



American Society for  
Gastrointestinal Endoscopy

# ASGE PRACTICE MANAGEMENT TRIFECTA

## Providing Practical Solutions for the Everyday Management of Your GI Practice

In Person • Live Stream • On Demand

November 14–16, 2019

ASGE Institute for Training and Technology  
Downers Grove, IL

### REIMBURSEMENT

2020 Gastroenterology  
Reimbursement and  
Coding Update

Thursday, Nov. 14, 2019

### QUALITY

Improving Quality  
and Safety in Your  
Endoscopy Unit

Friday, Nov. 15, 2019

### OPERATIONS

Looking at GI Practice  
Management  
Differently

Saturday, Nov. 16, 2019



Early Registration Discounts End October 17, 2019 • [asge.org/trifecta](https://asge.org/trifecta)

# ASGE PRACTICE MANAGEMENT TRIFECTA

Providing Practical Solutions for the Everyday Management of Your GI Practice

**The ASGE Practice Management Trifecta** was developed specifically to provide you and members of your team with practical solutions in the day-to-day management of your GI practice. The Trifecta provides hands-on approaches to the business side of GI practice that can be implemented, measured and monitored daily.

On November 14-16, 2019, join experts in GI practice management, quality and safety, and coding and reimbursement to obtain the essentials you need to foster a high-performing GI practice in 2020. This weekend of learning will address everyday issues impacting practices such as operational efficiency, financial and clinical metrics, staff performance, quality and safety, and practice profitability.

Through presentations, case studies and interactive sessions, course participants will receive critical information that will immediately and positively impact your practice.

The Practice Management Trifecta is an educational opportunity for the entire GI team. Participate in one, two, or all three courses. We look forward to seeing you in November!

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The **2020 Gastroenterology Reimbursement and Coding Update** course is designed to increase your practice proficiencies in coding and reimbursement. This course will prepare participants for 2020 payment and coding changes for GI endoscopy.

The ever-popular **Improving Quality and Safety in Your Endoscopy Unit** course continues to serve as a vital primer on defining and measuring quality and discussing techniques to safely make endoscopy more efficient.

**Looking at GI Practice Management Differently** addresses the critical issues facing the business side of your endoscopy unit. From transforming data to useful information to cultivating your human capital, this course will help participants explore the new possibilities in GI practice operations.

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# COURSE DIRECTORS

## 2020 Gastroenterology Reimbursement and Coding Update

Thursday, November 14, 2019



Glenn D. Littenberg, MD, FASGE  
InSite Digestive Healthcare  
Pasadena, CA



Kathleen A. Mueller, RN, CPC,  
CCS-P, CGCS, CMSCS, PCS, CCC  
AskMueller Consulting, LLC  
Lenzburg, IL

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## Improving Quality and Safety in Your Endoscopy Unit

Friday, November 15, 2019



Rajesh N. Keswani, MD  
Northwestern University  
Chicago, IL



Eun Ji Shin, MD  
Johns Hopkins University  
Baltimore, MD

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## Looking at GI Practice Management Differently

Saturday, November 16, 2019



Frank J. Chapman, MBA  
Ohio Gastroenterology  
Group, Inc.  
Columbus, OH



Jennifer Meier, MBA  
University of Wisconsin-  
Madison, School of  
Medicine and Public Health  
Madison, WI



Hillary S. Tompkins, MD  
Core Physicians  
Exeter, NH

Register at [asge.org/trifecta](https://asge.org/trifecta) >>>

# REIMBURSEMENT

## 2020 Gastroenterology Reimbursement and Coding Update

### WHY ATTEND

Designed to increase proficiencies in coding and reimbursement, this course will prepare participants for 2020 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, documenting, and contract negotiations.

