

Name to appear on badge:

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email address for confirmation: _____

Employer: _____

Registration Includes course syllabus and one admission badge
Practice Administrators Meeting, breakfast, breaks, lunch, and
Friday reception in the Exhibit Hall.

Friday AND Saturday \$199

Friday OR Saturday : \$150

Total \$ _____

3 Convenient ways to register:

Fax: 888-492-4116

Email: FSDS@fsds.org

Mail: Florida Society of Dermatologic Surgeons
11891 Magnolia Falls Drive
Jacksonville, FL 32258

Registrations not accepted by phone.



Florida Society of Dermatologic Surgeons
11891 Magnolia Falls Drive
Jacksonville, FL 32258

Registration Deadline: Registration and payment must be received no later than November 3 in order to have a name badge and syllabus materials available. You will receive an email confirmation of your registration.

Cancellation Policy: Cancellations must be submitted in writing no later than November 3 in order to receive a refund. Please email FSDS@FSDS.ORG to confirm receipt of your cancellation notice. A \$25 administration fee will be deducted. No refunds will be made after November 3. Substitutions can be made.

Hotel Location:

The Ritz-Carlton Orlando Grande Lakes
4012 Central Florida Parkway
Orlando, FL 32837-7662
407-206-2400

Hotel Reservations:

The room rate is \$229.00 per night.
Reservations online — go to www.fsds.org/event.php
or call Toll free: 1-800-266-9432
Mention FSDS to get the group rate.

Resort Parking: Self parking is available for reduced rate of \$12.00 per day.

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Florida Society of
Dermatologic Surgeons
Presents

**PRACTICE
ADMINISTRATORS
PROGRAM**

Friday, November 17 and
Saturday, November 18, 2017

The Ritz-Carlton Orlando, Grande Lakes
Orlando, Florida

Friday, November 17

7:15–7:50 AM Coffee and Danish outside the Physicians General Sessions

7:50–8:00 AM Welcome and Housekeeping

8:00–10:00 AM **Maximizing Revenue Under the Medicare Merit Based Incentive Payment System (MIPS)** — MIPS will require new strategies and tactics in patient service, performance management, and business analytics. As important, achieving the highest reimbursement will require strategic changes to your operations and forward thinking about achieving scores to maximize payments. The presentation covers MIPS requirements for quality, advancing care information, cost and clinical improvement activities as well as strategies to integrate MIPS into your patient service tactics and clinical operations

Ron Sterling Sterling Solutions Ltd

Ronald B. Sterling, CPA, MBA, an award-winning author, has written 8 books on healthcare information technology. His newest book, Non-Fee for Service Revenue Cycle Management: Managing Patient Service and Clinical Performance to Maximize Profits, deals with the challenges of managing patient services to succeed with shared savings, episode of care, capitation and other payment strategies. Ron is a nationally recognized thought leader on the selection and implementation of electronic health record (EHR) and practice management systems. He is an independent consultant and has worked with a wide array of clinics, healthcare organizations and vendors across the country. Ron has written hundreds of articles and serves on the Medscape Business of Medicine Advisory Board.

10:00–10:30 AM Breakfast and Networking with Exhibitors

10:30 AM–12:30 PM **Building and Maintaining an Effective OIG Compliance Plan in Dermatology** — Dermatology practices continue to face heavy scrutiny from all payers with governmental payors leading the way. Increased Comparative Billing Reports (CBRs) and ZPIC's overzealousness to audit Dermatology practices demonstrate the government's determination to focus attention on coding patterns and specific procedures driven by dermatology documentation. This session is led by one of the nation's most recognized and respected authorities on compliance. Sean M. Weiss, will walk attendees through the specific steps necessary to create and maintain an effective OIG Compliance Plan including policies specific to a dermatology practice. Don't miss this opportunity to gain a comprehensive understanding of how to cover your assets!

Sean Weiss – Doctors Management

Sean has dedicated his career to helping healthcare facilities reduce the risk of noncompliance and achieve measurable financial results. An accomplished compliance and management professional, Sean has extensive knowledge of the inner workings of government agencies at both the federal and state level, including the Office of Inspector General, Department of Justice and The United States Attorney's Office.

12:30–1:30 PM Buffet Lunch and Networking with Exhibitors

1:30–2:30 PM **Marketing Your Practice** — Building a referral base is already a difficult endeavor. Knowing the legalities that a practice has to abide by such as

Stark Law, Ethics in Patient Referral Act, and Legal Limits in Advertising are part of building a strong marketing and communications foundation. Discover strategies to build relationships and grow your referral base legally. Learn well-established, proven methods to increase your patient base using targeted advertising. Find new ways to connect with the general public. Learn how to handle negative online reviews and how to generate positive review. Discover tactics for partnering with physician offices and associations.

