Reinforcing the Structural Integrity in Your GI Practice

Virtual

STRATEGY
GI Outlook (GO)
November 18, 2021

LEADERSHIP
GI Endoscopy Unit
Leadership
November 19, 2021

OPERATIONS
Looking at GI Practice
Management Differently
November 20, 2021

REIMBURSEMENT
2022 Reimbursement and
Coding Update
November 21, 2021

Obtain team access with ONE registration and
one course FREE with bundle
ASGE.org/GoTrifecta
Provide your entire GI team with the tools and resources needed to reinforce the structural integrity of your GI practice virtually with GI Outlook (GO) and Trifecta 2021. Each member of the GI team including gastrointestinal endoscopists and surgeons, healthcare executives, nursing team members, practice administrators, quality administrators, coders and billers will find value in this series of courses.

**GI Outlook (GO) 2021**
Reexamine current GI practice models in a post-COVID world as you hear thought leaders’ perspectives on what’s ahead and with insights on how to navigate these trends.

**GI Endoscopy Unit Leadership**
Mapping the Specifications for a High-Performing Unit
Align your teamwork around clinical and operational issues as you learn to translate theoretical concepts into the practical situations encountered in GI endoscopy practices.

**Looking at GI Practice Management Differently**
Fortify the Business of Healthcare in the GI Practice
Discuss topics that reinforce the foundation of your practice operations while reviewing strategies and approaches for business continuity to ensure the stability of your practice.

**2022 Reimbursement and Coding Update**
Concrete Solutions to Strengthen Your Foundation in GI Coding and Billing
Increase your practice proficiencies in coding and reimbursement! Faculty will provide resources, tools, and case studies that will positively impact your practice’s bottom line.

**Designed for Every Member of the GI Team**
Each member of the GI team including gastrointestinal endoscopists and surgeons, healthcare executives, nursing team members, practice administrators, quality administrators, coders and billers will find value in this series of courses.

**PURCHASE ONE COURSE OR BUNDLE ALL FOUR TO SAVE!**

**One registration** allows your entire GI team to attend and earn CME live or on-demand!
The impact of COVID on the GI medical practice will be both a catalyst and propellant for the sweeping practice delivery model changes. Are you ready? GI Outlook (GO) 2021 will cover a variety of topics to help gastroenterologists and their practice teams reexamine current GI practice models in a post-COVID world. GO 2021 keynote presentations, panel discussions and a fireside chat incorporate thought leaders’ perspectives on what’s ahead and with insights on how to navigate these trends.

COURSE DIRECTORS

Latha Alaparthi, MD  
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OHIO GASTROENTEROLOGY GROUP  
COLUMBUS, OH

Colleen M. Schmitt, MD, MHS, MASGE  
GALEN MEDICAL GROUP  
CHATTANOOGA, TN

AGENDA OVERVIEW

Economic Viability and Sustainability
• Staffing Efficiencies and Challenges
• Leadership in GI Practices
• Evolving Reimbursement & the GI Practice

Technology Today and Tomorrow
• Technology’s Impact on GI Practices
• Social Media & Marketing Your GI Practice
• Humanizing Your Patient Interactions in an Era of Growing Technology
• Hello Siri - Artificial Intelligence in GI Practices

Dynamics of Changing Practice
• Legislative and Regulatory Oversight & Its Impact on Your GI Practice
• Leadership Building with Diversity
• Critical Conversations in GI Practices

Healthcare Ecosystem
• GI Practice in a Post – COVID World
• Consolidation in the Healthcare Ecosystem and How it Impacts Gastroenterology
• Evaluating Private Equity – What Must You Know Before, During and After

For the course objectives and full agenda along with the faculty listing visit ASGE.org/GO
GI Endoscopy Unit Leadership is geared toward emerging and established GI endoscopy unit leaders, focusing on their roles and responsibilities to align teamwork around clinical and operational issues. The course consists of three segments with the day culminating in a discussion on translating theoretical concepts into the practical situations we encounter in our day-to-day GI endoscopy practices.

COURSE DIRECTORS

Pegah Hosseini-Carroll, MD, FASGE
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Ravi P. Singh, MD, MBA, FASGE
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EAST PATCHOGUE, NY

AGENDA OVERVIEW

Building Back Better

• Understanding the Legislative and Regulatory Landscape
• Rethinking Emergency Management: We Won’t Get Caught Off-Guard Again
• Navigating a Fragile Healthcare Supply Chain

Engineering High-Performing Teams

• Recognizing the Changing Expectations of Employees
• Rebuilding the Team and Incorporating New Technologies
• Increasing the Diversity and Cultural Competency of Your Team

Executing the Blueprint

• Empowering the Team through Benchmarking and Report Cards
• Creating a Safe Culture for Your Patients
• Mastering the Patient-Centered Experience

For the course objectives and full agenda, please visit ASGE.org/UnitLeadership
As the architect of your practice success, it is essential for you as a leader to periodically inspect the foundational strength of your GI practice operations to restore integrity to your structure where needed. **Looking at GI Practice Management Differently** will cover critical topics that reinforce the underpinning of your practice operations and offer strategies and approaches for business continuity to ensure the stability of your practice through the predictable and unpredictable periods of healthcare delivery.

