



PHYSICIAN PRACTICE COMPLIANCE CONFERENCE

October 1-3, 2006
Renaissance Parc 55 Hotel
San Francisco, CA

SAVE \$250
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CONFERENCE SUPPORTERS



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AGENDA

SUNDAY, OCTOBER 1

7:00 – 8:00 AM

Continental Breakfast/Registration

PRE-CONFERENCE SESSIONS

8:00 – 10:00 AM

S1 Compliance 101

Debbie Troklus, Assistant Vice President for Health Affairs/Compliance, University of Louisville

Sheryl Vacca, Director, Health Care and Life Science–Regulatory Practice, Deloitte LLP

- Provides a basic framework for establishing compliance programs
- Turning the seven elements into an effective compliance program
- Practical advice for applying the seven elements in your organization

10:15 AM – NOON

S2 Physician Coding/Billing:

The Devil Is in the Details

Georgette Gustin, Director, PricewaterhouseCoopers

- Highlight various data sources that can aide in auditing/monitoring processes
- Develop metrics to evaluate coding/billing accuracy or vulnerabilities

NOON – 1:00 PM

Lunch on Own

1:00 – 3:00 PM

S3 Auditing & Monitoring: Practical Applications for the Physician Office

Ronda Tews, Compliance Project Manager, St. John's Health System

Sheryl Vacca, Director, Health Care and Life Science–Regulatory Practice, Deloitte LLP

- Create an obtainable compliance work plan
- Audits that can be done by the smallest staff
- Tools that support your compliance work plan's effectiveness

3:15 – 4:15 PM

S4 When, Whether, and How to Make Disclosure

Kenneth Yood, Partner, Paul Hastings Janofsky & Walker

- Compliance programs: the ins and outs
- Evaluating potential overpayments: why self-disclose and to whom
- Minimizing the risks and maximizing the benefits of self-disclosure

MONDAY, OCTOBER 2

7:00 – 8:00 AM

Continental Breakfast/Registration

8:00 – 8:15 AM

Opening Remarks

8:15 – 9:30 AM

GENERAL SESSION

Advice to Physicians From a Physician–Compliance Officer: Lessons Learned About Medicare and the Practice of Medicine

Cynthia Boyd, Assoc. VP, Chief Compliance, Privacy & Security Officer, Rush University Medical Center

9:30 – 10:45 AM

GENERAL SESSION

Ethics: Moral Dilemmas and Doing the Right Thing

Urton Anderson, Associate Dean for Undergraduate Programs and Clark W. Thompson Jr Professor in Accounting Education, McCombs School of Business

- Be more confident in addressing common and uncommon ethical dilemmas faced by compliance professionals
- Be better able to manage the tension of working in an organizational team while holding the others in the organization accountable
- Learn strategies to implement when facing unethical or inappropriate decisions
- Learn to partner with others in your organization to implement and enforce ethical decisions.

10:45 – 11:00 AM

Break

11:00 AM – 12:00 PM

BREAKOUT SESSIONS

IO1 Claims Denial Management: What Are Third Party Payers Really Telling You about Your Documented Quality-of-Care and Compliance?

Betty Bibbins, President and Chief Medical Officer, DocuComp LLC Healthcare

- Updating attendings and hospitalists to the Prospective Payment System (PPS) used by Medicare and other third-party payers to reimburse for acute, facility-based patient care
- Understand how third-party payers differ in the implementation of reimbursement for similar types of patient care, such as Outpatient Observation (OOS) vs. Acute Inpatient Care
- Updates on appropriate documentation of severity-of-illness to justify utilization-of-services

102 Current Issues in Stark II Compliance

Steve Ortquist, Senior Vice President Ethics & Compliance,
Tenet Healthcare Corporation

- Basics of the Stark II law and regulations
- Open Questions in the Stark II Regulations
- Strategies for Stark II Compliance

103 Orders from Chaos: Controlling Costs and Confusion in Internal Investigations

Patrick Marion, Partner, Compliance Concepts, Inc.

Kathleen Merlo, Director, Saint Louis University

- Controlling the investigation: How to inform and get information without breaching confidentiality or creating a firestorm
- Decisions within the institution: Involving administrators in decision-making
- The roles of external experts: Determining when to involve consultants and external counsel and defining their roles

12:00 – 1:15 PM

Networking Lunch

1:30 – 2:30 PM

BREAKOUT SESSIONS

201 Understanding “Incident To” Rules

Helen Hadley, President, VantagePoint HealthCare Advisors

- CMS Definition of “incident to”
- Non-physician practitioners to whom this is relevant
- Supervision requirements

202 Internal Investigations in the Physician Practice

Al Josephs, Senior Director of Policies and Training,
Tenet HealthCare Corporation

- The current enforcement environment
- Recent political developments
- Practical approaches to internal investigations

203 Pay for Performance—Will It Impact Physician Services?

Wilma Acosta, Associate Director, Protiviti, Inc.