Michelle Krohn – Full Circle

Working as one of the original marketers for the BayCare Health System in Florida, Michele noticed that physicians were desperately seeking ways to grow their practices. Combining her education in Marketing from the University of South Florida with her extensive experience, Michele established Full Circle PR in 2007 to meet that need. Since then, the Full Circle team has grown to assist over 350 medical practices across 17 states. Known for creative thinking and cost consciousness, Full Circle PR has a knack for changing physician referral patterns and greatly expanding their clients' market share.

2:30–2:45 PM Break

2:45–3:45 PM **Dermatology and the Law** — Today's technology rich environment offers providers many avenues to market to prospective patients. For example, hospitals are using Facebook to build friends, doctors are using Twitter to tweet during surgeries, and provider groups are sending texts marketing product discounts. But, for health care providers, these more direct avenues of marketing can be a double edged sword due to the ethical and legal restrictions imposed on practitioners and their staff. During this session, attendees will (1) understand the various ways health care providers are using current media tools to market their services; (2) learn about the different legal issues surrounding such media tools using real life examples; and (3) discuss strategies to mitigate legal risks (4) discuss texting, emailing, encryption.

Tatiana Melnik, Esq is an attorney in private practice, who represents healthcare providers, ancillaries, and vendors. She concentrates her practice on data privacy and security, information technology, and regulatory compliance including Stark, Anti-Kickback, and fee splitting issues. Tatiana also handles social media and marketing issues, including trademark and brand name protection matters. Tatiana is a standing contributor to the Journal Health Care Compliance. Tatiana holds a JD from the University of Michigan Law School, a BS in Information Systems and a BBA in International Business, both from the University of North Florida. Tatiana is based out of Tampa, Florida.

3:45–4:00 PM Break

4:00–5:30 PM **Cyber Attacks and Ransomware – Understanding and Preventing** — Cyber Attacks, Data Breaches and Ransomware have reached an epidemic level for all organizations, in all industries, all over the globe. Business leaders need to fully understand the impact and severity of these threats and have a plan in place to stop them. In this seminar, we will discuss the meteoric rise of Cyber Attacks and Ransomware, the methodology and tactics hackers use to infiltrate a network and what you can do to protect your organization and your data.

Robert Atherton - Robert is the President and Co-CEO of ThreatSHIELD Security, a Managed Security Services organization specializing in Cyber Security and Ransomware prevention. Robert is also the President of Zymphony Technology Solutions, a Managed IT Services company.

Felix Negrón - Felix is the Co-CEO and CSO of ThreatSHIELD Security as well as CIO of Zymphony Technology Solutions. He has over 15 years' experience in the data security industry. He currently holds a Master's degree in Information Technology and has a CISSP Certification, which is the premier security certification. Felix spent over 5 years working alongside the FBI tracking and pursuing foreign organizations hacking into US companies, mostly those that had military contracts with the US Department of Defense. Felix was also responsible for building and maintaining the "dark" network for Coca Cola to protect the recipe for Coke.

6:00–7:00 PM Welcome Reception FSDS sponsored – Exhibit Hall

Saturday, November 18

7:00–7:50 AM Coffee and Danish outside the Physicians General Sessions

7:50–8:00 AM Welcome / Housekeeping

8:00–9:30 AM **Dermatology Coding – 2018 what is in store – general coding Peggy Eiden AAD Coding and Reimbursement**

9:30–10:30 AM Breakfast and Networking with Exhibitors

10:30–11:30 AM **Customer Service – “Your Front Desk, Your Patient’s First Impression”** — We will discuss the importance of professionalism, articulating the practice's message properly and providing a high level of customer service in a fast paced, professional environment.
Michelle Krohn – Full Circle

11:30 AM–12:30 PM Dermatology Coding- MOHS, incident to...
Peggy Eiden AAD Coding and Reimbursement

12:30–1:45 PM Buffet Lunch with Exhibitors

1:45–2:45 PM Interactive workshop – Bring in your difficult cases to code
Peggy Eiden AAD Coding and Reimbursement

2:45–3:00 PM Break

3:00–4:30 PM **HIPAA, CLIA, OSHA 101** – This course will cover HIPAA, CLIA and OSHA, requirements for your yearly training. A certificate will be presented at the completion of the course.
Archie Jennings , Total Health Care Compliance