**COURSE DIRECTORS**

Kimberly Ahwal, RN  
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NEW YORK, NY

Sufiyan H. Chaudhry, MD, MBA  
GASTRO ONE  
GERMANTOWN, TN

Richard M. Roman, MD, MBA  
SOUTH DENVER GASTROENTEROLOGY, P.C.  
ENGLEWOOD, CO

**AGENDA OVERVIEW**

The Staffing Dilemmas

- Rebuilding and Maintaining Staff – Reforming, Storming, Norming and Performing
- Working from Home – The Pros and Cons and Tips on Engagement
- Right-Sizing – Striking the Balance

Inspecting Your Infrastructure

- Clinical and Practice Operational Metrics – What’s Changed a Lot, a Little or Not at All?
- Putting the Pieces Together: Analyzing What We Are Seeing to Build Better
- Preparing for Unit Survey – What to Expect at the Inspection

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
- Negotiating with Payers
- Practice Viability – What’s Really the Nuts and Bolts?

For the course objectives and full agenda, please visit [ASGE.org/Practice-Management](http://ASGE.org/Practice-Management)
Designed to increase your practice proficiencies in coding and reimbursement, the 2022 Gastroenterology Reimbursement and Coding Update course will prepare participants for 2022 GI endoscopy coding and reimbursement changes. 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.

AGENDA OVERVIEW

2022 Updates
- Breaking News: 2022 Preview and Current Issues Impacting GI Practice
- 2022 ICD-10 and Risk Adjustment Updates

Evaluation and Management Services
- Understanding E&M 2021 Revisions: Part 1 - Complexity of Problems Addressed and Data Reviewed and Ordered
- Understanding E&M 2021 Revisions: Part 2 - Risk of Complications/Morbidity or Mortality of Patient Management with Clinical Examples
- The Other E&M We Do But (Commonly) Forget to Bill For
- Preview into 2023 E&M Changes

Best Practices in GI Coding
- Screening Versus Diagnostic Colonoscopy: Dealing with a Never-Ending Issue
- Proper Documentation for Advanced Endoscopy: Reimbursement Tips When Billing Unlisted Procedure Codes
- Best Practices in Coding for Ancillary Services: Anesthesia, Pathology and Other Services
- Update on Advanced Practitioner Billing: Incident-to and Split-Shared Services
- Auditing Best Practices
- The Key to Economic Success: Perfecting Proper Documentation for Medical Necessity
- Top Documentation Errors in GI: How to Avoid Cloning Issues, Inappropriate Template Use and Contradictions
- Summary of Top Coding and Reimbursement Issues Impacting Physicians and Facilities

Coding Strategies for New and Emergent GI Technology
- Services Provided Through Telemedicine and Audio-only Technologies

For the course objectives and full agenda, please visit ASGE.org/Reimbursement
Registration
Registration fees include the live course and on-demand recordings on GI Leap approximately two weeks following the live event and for up to three years after. Registration includes complimentary access for members of your GI team, including associated CME/CE, if you register no later than November 15, 2021.

Purchase all four courses and receive one free!

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Early bird registration ends October 15.

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

ONLINE 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 for more information.

Can't attend? Purchase access to the recording in GI Leap at Learn.ASGE.org now. Recordings are available approximately four weeks after the course.

Continuing Medical Education

GI Outlook 2021: This activity was approved for a maximum of 7.75 AMA PRA Category 1 Credits™
GI Unit Leadership: This activity was approved for a maximum of 7.25 AMA PRA Category 1 Credits™
Looking at GI Practice Management Differently: This activity was approved for a maximum of 6.75 AMA PRA Category 1 Credits™
2022 Gastroenterology Reimbursement and Coding Update: This activity was approved for a maximum of 8.50 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 Practice Management Trifecta courses will receive a certificate of attendance specifying hours of education accredited for AMA PRA Category 1 Credit™.

ASGE Cancellation Policy

Requests for refunds must be sent in writing at least two weeks before the activity to 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, email education@asge.org or call 630-573-0600.

Please visit ASGE.org for more information on:

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

Support the ASGE Foundation

Educational programming is supported, in part, by the ASGE Foundation. To donate, visit ASGE.org.

Sponsors and Exhibitors

Industry, practices or other representatives interested in promoting their product or service at GI Outlook 2021 and Trifecta or who have other requests can contact Vanita Jordan-Moore, Senior Manager, Sales and Business Development at 630.570.5625 or vmoore@asge.org.
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