



American Society for  
Gastrointestinal Endoscopy

# 20/20 Vision Restored

GI Operations Designed Today  
for Tomorrow



**GI Outlook (GO) 2020**  
Saturday, October 3



**2021 GI Reimbursement  
and Coding Update**  
Thursday, November 19

**PRACTICE  
MANAGEMENT  
VIRTUAL  
EVENTS**



**GI Unit Leadership**  
Friday, November 20



**Looking at GI Practice  
Management Differently**  
Saturday, November 21

Obtain Team Access with One Registration  
Purchase the bundle and get one course free!

**Redesigned. Repackaged. Repriced.**

# 20/20 Vision Restored

## GI Operations Designed Today for Tomorrow

The COVID-19 pandemic forced us all to stop, reflect, and assess how to design GI operations today for tomorrow. This crisis reinforced the depth of the interdependence we have across the GI team, from the managing partner to the nurse manager to the biller.

Recognizing the limitations practices and units have to support up-to-date education for the entire GI team, ASGE has **redesigned, repackaged, and repriced** its practice operations offerings, GI Outlook and Trifecta, with an eye to restoring 20/20 vision for GI Practice Operations. Each virtual course is designed to provide up-to-date information for individuals who make up the GI team.

***Share in the experience. Obtain team access at one low price. Register for one or all four courses.***

### NEW THIS YEAR: Virtual Exhibit Hall

ASGE's Virtual Exhibit Hall in GI Leap will allow you to:

- Explore the latest practice management resources, GI tools, equipment and technologies
- Chat with Exhibitors
- View video demonstrations
- Access product literature
- Network with attendees and exhibitors
- Enter our raffle drawing

### STRATEGY

GI Outlook (GO) 2020

**Earn a maximum of 6.75 AMA PRA Category 1 Credits™**

October 3, 2020 | 9:00 AM - 4:30 PM CT

### REIMBURSEMENT

2021 GI Reimbursement and Coding Update

**Earn a maximum of 8.50 AMA PRA Category 1 Credits™**

November 19, 2020 | 7:30 AM – 5:00 PM CT

### LEADERSHIP

GI Unit Leadership

**Earn a maximum of 8.50 AMA PRA Category 1 Credits™**

November 20, 2020 | 8:30 AM – 4:30 PM CT

### OPERATIONS

Looking at GI Practice Management Differently

**Earn a maximum of 6.50 AMA PRA Category 1 Credits™**

November 21, 2020 | 8:00 AM – 4:30 PM CT

TRIFECTA

# GI Outlook (GO) 2020

## GI Practice Intelligence, Innovation and the Patient Care Experience

Saturday, October 3, 2020 | 9:00 AM – 4:30 PM CT

Earn a maximum of 6.75 AMA PRA Category 1 Credits™

**GI Outlook (GO) 2020** will address opportunities to increase the economic viability and sustainability of your practice in light of the impact of COVID-19, provide new technologies and innovations to increase consumer engagement and expand your practice, and the changing health care environment as it relates to quality and advocacy. The diversity of important topics to be presented will facilitate self-examination from a practice perspective, identifying what is truly important about the current practice of gastroenterology.

### WHO SHOULD ATTEND?

Those involved in small to large GI practice settings, related hospital-based or ASC GI practice relationships, other GI business leadership positions, gastroenterologists, nurse managers and practice administrators.

### WHAT YOU WILL LEARN

Upon completion of this educational activity, participants will be able to:

- Identify opportunities to increase the economic viability and sustainability of your practice in light of the impact of COVID-19.
- List new technologies and innovations to increase consumer engagement and expand your practice.
- Compare and contrast knowledge gained on the changing practice of healthcare as it relates to quality, advocacy and the changing health care environment.

OFFICIAL MEDIA PARTNER

Healio  
Gastroenterology  
and Liver Disease

## COURSE DIRECTORS



### **Lukejohn Welch Day, MD, FASGE**

Zuckerberg San Francisco General  
Hospital (ZSFG)  
San Francisco, CA



### **Walter G. Park, MD, FASGE**

Stanford University and  
Medical Center  
Stanford, CA

---

## FACULTY

Camille Bonta  
Austin Chiang, MD, MPH  
Patricia Garcia, MD  
Ziad F. Gellad, MD  
Bruce L. Hennessy, MD, FASGE  
Reed Hogan, MD  
Jennifer L. Maranki, MD  
Klaus Mergener, MD, PhD, MBA, FASGE

Chalmers Nunn, CPE, MMM, FACP  
Walter G. Park, MD, FASGE  
Bret T. Petersen, MD, MASGE  
Douglas K. Rex Jr., MD, MASGE  
Prateek Sharma, MD, FASGE  
Siddartha Sinha, MD  
Joseph J. Vicari, MD, MBA, FASGE  
Lukejohn Welch Day, MD, FASGE

