

ASGE'S PRACTICE MANAGEMENT

TRIFECTA

Building a Foundation of Excellence in GI Practice Management

NOVEMBER 16-19, 2017

ASGE Institute for Training and Technology
Downers Grove, IL



OPERATIONS

**PM 201: Looking at GI Practice
Management Differently**

THURSDAY, NOVEMBER 16, 2017

QUALITY

**Improving Quality and Safety
in Your Endoscopy Unit**

FRIDAY, NOVEMBER 17, 2017

REIMBURSEMENT

**2018 Gastroenterology
Reimbursement and Coding Update**

SATURDAY-SUNDAY, NOVEMBER 18-19, 2017



**Early Registration Discounts
End October 19, 2017
www.asge.org/trifecta**



ASGE'S PRACTICE MANAGEMENT TRIFECTA

Building a Foundation of Excellence in GI Practice Management

In today's ever-changing healthcare environment, gastroenterologists and members of their healthcare teams face the challenges of increasing government requirements and regulations as well as managing the costs of running a practice. Every aspect of the practice pulls together team members to address: quality to ensure we deliver high-quality, safe patient care; coding and billing to ensure proper and timely reimbursement for services; the patient experience to ensure all the way from scheduling to receipt of a satisfaction survey the patient had a top-notch experience; and so much more. To help GI teams manage the challenges facing practices of all sizes, ASGE developed the Practical Solutions service line to support all members of the GI endoscopy healthcare team with resources to help efficiently run the business side of a practice without compromising patient care. ASGE's Trifecta program is the flagship offering of the Practical Solutions service line.

The ASGE Practice Management Trifecta was developed specifically to provide you with practical solutions and opportunities to continue to succeed in this ever-changing environment. On November 16-19, 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 2018. Through presentations, case studies and interactive sessions, course participants will receive critical information that will immediately and positively impact your practice.

GI Practice Management 201 takes a deep dive into critical issues facing the business side of your endoscopy unit in this new age of healthcare delivery systems. From negotiations to the power of persuasion, this course provides an opportunity to look at GI practice management differently and explore new possibilities in practice operations as we enter into a significantly disrupted healthcare delivery system in gastroenterology.

The ever-popular **Improving Quality and Safety in Your Endoscopy Unit** course focuses, in detail, on defining and measuring quality, techniques to safely make endoscopy more efficient, as well as reprocessing and infection control. The content of this course is dynamic, addressing the fundamentals as well as emerging trends and evidence in GI quality and safety.

The **2018 Gastroenterology Reimbursement and Coding Update** course ensures that physicians, practice administrators and coding and billing teams are up-to-date with the latest changes in the physician payment system in order to avoid lost revenue due to errors in coding and billing. This course is designed to help endoscopists and their team enhance their ability to manage their practices through accurate billing, coding, contracting, and revenue cycle management.

The Practice Management Trifecta is an educational opportunity for the entire GI team, providing physicians, practice managers, nurse managers, coders, and billers all the essentials needed to ensure greater success for the GI practice in the coming year and beyond. Participate in one, two, or all three courses and receive practical strategies, best practices, and more. We look forward to seeing you in November!