Richard Prebil, Foley & Lardner

- Financial pros and cons of incentives programs—incentives vs. gainsharing vs. STARK. Don't confuse the legal jargon. Is the program worth it? What's in it for you?
- Reporting expectations—can you meet the reporting requirements?
- Steps for successful implementation—you can do this. But at what cost?
- Compliance risks—red flags!

2:30 – 2:45 PM

Break

2:45 – 3:45 PM

BREAKOUT SESSIONS

301 The New Medicare Appeals Process and Strategies for Successful Appeals

Andrew Wachler Esq., Principal, Wachler & Associates, P.C.

- Overview of the new Medicare appeals process, including the early presentation of evidence requirement
- Discussion of past successful appeal strategies for third party payer audits and how they can be utilized in the new process
- Discussion of successful proactive compliance strategies to assist physician practices in avoiding third-party payer audits

302 Whistleblowers, Corporate Compliance and Liability and What It Means for Physicians and Hospitals

Gabriel Imperato, Managing Partner, Broad and Cassel

- A review of historical corporate criminal convictions and civil liability and the imposition of corporate integrity agreements and the proliferation of compliance programs in the health care industry and its ramifications for physicians and hospitals
- A review of developments pursuant to recent corporate scandals such as Enron, Arthur Andersen and Health South, the passage of the Sarbanes-Oxley Act, the Sentencing Guideline Amendments of 2004 and Department of Justice prosecution policies against business organizations
- An examination of several case studies involving corporate liability and how it resulted in criminal and civil liability for physicians and physician group practices and medical staff members and for hospitals

303 Fraud and Abuse Concern for Electronic Prescribing and Electronic Health Records

Peter Hoffman, Partner, Garfunkel, Wild & Travis, P.C.

Jonathan Leviss, Medical Director, Sentillion

3:45 – 4:00 PM

Break

4:00 – 5:00 PM

BREAKOUT SESSIONS

401 HIPAA Privacy and Patient Identity Theft

Donna Gilley, Director of Compliance, LBMC Healthcare Group, LLC

- Real-life case stories
- Increased internal awareness
- Update of Minimum necessary guidelines

AGENDA

402 Institutional Ethics: Building a Policy and Procedure for Disclosures of Medical Errors to Patients

Gary Chiodo, Director, OHSU Integrity Office, Oregon Health & Science University

- Establishment, authority, and operation of an institutional ethics committee
- Conflicting personal and professional values related to termination of pregnancy, contraception, withholding/withdrawing of life-sustaining treatments, and physician-assisted suicide
- Direct versus indirect involvement in the provision of services

403 Educating your Physicians

Al Josephs, Senior Director of Policies and Training, Tenet HealthCare Corporation

Carrie Prante, Regional Compliance Director, Tenet Healthcare Corporation

5:00 – 6:30 PM

Reception

TUESDAY, OCTOBER 3

7:00 – 8:00 AM

Registration/Continental Breakfast

8:00 – 8:15 AM

Opening Remarks

8:15 – 9:15 AM

GENERAL SESSION

Health Care Fraud Investigations

Sean McKenna, Assistant United States Attorney, U.S. Attorney's Office Northern District of Texas)

- The focus of the presentation will be on the investigation and prosecution of physicians
- The topics to be discussed will include: False Claims Act cases and settlements; investigative tools and procedures; and problematic financial relationships.

9:15 – 10:30 AM

GENERAL SESSION

Compliance Effectiveness in the Physician's Office

Kimberly Brandt, Director of Program Integrity, Centers for Medicare & Medicaid Services

10:30 – 10:45 AM

Break

10:45 – 11:45 AM

BREAKOUT SESSIONS

501 Reasonable & Necessary: How Proactive Physicians Protect Themselves & Their Patients Against Adverse Payor Actions

Alan Goldberg, Attorney & Counsellor at Law

502 Capturing New Revenues: The Opportunities and Challenges

Robert Homchick, Davis Wright Tremaine LLP

- Where are physicians finding opportunities for new revenues?
- The range of models physicians can employ to exploit these opportunities
- How to structure transactions in light of the regulatory landscape