## TOPICS TO BE COVERED

- The Impact of COVID-19 on GI Practices
- Strategic and Leadership Challenges for Gastroenterologists in an Evolving and Consolidating Healthcare Landscape
- Nuts & Bolts to Rebuilding your GI practice after COVID-19
- Post-COVID Financial Considerations for a Successful GI Practice
- Health Care Technologies and Innovations: Your Practice Cannot Ignore
- Using Telemedicine & Patient Portals to Grow Your Practice
- Expanding Your Brand and Harnessing the Power of Social Media
- Leveraging EMRs: Scribes, Smart Phrases, Oh My!
- Is There Really an App for That?
- Navigating Reimbursement and Productivity Models

**The following faculty presentations will be prerecorded and placed in GI Leap for attendees to access.**

- Building and Sustaining a Successful Leadership Team for Your GI Practice
- Post-COVID Legislative & Regulatory Landscape
- The Next Generation: Artificial Intelligence in Endoscopy
- Going Green in Endoscopy: Transition to Disposable Equipment or Continued Recycling?
- Advocacy: How Not to be on the Menu
- Leveraging Big and Small Data to Drive Quality and Change

\*Topics subject to change

**For the full agenda, please visit [ASGE.org/GO](https://ASGE.org/GO)**



# TRIFECTA 2020

## **2021 GI Reimbursement and Coding Update**

*Positively Impacting Your Practice's Bottom Line Through Coding and Billing*

Thursday, November 19, 2020 | 7:30 AM – 5:00 PM CT

Earn a maximum of 8.50 AMA PRA Category 1 Credits™

Now more than ever, efficient revenue cycle management is critical. The **2021 GI Reimbursement and Coding Update** course is designed to increase your practice proficiencies in coding and reimbursement.

This course will prepare participants for 2021 GI endoscopy coding and reimbursement changes, including major changes to E/M coding and documentation. Expert faculty will provide resources, tools and case studies that will positively impact your practice's bottom line through appropriate coding and billing, documentation and contract negotiations.

See for yourself why so many attendees participate in this course year-after-year!

### **WHO SHOULD ATTEND?**

Practicing gastrointestinal endoscopists and surgeons, coding and billing professionals, practice managers and practice professionals involved with the business management of a GI medical practice.

### **WHAT YOU WILL LEARN**

Upon completion of this educational activity, you will be able to:

- Implement all CPT changes affecting GI practice in 2021 by becoming familiar with all new, revised and deleted codes for 2021
- Comply with new 2021 requirements for Medicare physician and facility payment
- Implement GI billing and coding procedure changes for evaluation and management services
- Apply coding strategies for new and emergent GI technology
- Evaluate and resolve GI-specific coding issues
- Properly code for services provided through telemedicine and audio-only technologies

## COURSE DIRECTORS



**Glenn D. Littenberg, MD, FASGE**  
inSite Digestive Healthcare  
Pasadena, CA



**Kathleen A. Mueller, RN, CPC, CCS-P,  
QMGC, QMC, ICD-10 Proficient**  
AskMueller Consulting, LLC  
Lenzburg, IL



**Kristin Vaughn, CPC, CPMA,  
QMGC, QMC, ICDCT-CM**  
AskMueller Consulting, LLC  
Lenzburg, IL

## TOPICS TO BE COVERED:

- Breaking News: 2021 Preview and Current Issues Impacting GI Practice
- What has COVID-19 Done to/for Telehealth & Related Services
- Hierarchical Condition Category (HCC) Coding Guidelines for Gastroenterology
- Anesthesia and Sedation Coding for GI Services
- Best Practices in Coding for Ancillary Services: Pathology and Other Services
- Screening Versus Diagnostic Colonoscopy: Dealing with a Never-Ending Issue
- Proper Documentation for Advanced Endoscopies and Reimbursement Tips when Billing Unlisted Procedure Codes
- Top Denial Reasons in GI: Don't Just Write It Off
- Changes in E/M Documentation, Coding and Reimbursement
- Perfecting Proper Documentation for Medical Necessity
- 2021 is Here: Where's Your EHR, How Are You Preparing?
- Top Documentation Errors in GI: How to Avoid Cloning Issues, Inappropriate Template Use and Contradictions
- Top Coding and Reimbursement Issues Impacting Physicians and Facilities

\*Topics subject to change

**For the full agenda, please visit [ASGE.org/Reimbursement](https://ASGE.org/Reimbursement)**

# TRIFECTA 2020



## **GI Endoscopy Unit Leadership**

*Rising to the Occasion and Making a Strong Recovery*

Friday, November 20, 2020 | 8:30 AM – 4:30 PM CT

Earn a maximum of 8.50 AMA PRA Category 1 Credits™

Shifting our practice in light of the COVID-19 pandemic requires dedication, commitment and purposeful management of staff and resources, facing big economic challenges head on, and a constant look ahead toward what will be needed during recovery. The stakes in today's ever-changing healthcare environment are high. Success or failure can hinge on your ability to see clearly, communicate effectively and lead skillfully. With the right infrastructure, your team will not lose sight of the fundamentals upon which excellence is built. The GI Endoscopy Unit Leadership program highlights practical approaches to the management and operations of an endoscopy unit and takes a deeper dive into the core knowledge and competencies that leadership teams need to be effective managers, influencers and advocates for their units.