TRIFECTA

COURSE DIRECTORS

PM 201: Looking at GI Practice Management Differently

THURSDAY, NOVEMBER 16, 2017



Brett Bernstein, MD, FASGE
Mount Sinai Health System
New York, NY



Ravi P. Singh, MD
Great South Bay Endoscopy
East Patchogue, NY



Mary Igo, RN, MBA, CMPE
Digestive Health Specialists
Tacoma, WA



Helen Lowenwirth, MBA, CASC
East Side Endoscopy, LLC
New York, NY

Improving Quality and Safety in Your Endoscopy Unit

FRIDAY, NOVEMBER 17, 2017



Lukejohn Day, MD
University of California, San Francisco
San Francisco, CA



V. Raman Muthusamy, MD, FASGE
UCLA Medical Center Program
Los Angeles, CA

2018 Gastroenterology Reimbursement and Coding Update

SATURDAY-SUNDAY, NOVEMBER 18-19, 2017



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

OPERATIONS

PM 201: Looking at GI Practice Management Differently

THURSDAY, NOVEMBER 16, 2017

WHY ATTEND

From compliance to physician payment, the changing healthcare delivery system will not only fundamentally change the clinical operations of your unit, but will also impact the business side of your practice. Practice Management 201 takes a deeper dive into critical issues facing the business side of your endoscopy unit in this new age of healthcare delivery systems. From negotiations to the power of persuasion, Practice Management 201 provides an opportunity to look at GI Practice Management differently and explore new possibilities in practice operations as we enter into a significantly disrupted health care delivery system in gastroenterology. Practice Management 201 will provide new strategies and approaches that will enhance your negotiation skills, ability to assess contracts, comply with federal regulation, and help your team embrace change facing GI healthcare.

LEARNING OBJECTIVES

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

- Apply the basic principles of negotiations while employing new contract negotiation skills
- Engage in new strategies for expense and revenue cycle management
- Employ approaches to measure practice productivity
- Prepare your practice for CMS' implementation of the Medicare Merit-based Incentive Payment System and Alternative Payment Models
- Apply strategic planning best practices
- Enhance your techniques of communicating and educating team members on internal policies and procedures
- Build a successful GI team that is aligned with your practice goals

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



This course qualifies for the ASGE Excellence in GI Practice Operations Recognition Program (PRP).

AGENDA

PM 201: Looking at GI Practice Management Differently

THURSDAY, NOVEMBER 16, 2017

7:30 – 8:00 am	Registration, Exhibits, and Continental Breakfast
8:00 – 8:05 am	Welcome
8:05 – 8:20 am	Looking at GI Practice Management Differently in the New Era of Health Care - Overview on Change and How Do We Stay in It to Win It

Session I: Negotiating Change

8:20 – 8:40 am	Understanding Contracts and Basic Principles of Negotiations
8:40 – 9:00 am	Assessing and Negotiating Payer Contracts Based on Revenue Streams
9:00 – 9:20 am	Contract Negotiations: Physician Compensation in the New Era of Payment
9:20 – 9:40 am	Roundtable Discussion I: Negotiating Change
9:40 – 10:00 am	Break and Exhibits

Session II: Operationalizing Change

10:00 – 10:30 am	Steps to Better Revenue Cycle Management
10:30 – 11:00 am	By the Numbers: Analyzing Productivity Differently
11:00 – 11:30 am	Expense Management Strategies
11:30 am – 12:00 pm	Roundtable Discussion II: Operationalizing Change
12:00 – 1:00 pm	Lunch Table Discussions: What is Keeping You Up at Night?

Session III: Complying with Change

1:00 – 1:20 pm	ABC's of Merit-based Incentive Payment System (MIPS)
1:20 – 1:40 pm	Innovations in Payment: Alternative Payment Models (APMs)
1:40 – 2:00 pm	Practice Readiness for the Quality Payment Program
2:00 – 2:20 pm	Roundtable Discussion III: Complying with Change

Session IV: Directing Change Management

2:20 – 2:40 pm	Best Practices in Strategic Goal Setting
2:40 – 3:00 pm	Art of Persuasion: Making Your Case and Framing Your Goal
3:00 – 3:20 pm	Break and Exhibits
3:20 – 3:40 pm	Disruptive Providers, Staff and Personalities
3:40 – 4:00 pm	Building a Successful Team and Aligning It with Your Practice Goals
4:00 – 4:20 pm	Roundtable Discussion IV: Directing Change Management

Session V: Prospering from Change

4:20 – 4:40 pm	Building a High-Performing Physician Referring Network
4:40 – 5:00 pm	Marketing Strategies that Work for GI Practices
5:00 – 5:20 pm	Roundtable Discussion V: Prospering from Change
5:20 pm	Course Adjourned

Subject to change.