### LEARNING OBJECTIVES

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

- Implement all CPT changes affecting GI practice in 2020 by becoming familiar with all new, revised and deleted codes for 2020
- Comply with new 2020 requirements for Medicare physician and facility payment
- Implement GI billing and coding procedures such as new evaluation and management services
- Apply coding strategies for new and emergent GI technology
- Evaluate and resolve GI-specific coding issues

### WHO SHOULD ATTEND

- Practicing gastrointestinal endoscopists and surgeons
- Coding and billing professionals
- Practice managers
- Practice professionals involved with the business management of a GI medical practice

Thursday, November 14, 2019

7:00 - 7:30 am      [Registration, Continental Breakfast and Exhibits](#)

7:30 - 7:35 am      [Course Directors: Welcome and Introductions](#)

Breaking News in GI Coding and Reimbursement

7:35 - 8:15 am      [Breaking News: 2020 Preview and Current Issues Impacting GI Practice](#)

8:15 - 8:30 am      [Questions and Answers](#)



## Navigating the Landscape of GI Coding and Billing

8:30 - 9:00 am	Hierarchical Condition Category (HCC) Coding Guidelines for Gastroenterology
9:00 - 9:30 am	Anesthesia and Sedation Coding for GI Services
9:30 - 10:00 am	Best Practices in Coding for Ancillary Services: Pathology and Other Services
10:00 - 10:15 am	<b>Questions and Answers</b>
10:15 - 10:45 am	<b>Break and Exhibits</b>
10:45 - 11:15 am	Top Documentation Errors in GI: How to Avoid Cloning Issues, Inappropriate Template Use, and Contradictions
11:15 - 11:45 am	Proper Documentation for Advanced Endoscopy and Reimbursement Tips when Billing Unlisted Procedure Codes
11:45 am - 12:15 pm	Top Denial Reasons in GI: Don't Just Write It Off
12:15 - 12:30 pm	<b>Questions and Answers</b>
12:30 - 1:30 pm	<b>Lunch</b>
1:30 - 2:00 pm	Screening versus Diagnostic Colonoscopy: Dealing with a Never-Ending Issue
2:00 - 2:30 pm	Perfecting Proper Documentation for Medical Necessity
2:30 - 3:00 pm	Top Coding and Reimbursement Issues Impacting Physicians and Facilities
3:00 - 3:15 pm	<b>Questions and Answers</b>
3:15 - 3:30 pm	<b>Break and Exhibits</b>
3:30 - 4:00 pm	The Changing Landscape of E/M Documentation, Coding and Reimbursement
4:00 - 4:30 pm	Critical Conversations: Educating Providers on their Audit Findings
4:30 - 5:00 pm	Your Questions and Priorities: A Roundtable Discussion
5:00 pm	<b>Adjourn</b>

Agenda Subject to Change.

# QUALITY

## Improving Quality and Safety in Your Endoscopy Unit

### WHY ATTEND

ASGE has developed this course to educate physician and non-physician unit staff on how to translate quality concepts into practice at their endoscopy unit. The content of the course is dynamic, addressing the fundamentals of quality and safe practice as well as emerging trends and evidence. In addition to advancing their knowledge in endoscopy unit quality and safety, participants in this course will be prepared to apply for the ASGE Endoscopy Unit Recognition Program or renew their current participation.

### LEARNING OBJECTIVES

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

- Identify ways to define and measure quality in endoscopy
- Describe techniques to make endoscopy more efficient while maintaining safety
- Describe methods to improve patient satisfaction in endoscopy, including improved doctor-patient communication
- Recognize the potential sources of infection from contact with various body fluids, their transmissibility during gastrointestinal endoscopy, and their susceptibility to potential disinfectants
- Specify measures for improving unit quality, including training and credentialing for new procedures, quality assurance programs, sedation and monitoring, and unit accreditation and re-accreditation

### WHO SHOULD ATTEND

- Practicing gastrointestinal endoscopists and surgeons
- Medical directors
- Nurse managers
- Unit managers
- Allied professionals interested in advancing their knowledge in endoscopy unit quality and safety

Units interested in applying for the ASGE EURP or renewing their EURP Certificate are encouraged to send both a physician and a non-physician manager to the course. Program eligibility criteria require completion of this course by at least one-unit representative within one year of the program application for new units and prior to expiration for renewing units.