### **WHO SHOULD ATTEND?**

The course is designed for current and emerging team leaders (physicians, nurse managers, APPs, and administrators) from all sizes of GI units with a focus on ambulatory surgical centers and hospital GI units.

### **WHAT YOU WILL LEARN**

Upon completion of this educational activity, you will be able to:

- Describe from a clinical perspective how to make the unit the best environment for patients and the procedures performed from times of crisis through recovery
- Define the fundamentals of purposeful management of staff and resources that support the success and vitality of the unit/organization
- Discuss new technologies that will innovate our practice and improve patient outcomes
- Discuss establishing and maintaining a culture of quality and safety

## COURSE DIRECTORS



**John A. Martin, MD, FASGE**

Mayo Clinic  
Rochester, MN



**Jose Nieto, DO, FASGE**

Borland Groover Clinic  
Jacksonville, FL

## TOPICS TO BE COVERED

### **Session 1 – Endoscopy Practice in the Era of COVID-19**

- The Beginning of the Pandemic: What the Heck Happened?!
- Physician Staffing Challenges and Lessons from COVID-19
- Nursing and Tech Staffing Challenges and Lessons from COVID-19
- Supply Challenges and Lessons from COVID-19
- Economic Challenges and Lessons from COVID-19
- Roundtable: Lessons Learned from COVID-19

### **Session 2 – How to Rebuild and Recover Your Practice after COVID-19**

- Patient Access Post COVID-19
- Practice Ramp-up and Recovery: Meeting Staffing Challenges and Rebuilding Your Unit Successfully
- Why Do You Drive Quality? For Your Patient, of Course
- Roundtable: Rebuilding and Recovery after COVID-19
- Special Session on Looking Forward – Artificial Intelligence in Your Endoscopy Practice

### **Session 3 – Critical Issues in GI Unit Leadership**

- Building and Cultivating your Team: Recruitment, Retention, Termination and Outsourcing
- Infection Control: Don't Forget—It's Not Just COVID-19! Where Might Disposable Endoscopes Fit into Endoscopy Practice?
- Elevating Quality in Your Endoscopy Unit: Benchmarking, Report Cards and Future Innovations
- Building the Culture of your Endoscopy Unit: Upping Everyone's Game
- Addressing Burnout and Wellness in the Era of COVID-19: Protecting Your Most Important Resources
- Roundtable: Critical Issues in GI Unit Leadership

### **Session 4 – Exchanging Perspectives on Today and Tomorrow's Major Challenges**

- Roundtable: Discussing Today and Tomorrow's Challenges Using a Case Study Approach

\*Topics subject to change

**For the full agenda, please visit [ASGE.org/UnitLeadership](https://www.asge.org/UnitLeadership)**

# TRIFECTA 2020



## Looking at GI Practice Management Differently

### *GI Practice Management in the Post COVID-19 Era*

Saturday, November 21, 2020 | 8:00 AM – 4:30 PM CT

Earn a maximum of 6.50 AMA PRA Category 1 Credits™

As the healthcare delivery system experiences unprecedented disruption, organizations are facing entirely new challenges in providing services in models that are entirely new and constantly evolving. GI practice management in the post COVID-19 era will explore new strategies and approaches to provide the practice management tools to allow your practice to thrive, even in challenging times.

#### WHO SHOULD ATTEND?

This course is designed for physicians, practice administrators, nurse managers involved in GI practice operations and practice professionals involved with the business management of a GI medical practice.

#### WHAT YOU WILL LEARN

Upon completion of this educational activity, you will be able to:

- Engage in new strategies in practice management
- Employ useful strategies to effectively measure efficiency in entirely new deployment strategies
- Utilize new staffing approaches to “right-size” your practice when not everyone is in the same place
- Learn strategies to communicate with referring physicians and patients in the hands-off environment

## COURSE DIRECTORS



**Frank J. Chapman, MBA**

Ohio Gastroenterology  
Columbus, OH



**Randy Farber, MSHA**

inSite Digestive Health Care  
Oak Park, CA



**Costas H. Kefalas, MD,  
MMM, FASGE**

Akron Digestive Disease  
Consultants, Inc.