QUALITY

Improving Quality and Safety in Your Endoscopy Unit

FRIDAY, NOVEMBER 17, 2017

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 Endoscopy Unit Recognition Program (EURP) or renewing their ASGE 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.

AGENDA

Improving Quality and Safety in Your Endoscopy Unit

FRIDAY, NOVEMBER 17, 2017

6:30 - 7:30 am	Registration, Continental Breakfast, and Exhibits
7:30 - 7:40 am	Welcome
7:40 - 8:10 am	What Constitutes a High Quality Endoscopy Unit?
8:10 - 8:40 am	The Quality Colonoscopy: What is It and How to Achieve It?
8:40 - 9:10 am	How Do We Measure and Ensure Quality for Advanced Endoscopy Procedures
9:10 - 9:40 am	Round Table Discussion I: Quality Metrics in the ASC and Hospital Endoscopy Unit
9:40 - 10:00 am	Break and Exhibits
10:00 - 10:30 am	Optimizing Efficiency in Your Endoscopy Unit
10:30 - 10:50 am	Endoscopy and Sedation: Adhering to Quality and Patient Safety
10:50 - 11:20 am	How to be Prepared and Successful for Endoscopy Unit Survey Accreditation
11:20 - 11:50 am	Round Table Discussion II: Practical Aspects of Quality Improvement
12:00 - 1:00 pm	Networking Lunch
1:00 - 2:00 pm	Infection Control in Endoscopy: Updates and Challenges
2:00 - 2:20 pm	Infection Control Q&A
2:20 - 2:40 pm	Break and Exhibits
2:40 - 3:00 pm	Quality Is a Team Sport: Quality Improvement Projects
3:00 - 3:20 pm	Employee Engagement and Staff Morale
3:20 - 3:40 pm	Measuring and Improving the Patient Experience in Endoscopy Units
3:40 - 4:30 pm	Roundtable Discussion III: Creating a Quality Culture
4:30 pm	Course Adjourned
4:30 - 5:30 pm	Trifecta Networking Reception and Exhibits

Subject to change.



This course qualifies for the ASGE Excellence in GI Practice Operations Recognition Program (PRP).

REIMBURSEMENT

2018 Gastroenterology Reimbursement and Coding Update

SATURDAY-SUNDAY, NOVEMBER 18-19, 2017

WHY ATTEND

Designed to increase your practice proficiencies in coding and reimbursement, this course will prepare you for 2018 GI endoscopy coding and reimbursement changes. Expert faculty will provide resources, tools, and case studies that will enable your practice's bottom line to increase through efficient medical coding, payer contracting, endoscopy billing and other topics and issues related to GI physician and facility reimbursement. You and your team will receive the help you need to enhance your ability to adopt new payment delivery models, provide accurate billing and coding, and improve contracting and revenue cycle management.

LEARNING OBJECTIVES

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

- Implement all CPT changes affecting GI practice in 2018 by becoming familiar with all new, revised and deleted codes for 2018
- Address the Top 10 coding and reimbursement issues impacting GI physicians and facilities in 2018
- Execute updates to ICD-10 and understand the current issues facing GI in ICD-10 coding
- Understand the impact of the Quality Payment Program (QPP) on physician payment
- Comprehend the Merit-based Incentive Payment System (MIPS) and Alternative Payment Models (APMs)
- Assess current staffing and services based on new payment models
- Implement GI billing and coding procedures such as new evaluation and management services
- Apply coding strategies for new and emergent GI technology and learn how to code for these technologies
- Evaluate and resolve specific coding issues regarding GI practice
- Discuss the importance of compliance plans and the role of government-sponsored billing and coding audit programs

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



This course qualifies for the ASGE Excellence in GI Practice Operations Recognition Program (PRP).