Friday, November 15, 2019

6:30 – 7:30 am Registration, Continental Breakfast and Exhibits

7:30 – 7:40 am Course Directors: Welcome and Introductions

Defining and Measuring Quality in Endoscopy

7:40 – 8:10 am What Constitutes a High-Quality Endoscopy Unit?

Register at [asge.org/trifecta](http://asge.org/trifecta)

8:10 – 8:40 am	Quality Indicators for Colonoscopy
8:40 – 9:10 am	Advanced Endoscopy and Upper GI Bleeding Quality Indicators
9:10 – 9:30 am	Round Table Discussion I: Defining and Measuring Quality in Endoscopy
9:30 – 9:50 am	<b>Break and Exhibits</b>

#### Establishing and Maintaining a High-Quality Endoscopy Unit

9:50 – 10:15 am	Optimizing Bowel Preparation in Your Endoscopy Unit
10:15 – 10:40 am	Unlocking the Doors to Patient Satisfaction
10:40 – 11:10 am	Improving Efficiency in the Endoscopy Unit
11:10 – 11:30 am	Round Table Discussion II: Establishing and Maintaining a High-Quality Endoscopy Unit
11:30 am – 12:30 pm	<b>Networking Lunch</b>

#### Infection Control in GI Endoscopy

12:30 – 12:50 pm	Infection Control in Endoscopy: Global Overview
12:50 – 1:10 pm	Infection Control in Endoscopy: The Nuts and Bolts – What You Need to Know for Your Unit
1:10 – 1:30 pm	<b>Infection Control Questions and Answers</b>
1:30 – 1:50 pm	<b>Break and Exhibits</b>

#### Creating a Quality Culture

1:50 – 2:10 pm	Preparing for a Successful Endoscopy Unit Survey Accreditation
2:10 – 2:30 pm	Enhancing the Employee Experience, Maintaining Staff Morale and Managing a Disruptive Staff Member
2:30 – 2:50 pm	How to Safely Introduce New Technology in Your Endoscopy Unit
2:50 – 3:10 pm	Round Table Discussion III: Creating a Quality Culture

#### Case Study Forum

3:10 – 4:15 pm	Practical Solutions for Your Most Pressing Quality and Safety Issues
4:15 – 4:30 pm	<b>Closing Remarks and Course Adjournment</b>

Agenda Subject to Change.

# OPERATIONS

## Looking at GI Practice Management Differently

### WHY ATTEND

As the healthcare delivery system continues to change, units are seeking best practices on issues facing the operations side of endoscopy. Looking at GI Practice Management Differently will explore new strategies and approaches to provide the practice management tools you will need to ensure your practice thrives.

### LEARNING OBJECTIVES

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

- Engage in new strategies in employment management
- Employ useful strategies to effectively benchmark clinically and operationally
- Utilize new staffing approaches to “right size” your unit
- Learn strategies to communicate with impact internally and externally

### WHO SHOULD ATTEND

- Physicians involved in GI practice operations
- Practice administrators
- Nurse managers
- Practice professionals involved with the business management of a GI medical practice

### Saturday, November 16, 2019

7:00 – 8:00 am      [Registration, Continental Breakfast and Exhibits](#)

8:00 – 8:05 am      [Course Directors: Welcome and Introductions](#)

8:05 – 8:20 am      Looking at GI Practice Management Differently in the New Era of Health Care

Session I:              Onboarding and Letting Go

8:20 – 8:40 am      Hiring and Firing

8:40 – 9:00 am      How to Evaluate Properly

9:00 – 9:20 am      Disruptive Providers, Staff and Personalities

9:20 – 9:40 am      [Questions and Answers](#)

9:40 – 10:00 am    [Break and Exhibits](#)



