, *Myriam Assouline, BSCN*
- 376 Bulletproofing Your Charts, *Patricia Kennedy, COE, COMT, CPC (2 Tapes)*
- 377 Mind Shift, *Candace Simerson, COE*

REIMBURSEMENT / RISK MANAGEMENT

- 323 Attracting Unwanted Attention From Medicare, *Donna M. McCune, COE, CCS-P*
- 324 Avoiding Fraud and Abuse in Ophthalmology: Lessons Learned from Real-Life Situations, *Alan E. Reider, Esq; Allison Weber Shuren, JD*
- 325 Documenting Surgery: Do Your Medical Records Support What You Billed? *Heather B. Freeland (2 Tapes)*

- 326 Changing Paradigms in Glaucoma Diagnosis and Therapy: Retinal Thickness Analysis, Selective Laser Trabeculoplasty, and the Express Shunt, *John Sheppard, MD*
- 327 Developing and Implementing an Effective Compliance Program that You Can Live With, *Alan E. Reider, Esq; Allison Weber Shuren, JD*
- 328 2003 Medicare Update and Other Hot Topics, *Ann Rose*

REIMBURSEMENT

- 351 A Comprehensive Co-management Protocol, *Mary Pat Johnson, COE, COMT, CPC*
- 352 Insights from Chart Audits, *Kevin J. Corcoran, COE, CPC, FNAO*
- 353 Medicare 101: Getting Back to the Basics, *Ann Rose (2 Tapes)*
- 354 Coding and Documentation for Your Cataract Surgeon, *Mary Pat Johnson, COE, COMT, CPC*
- 355 Documentation, Documentation, Documentation! *Raequell L. Duran*
- 378 Real-Life Implementation of the HIPAA Privacy Standards: Issues and Answers, *William A. Sarraille, JD; Allison Weber Shuren, JD*
- 379 The Debate over the Legal Restrictions on Co-management, *Alan E. Reider, Esq*
- 380 Optimizing Surgery Center Reimbursement, *Heather B. Freeland*
- 381 Understanding Modifiers and the Global Surgical Package, *Raequell L. Duran*

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Clinical & Surgical Staff Program

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- 500 Infection Control Guidelines for the Ophthalmic Practice, *Karen Rice, RN*
- 501 Microkeratome Sterilization, *Michele Murray, BSN, RN*
- 502 A Comparison of Different Types of Sterilization, *Diana Hatsis-Neuhoff, RN, BScN, COT*
- 503 Don't Just Throw It Away: The Thrifty OR, *David J. McIntyre, MD; Nadine Woolman, RST, COA*
- 504 LASIK Postoperative Complications, *Michael Oats, MD*
- 505 Lens Insertion Techniques, *Shiyoung Roh, MD*
- 506 Complications of Small-Incision Surgery, *Richard J. Ruckman, MD*
- 507 Complying with Compliance: Where Are We Now? *Joan Standeven, RN; Richard J. Ruckman, MD*
- 508 Viscoelastics in Ocular Surgery, *Susan MacDonald, MD*

ADVANCED SURGICAL PROGRAM

- 527 IOL Calculations in the Post-Refractive Surgery Patient, *Rhonda Waldron, MMSc, COMT, CRA, RDMS, ROUB*
- 528 Understanding Ophthalmic Anesthesia, *Richard J. Ruckman, MD*
- 529 Strategies for OR Productivity, *Richard J. Ruckman, MD; Andrew Watkins, MD*
- 530 Wavefront Technology Meets Cataract Surgery, *Laurie Brown, COE, COMT*
- 531 Preventing Refractive Surgery Complications, *Neal Sher, MD*
- 532 Refractive Surgery in Navy Pilots, *Steve Schallhorn, MD*
- 533 New Technology in Phacoemulsification, *Mark Packer, MD*
- 534 Pediatric Cataract Surgery, *Mark Packer, MD*
- 535 Implantable Contact Lens, *John A. Vukich, MD*

BASIC CLINICAL PROGRAM

- 518 Cataracts Uncovered, *Mohinder Gupta, MD*
- 519 Tips for the Successful LASIK Coordinator, *Linda B. Smith, LPN, COA*
- 520 Anatomy and Terminology from A-Z (Aqueous to Zonule), *Sue Stuhr, COT*
- 522 Ten Keys to LASIK Patient Selection, *Andrew Sorenson, MD*
- 523 CK: The Exciting Non-Laser Vision Procedure for the Baby-Boomer Population, *Cynthia Dean, COMT*
- 524 Patient Care for Refractive Surgery, *Mohinder Gupta, MD; Teri Kehl, COA*
- 525 Refractive Surgery Update: Presbyopia Update, *John T. LiVecchi, MD*
- 526 Six-Minute Manifest: "Shortcuts" to Lessen Patient Fatigue, *Todd Hostetter, COMT, CRA, FCLSA*

ADVANCED CLINICAL PROGRAM

- 509 Retinal Concerns in the Preoperative Refractive and Cataract Patient, *Arthur Fu, MD*
- 510 LASIK Liability Review, *Paul Weber, JD; Gregory Tiemier, Esq; Sharron Brown, COE, COT*
- 511 Cataract Surgery Liability Review, *Paul Weber, JD; Gregory Tiemier, Esq; Sharron Brown, COE, COT*
- 512 IOLs for Challenging Eyes, *Louis D. Nichamin, MD*

- 513 Presbyopia: Mechanism and Management, *Stephen D. McLeod, MD*
- 514 Wavefront: The New Language of Refractive Surgery, *Y. Ralph Chu, MD*
- 515 The Great Wavefront Debate
- 516 LASEK (Laser-Assisted Subepithelial Keratectomy), *Lee Shahinian Jr, MD*

BASIC GENERAL PROGRAM

- 536 Keratometry, *Mary O'Hara, MD*
- 537 The Fine Art of Scribing, *Jane T. Shuman, COE, COT*
- 538 Biometry Bootcamp, *Gus Kohn, CRA, COT*
- 539 Strabismus Measurements, *Paul Larson, COMT*
- 540 How to Improve Chart Documentation, *Donna McCune, COE, CCS-P*
- 541 Optical Biometry: Exceptionally Accurate and Surgeon Personalized, *Todd Hostetter, COMT, CRA, FCLAS*
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- 543 Elevation-Based Topography, *Joe Sutherland, COMT*
- 544 LASIK After RK, *Gina Marie Helt*

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- 547 Presentation Skills for OMP, *Sue Stuhr, COT; Laurie Brown, COE, COMT*
- 548 New Concepts in Glaucoma Diagnosis and Treatment: Early Detection, Retinal Thickness Analysis, Selective Lasers, Express Shunt, and the OHTS, *John Sheppard, MD*
- 549 Advanced Applanation Tonometry, *Paul Larson, COMT*
- 550 Pediatric Refractive Surgery, *Jonathan Song, MD*
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