503 Physician Practice and HIPAA

Marti Arvin, Privacy Officer, University of Louisville

- The HIPAA enforcement rule and what it could mean to physician practices
- How to conduct an ongoing risk assessment as required by the security rule
- How to handle a HIPAA complaint in your practice

11:45 – 1:00 PM

LUNCH (SPEAKER)

Fraud and Abuse Update for Physicians: How Docs Get in Trouble Without Really Trying

Arthur Di Dio, Trial Attorney, Civil Fraud Section, U.S. Department of Justice

- Increased use of civil monetary penalty and other types of actions against physicians
- Financial relationships with hospitals, pharma, and device vendors
- Quality of care/unnecessary care

Check www.hcca-info.org for updated session descriptions.

1:15- 2:15 PM

BREAKOUT SESSIONS

601 Practical Tips for Dealing with Drug Reps in the Physician Practice

Teresa Bivens, Compliance Education Coordinator,
University of Louisville, Office of Compliance

- The PHARMA Code not only affects pharmaceutical representatives, but physician practices as well—are you being compliant?
- Learn more about the PHARMA Code and how it affects providers in the physician practice
- Practical “dos” and “don’ts” and FAQs for dealing with pharmaceutical representatives in your practice

602 Clinical Trial Billing Process Implementation—From Coverage Review to Billing

Lisa Murtha, Managing Director, Huron Consulting
Ryan Meade, Meade & Roach, Chicago, IL

- How to manage physician practice compliance risks in medical research billing
- Understanding compliance steps physicians should take when a practice decides to conduct medical research
- The role of contracting in clinical trials billing compliance

603 Compliance Risk Assessment

Georgette Gustin, Director, PricewaterhouseCoopers

2:15 – 2:30 PM

Break

2:30 – 3:30 PM

BREAKOUT SESSIONS

701 Understanding the Focus of Enforcers in Health Care Fraud

Steve Morreale, Principal, Compliance & Risk Dynamics

- Overview of investigations—for OIG, FBI and Medicare Fraud Control units
- Anatomy of an investigation
- Discussion of the use of the OIG Workplan for physician practices

702 Stop Spinning your Wheels and Get Traction with a Physician-Supported, Risk-Targeted, Compliance/Audit Program

Beverly Gamblin, Compliance Auditor, Indiana University School of Medicine
Michael Jackson, Assistant Compliance Officer and Privacy Officer,
Indiana University School of Medicine

- Data collection and data analysis
- Physician risk profiling and physician audit priority
- Corrective action follow-up

703 Practical Solutions to the Challenges Facing Physicians’ Office Billing Departments

David Haier, University Physician Associates of New Jersey

Susan Blackwell May, Director of Corporate Compliance, American Health Network, Inc.

SPEAKERS

Wilma Acosta

Associate Director
Protiviti, Inc
Seattle, WA

Urton Anderson

Associate Dean for Undergraduate Programs
and Clark W. Thompson Jr. Professor in
Accounting Education McCombs School of
Business
The University of Texas at Austin
Austin, TX

Marti Arvin, CHC, JD, CPC

Privacy Officer
University of Louisville
Louisville, KY

Betty Bibbins, MD, CHC, CPEHR, CPHIT

President and Chief Medical Officer
DocuComp LLC Healthcare
St. Clairsville, OH

Teresa Bivens, CPC, CHC

Compliance Education Coordinator
University of Louisville, Office of Compliance
Louisville, KY

Susan Blackwell May

Director of Corporate Compliance
American Health Network, Inc.
Indianapolis, IN

Cynthia Boyd, MD

Assoc. VP, Chief Compliance,
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Rush University Medical Center
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Kimberly Brandt

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Baltimore, MD

Gary Chiodo, DMD, FACD

Director, OHSU Integrity Office
Oregon Health & Science University
Portland, OR

Arthur Di Dio, MD, JD

Trial Attorney, Civil Fraud Section
U.S. Department of Justice
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Compliance Auditor
Indiana University School of Medicine
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Attorney & Counsellor at Law
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Richard Prebil

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Andrew Wachler, Esq.

Principal
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Royal Oak, MI

Kenneth Yood

Partner
Paul Hastings Janofsky & Walker
Los Angeles, CA

Sheryl Vacca, CHC

Director, Health Care and Life Science
Regulatory Practice
Deloitte LLP
Newport Beach, CA

OBJECTIVES

This conference was developed for physicians, coders, managers, compliance officers, and others involved with physician practices. It was designed to provide opportunities for formal and informal interaction with faculty and other attendees to strengthen the learning process. The goal at the completion of the conference is that participants will understand:

- The future of health care compliance as related to physicians
- Current government initiatives in the field of health care compliance specific to physicians and group practices
- Quality of care issues, training, and residency compliance issues
- How the information acquired applies to their professional responsibilities

GROUP DISCOUNTS

Five or more individuals from the same company receive a \$100 discount per person, based on membership status. Please complete a registration form for each attendee and fax or mail in simultaneously.