Session II:	Reporting: Turning Data Into Information
10:00 – 10:30 am	Operational Metrics
10:30 – 11:00 am	Clinical Metrics
11:00 – 11:30 am	How to Do an Analysis: Putting the Pieces Together
11:30 am – 12:00 pm	<b>Questions and Answers</b>
12:00 – 1:00 pm	<b>Lunch</b>
Session III:	Staffing Your Facility
1:00 – 1:20 pm	Staffing in the Clinical Setting
1:20 – 1:40 pm	Staffing in the Endoscopy Unit
1:40 – 2:00 pm	<b>Questions and Answers</b>
Session IV:	Communicating with Impact
2:00 – 2:20 pm	Best Practices in Strategic Goal Setting
2:20 – 2:40 pm	Art of Persuasion: Making Your Case and Framing Your Goal
2:40 – 3:00 pm	<b>Break and Exhibits</b>
3:00 – 3:20 pm	Marketing Strategies that Work for GI Practice
3:20 – 3:40 pm	Building a High-Performing Physician Referring Network
3:40 – 4:00 pm	Innovations in ASC or Practice Structure
4:00 – 4:30 pm	Panel Discussion
4:30 pm	<b>Course Adjourned</b>

Agenda Subject to Change.



**Support the ASGE Foundation**  
 Educational programming is supported, in part, by the ASGE Foundation.  
 To donate, visit [asge.org](http://asge.org).

## HOTEL ACCOMMODATIONS

Marriott Suites Downers Grove  
1500 Opus Place  
Downers Grove, Illinois 60515  
630.852.1500 or 1.800.228.9290 (toll-free) Fax: 630.852.6527

ASGE courses have a history of selling out. It is recommended that you make your hotel reservations as soon as possible. However, you may want to wait to make your airline reservations until you receive confirmation of registration from ASGE.

ASGE has arranged a room block for this course at \$119 per night plus applicable tax. This discount is valid only if the reservation is made before October 23, 2019. Please contact the hotel directly to make hotel reservations. Please reference "ASGE TRIFECTA COURSE" when making your reservation.

## CONTINUING MEDICAL EDUCATION

### 2020 Gastroenterology Reimbursement and Coding Update

This activity was approved for a maximum of *7.75 AMA PRA Category 1 Credits™*.

### Improving Quality and Safety in Your Endoscopy Unit

This activity was approved for a maximum of *7.50 AMA PRA Category 1 Credits™*.

### Looking at GI Practice Management Differently

This activity was approved for a maximum of *7.00 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 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 Credits™*.

## ASGE 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.

*Industry Representative Registration.* Industry representatives interested in attending this course must contact Vanita Jordan Moore, Senior Manager, Sales and Business Development (Ph: 630-570-5625; Email: [vmoores@asge.org](mailto:vmoores@asge.org)) or Linda Kay Tyler, Senior Director, Sales and Business Development (Ph: 630-570-5601; Email: [lyler@asge.org](mailto:lyler@asge.org)). In compliance with ACCME guidelines, industry representatives may not participate in hands-on training or ask questions during a CME course.

*Photography Waiver.* ASGE periodically takes photographs and/or video during our educational courses and events, and reproduces them in ASGE educational, news or promotional material, whether in print, electronic or other media, including the ASGE website. By participating in this course, you grant the right to use your name and photograph for such purposes to ASGE. All postings become the property of ASGE.



# ASGE PRACTICE MANAGEMENT TRIFECTA REGISTRATION

Early Registration  
Discounts End  
October 17

## THREE WAYS TO PARTICIPATE!

1. In Person 2. Live Stream 3. On Demand\*

Note: In-person and live streaming participants will receive a recording of the courses they attend available in ASGE's GI Leap approximately two weeks after the live event.

\*Individuals not participating in the live event may purchase the recordings via ASGE's GI Leap approximately two weeks after the live event. Visit [learn.asge.org](http://learn.asge.org) for more information.

