



PRACTICE MANAGEMENT TRIFECTA

NOVEMBER 15-18, 2018

ASGE Institute for Training and Technology
Downers Grove, IL

OPERATIONS LOOKING AT GI PRACTICE MANAGEMENT DIFFERENTLY

NOVEMBER 15, 2018



QUALITY IMPROVING QUALITY AND SAFETY IN YOUR ENDOSCOPY UNIT

NOVEMBER 16, 2018

REIMBURSEMENT 2019 GASTROENTEROLOGY REIMBURSEMENT AND CODING UPDATE

NOVEMBER 17-18, 2018

**Attend these courses
in-person or stream them live!**
(see back cover for details)

Register at **asge.org/trifecta2**

Early registration discounts end October 4, 2018

THE ASGE PRACTICE MANAGEMENT TRIFECTA

ESSENTIALS FOR EXCELLENCE IN GI PRACTICE MANAGEMENT



YOUR GI PRACTICE SHOULD THRIVE, NOT JUST SURVIVE.

From the physician to the coder, today's rapidly changing healthcare system requires every member of the team to contribute to the success and compliance of a GI practice. ASGE recognizes the potential challenges GI practices face when providing excellence in GI endoscopy. To help GI teams not only survive, but thrive in today's healthcare environment, ASGE has developed practical solutions that provide the support and resources for the entire team and practices of all sizes.

On November 15-18, join experts in GI practice management, quality and safety, and coding and reimbursement to gain the essentials needed in sustaining a successful, profitable, and quality-based GI practice.

Looking at GI Practice Management Differently takes a closer look at critical issues facing the business side of your endoscopy unit in this new age of healthcare delivery systems. Tackling topics such as financial planning and management, operations analysis and efficient staffing, participants will take a fresh look at GI practice management and explore new possibilities in practice operations.

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 **2019 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 physician and facility payment. This course is designed to help endoscopists and their teams enhance their ability to manage their practices through accurate billing, coding, contracting, and revenue cycle management.

This trio of courses offers something for everyone on the entire GI team. Physicians, practice managers, nurse managers, coders, and billers will gain the essentials needed to ensure greater success 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!

-ASGE Practice Management Trifecta Course Directors

TRIFECTA

COURSE DIRECTORS

LOOKING AT GI PRACTICE MANAGEMENT DIFFERENTLY

THURSDAY, NOVEMBER 15, 2018



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



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



R. Todd Warren, MBA
GI Associates &
Endoscopy Center
Flowood, MS

IMPROVING QUALITY AND SAFETY IN YOUR ENDOSCOPY UNIT

FRIDAY, NOVEMBER 16, 2018



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



Eun Ji Shin, MD
Johns Hopkins University
Baltimore, MD

2019 GASTROENTEROLOGY REIMBURSEMENT AND CODING UPDATE

SATURDAY-SUNDAY, NOVEMBER 17-18, 2018



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

LOOKING AT GI PRACTICE MANAGEMENT DIFFERENTLY

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. ***Looking at GI Practice Management Differently*** explores critical issues facing the business side of your endoscopy unit in this new age of healthcare delivery systems. From staffing your facility, financial preparation, to change management, this course provides an opportunity to explore new possibilities in practice operations that will prepare your practice to thrive.

LEARNING OBJECTIVES

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

- Employ new strategies to financial management and planning
- Engage in new strategies for expense and revenue cycle management
- Employ approaches to measure practice productivity
- Apply strategic planning best practices
- Enhance your techniques for communicating and educating team members on internal policies and procedures for financial success within your group
- 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

LOOKING AT GI PRACTICE MANAGEMENT DIFFERENTLY

THURSDAY, NOVEMBER 15, 2018

7:30 – 8:00 AM	Registration, Exhibits, and Continental Breakfast
8:00 – 8:05 AM	Welcome and Introductions
8:05 – 8:20 AM	Looking at GI Practice Management Differently in the New Era of Health Care

SESSION I: MASTERING FINANCIAL MANAGEMENT

8:20 – 8:40 AM	Prepare your Practice for Pro Forma
8:40 – 9:00 AM	Introduction to Bringing Up New Ancillary Support for your Practice
9:00 – 9:20 AM	Financial Planning Review: How to Do It Weekly, Monthly and Annually
9:20 – 9:40 AM	Q&A
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 Using Benchmarking
11:00 – 11:30 AM	How to Do Analysis: Pulling the Items Together
11:30 AM – 12:00 PM	Q&A
12:00 – 1:00 PM	Lunch

SESSION III: STAFFING YOUR FACILITY

1:00 – 1:20 PM	Strategies in Expense Management
1:20 – 1:40 PM	Staffing Models–Clinic Management
1:40 – 2:00 PM	Staffing Models–Endoscopy Center Management
2:00 – 2:20 PM	Q&A

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	Q&A
4:20 – 4:40 PM	Building a High-Performing Physician Referring Network
4:40 – 5:00 PM	Marketing Strategies that Work for GI Practice
5:00 – 5:20 PM	Q&A
5:20 PM	Course Adjourned

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 in 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 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 this 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. If your unit is applying to the EURP for the first time, you must attend this course in person.