AGENDA

2018 Gastroenterology Reimbursement and Coding Update

SATURDAY, NOVEMBER 18, 2017

7:30 – 8:30 am Registration, Continental Breakfast, and Exhibits
8:30 am Welcome

Breaking News in GI Coding and Reimbursement

8:35 – 9:15 am Breaking News: Current Payer Issues Impacting GI Policy
9:15 – 9:35 am 2018 ICD-10 Update
9:35 – 9:50 am Questions and Answers
9:50 – 10:20 am Break and Exhibits

Opportunities and Risks in GI Coding and Billing

10:20 – 10:50 am Hierarchical Condition Category (HCC) Coding Guidelines for Gastroenterology
10:50 – 11:20 am Anesthesia and Sedation Coding for GI Services
11:20 – 11:50 am Best Practices in Coding for Ancillary Services
11:50 am – 12:20 pm Coding and Billing for Bariatrics and Nutrition Services
12:20 – 12:30 pm Questions and Answers
12:30 – 1:30 pm Lunch
1:30 – 2:00 pm Avoid Denials: Proper Documentation for New Technologies and Unlisted Codes
2:00 – 2:30 pm Denial Management: Don't Just Write It Off
2:30 – 2:45 pm Questions and Answers
2:45 – 3:15 pm Break and Exhibits
3:15 – 3:45 pm Screening Versus Diagnostic Colonoscopy: Dealing with a Never-Ending Issue
3:45 – 4:15 pm Evaluation and Management Challenges: Audit Risks and Compliance Tools
4:15 – 4:45 pm Top 10 Coding and Reimbursement Issues Impacting Physicians and Facilities
4:45 – 5:00 pm Questions and Answers

SUNDAY, NOVEMBER 19, 2017

7:30 – 8:30 am Registration, Continental Breakfast, and Exhibits

Opportunities and Risk for GI Coding & Billing

8:30 – 9:00 am Billing Opportunities: Transitional Care, Chronic Care Management, E/M Services
9:00 – 9:15 am Questions and Answers
9:15 – 9:45 am Break and Exhibits

Pathways to Medicare Physician Payment: Complying with 2018 Requirements

9:45 – 10:15 am The Impact of 2018 Quality Payment Program on Physician Payment
10:15 – 10:45 am MIPS Resource Use Category: Understanding How Episodes of Care Will Impact GI Reimbursement
10:45 – 11:15 am Examining APMs and Coding Implications in Gastroenterology
11:15 – 11:30 am Questions and Answers
11:30 am – 12:30 pm Lunch

Understanding the Impact of 2018 Payment Changes on Practice Operations

12:30 – 1:00 pm The Impact of New Payment Models on Staffing and Services
1:00 – 1:30 pm Monitoring Payer Contracts to Optimize Physician and Facility Payment
1:30 – 1:45 pm Questions and Answers
1:45 – 2:15 pm Developing a Compliance Plan for Your Practice
2:15 – 2:30 pm Questions and Answers
2:30 pm Course Adjourned

Subject to change.

HOTEL ACCOMMODATIONS

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.

Marriott Suites Downers Grove

1500 Opus Place
Downers Grove, Illinois 60515

P: (630) 852-1500
F: (630) 852-6527

ASGE has arranged a room block for this course at \$109 per night plus applicable tax. This discount is valid only if the reservation is made before October 25, 2017. Please contact the hotel directly to make hotel reservations. Please reference "TRIFECTA" when making your reservation.

CONTINUING MEDICAL EDUCATION

GI Practice Management 201: 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 8.50 AMA PRA Category 1 Credits™

2018 Gastroenterology Reimbursement and Coding Update: This activity was approved for a maximum of 11.25 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 - This program is eligible for American College of Medical Practice Executive (ACMPE) Credit Hours. To apply this program toward your ACMPE continuing medical education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the MY TRANSCRIPT area of mgma.com.

CODERS - The American Academy of Professional Coders (AAPC) will honor 1-for-1 CEUs for any live event offering AMA PRA Category 1 Credits™. You may claim only the actual hours that you are present during the education. One hour of instruction is worth one CEU. Above is the maximum number of AMA PRA Category 1 Credits™ for each live activity.