On or Before October 17 | After October 17

TRIFECTA	MULTIPLE COURSE RATES				SINGLE COURSE RATES		
	BEST VALUE ALL 3 COURSES	REIMBURSEMENT/ QUALITY	QUALITY/ OPERATIONS	OPERATIONS/ REIMBURSEMENT	REIMBURSE- MENT	QUALITY	OPERATIONS
November 14-16							
Physician Member	<input type="checkbox"/> \$1540 <input type="checkbox"/> \$1840	<input type="checkbox"/> \$1045 <input type="checkbox"/> \$1245	<input type="checkbox"/> \$945 <input type="checkbox"/> \$1145	<input type="checkbox"/> \$1190 <input type="checkbox"/> \$1390	<input type="checkbox"/> \$695 <input type="checkbox"/> \$795	<input type="checkbox"/> \$450 <input type="checkbox"/> \$550	<input type="checkbox"/> \$595 <input type="checkbox"/> \$695
Physician Non-Member	<input type="checkbox"/> \$2040 <input type="checkbox"/> \$2340	<input type="checkbox"/> \$1345 <input type="checkbox"/> \$1545	<input type="checkbox"/> \$1245 <input type="checkbox"/> \$1445	<input type="checkbox"/> \$1590 <input type="checkbox"/> \$1790	<input type="checkbox"/> \$895 <input type="checkbox"/> \$995	<input type="checkbox"/> \$550 <input type="checkbox"/> \$650	<input type="checkbox"/> \$795 <input type="checkbox"/> \$895
Non-Physician Member	<input type="checkbox"/> \$1140 <input type="checkbox"/> \$1440	<input type="checkbox"/> \$845 <input type="checkbox"/> \$1045	<input type="checkbox"/> \$745 <input type="checkbox"/> \$945	<input type="checkbox"/> \$790 <input type="checkbox"/> \$990	<input type="checkbox"/> \$495 <input type="checkbox"/> \$595	<input type="checkbox"/> \$450 <input type="checkbox"/> \$550	<input type="checkbox"/> \$395 <input type="checkbox"/> \$495
Non-Physician Non-Member	<input type="checkbox"/> \$1440 <input type="checkbox"/> \$1740	<input type="checkbox"/> \$1045 <input type="checkbox"/> \$1245	<input type="checkbox"/> \$945 <input type="checkbox"/> \$1145	<input type="checkbox"/> \$990 <input type="checkbox"/> \$1190	<input type="checkbox"/> \$595 <input type="checkbox"/> \$695	<input type="checkbox"/> \$550 <input type="checkbox"/> \$650	<input type="checkbox"/> \$495 <input type="checkbox"/> \$595

EURP Members: Contact ASGE Customer Care at (630) 573-0600 for discounted pricing.

NOT A MEMBER? Save even more when you join ASGE prior to registering for the courses. Submit a membership application with your registration form and receive the discounted member rate. Visit [asge.org/join](http://asge.org/join) for more information.

Will you be attending (check one):  In Person  Live Streaming

## Four Easy Ways to Register

Online [asge.org](http://asge.org) (Recommended) Phone 630.573.0600

Fax Complete this registration form and fax to 630.963.8332

Mail Complete this registration form and mail to address below

Name \_\_\_\_\_ Date \_\_\_\_\_

Academic Degree \_\_\_\_\_ Title \_\_\_\_\_ Specialty \_\_\_\_\_

Institution \_\_\_\_\_ NPI # \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

This information is my:  Home  Work ASGE Member?  Yes  No

Credit Card Please charge my credit card:  Visa  Mastercard  Amex  Discover

Credit card # \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_ Signature \_\_\_\_\_

Check I've enclosed a check for \$\_\_\_\_\_ made payable to:  
American Society for Gastrointestinal Endoscopy, P.O. Box 809055, Chicago, IL 60680-9055

For all registration inquiries, email ASGE Customer Care at [info@asge.org](mailto:info@asge.org) or call 630-573-0600.