## TOPICS TO BE COVERED

### **Session 1 – What We Have Learned About Staffing**

- Rebuilding and Maintaining a Staff Team
- Working from Home – Running the Empty Office
- Right-Sizing in the New Era of COVID-19

### **Session 2 – Reporting the New Normal: Turning Data into Information**

- Practice Operational Metrics – What Has Changed?
- Clinical Operational Metrics – What Has Changed?
- How to Perform Analysis: Putting the Pieces Together
- Preparing for Unit Survey During the Era of COVID-19

### **Session 3 – Communicating with Impact**

- The Hands-Off Environment – The Place for Social Media
- Art of Managing Patient Perspective: Setting Expectations
- Marketing Strategies in the New Normal
- Building a High-Performing Physician Referring Network
- Innovations in ASC or Practice Structure

\*Topics subject to change

**For the full agenda, please visit [ASGE.org/Practice-Management](https://ASGE.org/Practice-Management)**

# REGISTRATION

## 20/20 Vision Restored: GI Operations Designed Today for Tomorrow

	GI Outlook (GO) 2020 OCT. 3, 2020	2021 GI Reimbursement and Coding Update NOV. 19, 2020	GI Unit Leadership NOV. 20, 2020	Looking at GI Practice Management Differently NOV. 21, 2020	Best Value Purchase All Four for Entire Team!
Member Rate	\$195	\$195	\$195	\$195	\$595
Non-Member Rate	\$395	\$395	\$395	\$395	\$795

Live streaming participants will receive ongoing access to recordings of courses for which they registered via GI Leap, ASGE's online learning platform, approximately four weeks after the live event.

### Two Easy Ways To Register - or to obtain a registration form

**ONLINE** [ASGE.org/GoTrifecta](https://www.asge.org/GoTrifecta)

**PHONE** (630) 573-0600 Monday-Friday, 8:30 AM to 5:00 PM CT

**Not A Member?** Enjoy member rate when you submit a membership application with your registration. Visit [ASGE.org/Join](https://www.asge.org/Join) for more information.

**Can't attend?** Purchase access to the recordings from GI Leap at [Learn.ASGE.org](https://www.asge.org/Learn) approximately four weeks after the course.

## CANCELLATION POLICY

Requests for refunds must be sent in writing at least two weeks before the activity to [education@asge.org](mailto:education@asge.org). Refunds will be subject to an administrative fee of \$100. Attendee substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

For more information about this or upcoming ASGE educational courses, please visit [ASGE.org](https://www.asge.org), email [education@asge.org](mailto:education@asge.org) or call **630-573-0600**.

## CONTINUING MEDICAL EDUCATION

**GI Outlook (GO) 2020:** This activity was approved for a maximum of 6.75 AMA PRA Category 1 Credits™

**2021 GI Reimbursement and Coding Update:** This activity was approved for a maximum of 8.50 AMA PRA Category 1 Credits™

**GI Unit Leadership:** This activity was approved for a maximum of 8.50 AMA PRA Category 1 Credits™

**Looking at GI Practice Management Differently:** This activity was approved for a maximum of 6.50 AMA PRA Category 1 Credits™

**PHYSICIANS** - The American Society for Gastrointestinal Endoscopy (ASGE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASGE designates AMA PRA Category 1 Credits™ for this activity. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**PRACTICE ADMINISTRATORS, CODERS, ADVANCED PRACTICE PROVIDERS and NURSES** - All Non-Physician participants in the GI Outlook (GO) and GI Practice Management Trifecta courses will receive a certificate of attendance specifying hours of education accredited for AMA PRA Category 1 Credit™.

Please visit [ASGE.org/GoTrifecta](https://www.asge.org/GoTrifecta) for more information on:

- ASGE Assurance to High-Level Scientific Evidence and Adherence to Neutrality
- HIPAA Accountability
- Educational Attributes
- ASGE's Commitment to Our Learners
- ASGE Outcome Level

# 20/20 Vision Restored

GI Operations Designed Today for Tomorrow

## STRATEGY

GI Outlook (GO) 2020  
October 3, 2020  
9:00 AM – 4:30 PM CT

## REIMBURSEMENT

2021 Reimbursement and Coding Update  
November 19, 2020  
7:30 AM – 5:00 PM CT

## LEADERSHIP

GI Unit Leadership  
November 20, 2020  
8:30 AM – 4:30 PM CT

## OPERATIONS

Looking at GI Practice Management Differently  
November 21, 2020  
8:00 AM – 4:30 PM CT

[ASGE.org/GoTrifecta](https://www.asge.org/GoTrifecta)



American Society for  
Gastrointestinal Endoscopy

American Society for Gastrointestinal Endoscopy  
3300 Woodcreek Drive  
Downers Grove, IL 60515