TAX DEDUCTIBILITY

All expenses incurred during training, including tuition, travel, lodging and meals, to maintain or improve skills in your profession, may be tax deductible. Please consult your tax advisor.

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for “no-shows” or cancellations. You may send a substitute, or receive a credit toward another conference. Please email April Kiel at april.kiel@hcca-info.org.

HOTEL ACCOMODATIONS

RENAISSANCE PARC 55 HOTEL
55 CYRIL MAGNIN STREET
SAN FRANCISCO, CA 94102

To make reservations call 1-800-697-3103 and mention the Health Care Compliance Association Physician Practice Compliance Conference. The rate is \$189 single/double. Reservation cut-off date is Sunday, September 10, 2006, or until the group block is sold out, whichever comes first. Reservations received after this date, or after the group block is filled, will be accepted based on space and rate availability.

CONTINUING EDUCATION CREDITS

ACHE

Health Care Compliance Association has forwarded documentation requesting 20 hours pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement or recertification in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied to Category II credit should list their attendance when applying for advancement of recertification in ACHE.

AHIMA

This program has been approved for 24 CEU credits for use in fulfilling the continuing education requirements of the American Health Information Management Association (AHIMA).

HCCB

This program has been approved for 24 HCCB continuing education credits for compliance certification for the Physicians Conference.

NASBA/CPE

The Health Care Compliance Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-888-580-8373. A maximum of 28.8 credits based on a 50-minute hour will be granted. Recommended experience level for this course is intermediate to advanced. No prerequisites or advance requirement exist for this activity. This is a group-live activity. For more information regarding administrative policies such as compliant or refund, call the HCCA at (888) 580-8373.

CONTINUING EDUCATION FOR NURSING

The Health Care Compliance Association has been approved as a Continuing Education Provider from the California Board of Registered Nursing; Provider # CEP 14593, for 17 contact hours.



Physician Practice Compliance Conference

OCTOBER 1-3, 2006 | SAN FRANCISCO, CA

- | | | |
|--|--------------------------------|--------------------------------|
| <input type="checkbox"/> HCCA Members | Until 9/6 | After 9/6 |
| <input type="checkbox"/> Non-Members | <input type="checkbox"/> \$495 | <input type="checkbox"/> \$545 |
| <input type="checkbox"/> HCCA Membership & Registration | <input type="checkbox"/> \$595 | <input type="checkbox"/> \$645 |
| <input type="checkbox"/> Pre-conference AM sessions Sunday | <input type="checkbox"/> \$695 | <input type="checkbox"/> \$745 |
| <input type="checkbox"/> Pre-conference PM sessions Sunday | <input type="checkbox"/> FREE | <input type="checkbox"/> \$100 |
| | <input type="checkbox"/> FREE | <input type="checkbox"/> \$100 |

Session selection: Please indicate below which sessions you would like to attend. This information will be used in planning. You are not obligated to attend selected sessions.

Monday

- | | | | |
|------------------------------|------------------------------|------------------------------|------------------------------|
| 11:00 – 12:00 PM | 1:30 – 2:30 PM | 2:45 – 3:45 PM | 4:00 – 5:00 PM |
| <input type="checkbox"/> 101 | <input type="checkbox"/> 201 | <input type="checkbox"/> 301 | <input type="checkbox"/> 401 |
| <input type="checkbox"/> 102 | <input type="checkbox"/> 202 | <input type="checkbox"/> 302 | <input type="checkbox"/> 402 |
| <input type="checkbox"/> 103 | <input type="checkbox"/> 203 | <input type="checkbox"/> 303 | <input type="checkbox"/> 403 |

Tuesday

- | | | |
|------------------------------|------------------------------|------------------------------|
| 10:45 – 11:46 AM | 1:15 – 2:15 PM | 2:15 – 3:15 PM |
| <input type="checkbox"/> 501 | <input type="checkbox"/> 601 | <input type="checkbox"/> 701 |
| <input type="checkbox"/> 502 | <input type="checkbox"/> 602 | <input type="checkbox"/> 702 |
| <input type="checkbox"/> 503 | | <input type="checkbox"/> 703 |

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