NURSES - All nurse participants in the GI Practice Management 201 and 2018 Gastroenterology Reimbursement and Coding Update courses will receive a certificate of attendance specifying hours of education accredited for AMA PRA Category 1 Credit™. This certificate can be used toward nursing requirements.

For all nurse participants in the Quality course, this continuing nursing education activity was approved by the Society of Gastroenterology Nurses and Associates, Inc., an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity was approved for 7.75 contact hours.

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 www.asge.org, email education@asge.org or call 630-573-0600.

Industry representatives interested in attending this course must contact Sara Estrella, assistant manager of sales and business development (phone: 630.570.5618; email: sestrella@asge.org). In compliance with ACCME guidelines, industry representatives may not participate in hands-on training or ask questions during a CME course.



Educational programming through the ASGE Institute for Training and Technology is supported, in part, by the ASGE Foundation. To donate visit www.asge.org.

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THE 2017 ASGE PRACTICE MANAGEMENT TRIFECTA

Building a Foundation of Excellence in GI Practice Management

OPERATIONS: Practice Management 201

QUALITY: Improving Quality and Safety

REIMBURSEMENT: 2018 Gastroenterology Reimbursement and Coding Update

REGISTRATION FEES

Earn discounts for attending two or more courses!

EARLY REGISTRATION DEADLINE: October 19, 2017

■ **Course Fee if registered on or before October 19**

■ **Course Fee if registered after October 19**

TRIFECTA				MULTIPLE COURSE RATES			
November 16-19	OPERATIONS	QUALITY	REIMBURSEMENT	OPERATIONS/QUALITY	QUALITY/REIMBURSEMENT	OPERATIONS/REIMBURSEMENT	ALL 3 COURSES
Physician Member	☐ \$595 ☐ \$695	☐ \$450 ☐ \$550	☐ \$695 ☐ \$795	☐ \$945 ☐ \$1145	☐ \$1045 ☐ \$1245	☐ \$1190 ☐ \$1390	☐ \$1540 ☐ \$1840
Physician Non-Member	☐ \$795 ☐ \$895	☐ \$550 ☐ \$650	☐ \$895 ☐ \$995	☐ \$1245 ☐ \$1445	☐ \$1345 ☐ \$1545	☐ \$1590 ☐ \$1790	☐ \$2040 ☐ \$2340
Non-Physician Member	☐ \$395 ☐ \$495	☐ \$450 ☐ \$550	☐ \$495 ☐ \$595	☐ \$745 ☐ \$945	☐ \$845 ☐ \$1045	☐ \$790 ☐ \$990	☐ \$1140 ☐ \$1440
Non-Physician Non-Member	☐ \$495 ☐ \$595	☐ \$550 ☐ \$650	☐ \$595 ☐ \$695	☐ \$945 ☐ \$1145	☐ \$1045 ☐ \$1245	☐ \$990 ☐ \$1190	☐ \$1440 ☐ \$1740

EURP and PRP Members: Contact ASGE Customer Care at 630.573.0600 for special discounted pricing.

REGISTRATION FORM

Name		Date
Academic Degree(s)		Title
Institution		NPI#
Address		
City	State	Zip
Country	Specialty	
E-mail	Phone	Fax

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

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 for more information.

FOUR EASY WAYS TO REGISTER

1. **Online at www.asge.org** (Recommended)
2. Phone: 630-573-0600
3. Fax: 630-963-8332

Credit Card: Visa MasterCard American Express Discover Total \$ _____

Cardholder Name _____

Card Number _____ Expiration Date _____

Signature _____

4. Mail: Send your completed registration form and check for \$_____ made payable to:

American Society for Gastrointestinal Endoscopy

PO Box 809055, Chicago, IL 60680-9055

For all registration inquiries, email ASGE Customer Care at info@asge.org or call 630-573-0600.

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QUALITY

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REIMBURSEMENT

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Reimbursement and Coding Update**

SATURDAY-SUNDAY, NOVEMBER 18-19, 2017



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

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End October 19, 2017
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