AGENDA

IMPROVING QUALITY AND SAFETY IN YOUR ENDOSCOPY UNIT

FRIDAY, NOVEMBER 16, 2018

6:30 – 7:30 AM	Registration, Exhibits, and Continental Breakfast
7:30 – 7:40 AM	Course Directors' Welcome & Introductions
7:40 – 8:10 AM	What Constitutes a High-Quality Endoscopy Unit?
8:10 – 8:40 AM	Endoscopy and Sedation: Adhering to Quality and Patient Safety
8:40 – 9:10 AM	How to be Prepared and Successful for Endoscopy Unit Survey Accreditation
9:10 – 9:40 AM	Round Table Discussion: Challenges to Establishing and Maintaining a High-Quality Endoscopy Unit
9:40 – 10:00 AM	Break and Exhibits

TRACK A: HOSPITAL-BASED ENDOSCOPY UNITS

10:00 – 10:30 AM	Improving Efficiency in the Hospital Endoscopy Unit Establishing Strong GI Leadership for Hospital-Based Endoscopy Units
10:30 – 11:00 AM	Advanced Endoscopy and Upper GI Bleeding Quality Indicators
11:00 – 11:30 AM	Establishing Strong GI Leadership for Hospital-Based Endoscopy Units
11:30 – 11:45 AM	Panel Discussion

TRACK B: AMBULATORY ENDOSCOPY UNITS

10:00 – 10:30 AM	Maximizing Efficiency in Your ASC
10:30 – 11:00 AM	Quality Indicators for Colonoscopy
11:00 – 11:30 AM	Improving Bowel Preparation in Your Endoscopy Unit
11:30 – 11:45 AM	Panel Discussion

11:45 AM – 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	Enhancing the Employee Experience and Maintaining Staff Morale
2:40 – 3:00 PM	Managing a Disruptive Staff Member
3:00 – 3:20 PM	Improving the Patient Experience
3:20 – 3:40 PM	Round Table Discussion: Creating a Quality Culture
3:40 – 4:00 PM	Closing Remarks and Course Adjournment

Subject to change.



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

REIMBURSEMENT

2019 GASTROENTEROLOGY REIMBURSEMENT AND CODING UPDATE

WHY ATTEND

This course will increase your proficiencies and prepare you for 2019 GI endoscopy coding and reimbursement changes. Expert faculty will provide resources, tools, and case studies that will increase your practice's bottom line through efficient medical coding, documentation, payer contracting, and endoscopy billing.

LEARNING OBJECTIVES

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

- Understand and implement all CPT changes affecting GI practice in 2019 by becoming familiar with all new, revised and deleted codes for 2019
- Execute updates to ICD-10 and understand the current issues facing GI in ICD-10 coding
- Comply with new 2019 requirements for Medicare physician and facility payment
- Implement GI billing and coding procedures such as new evaluation and management services
- Learn and 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

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

2019 GASTROENTEROLOGY REIMBURSEMENT AND CODING UPDATE

SATURDAY, NOVEMBER 17, 2018

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

BREAKING NEWS IN GI CODING AND REIMBURSEMENT

8:35 – 9:35 AM	Breaking News: 2019 Preview and Current Issues Impacting GI Practice
9:35 – 9:50 AM	Q&A
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: Pathology and Other Services
11:50 AM – 12:20 PM	Coding and Billing for Bariatrics and Nutrition Services
12:20 – 12:30 PM	Q&A
12:30 – 1:30 PM	Lunch and Exhibits
1:30 – 2:00 PM	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	Q&A
2:45 – 3:15 PM	Break and Exhibits
3:15 – 3:45 PM	Screening vs. Diagnostic Colonoscopy: Dealing with a Never-Ending Issue
3:45 – 4:15 PM	Perfecting Proper Documentation for Medical Necessity
4:15 – 4:45 PM	Top Coding and Reimbursement Issues Impacting Physicians and Facilities
4:45 – 5:00 PM	Q&A
5:00 PM	Adjourn

SUNDAY, NOVEMBER 18, 2018

7:30 – 8:30 AM	Registration, Continental Breakfast, and Exhibits
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OPPORTUNITIES AND RISK: NEW E/M CODES AND REIMBURSEMENT FOR 2019: PART I

8:30 – 9:15 AM	E/M Bundling, Reimbursement & Add-on Codes
9:15 – 9:30 AM	Telehealth New and Old
9:30 – 9:45 AM	Q&A
9:45 – 10:15 AM	Break and Exhibits

OPPORTUNITIES AND RISK: NEW E/M CODES AND REIMBURSEMENT FOR 2019: PART II

10:15 – 10:30 AM	Existing E/M Codes with Streamlined Requirements
10:30 – 10:45 AM	Teaching Physician Documentation
10:45 – 11:00 AM	New Codes: What Documentation is Necessary?
11:00 – 11:15 AM	Billing Opportunities: Transitional Care, Chronic Care Management
11:15 – 11:30 AM	Q&A
11:30 AM – 12:30 PM	Lunch

OPPORTUNITIES AND RISK: 2019 QUALITY PAYMENT PROGRAM UPDATE

12:30 – 1:00 PM	MIPS Quality and Resource Use Categories: Episodes of Care Are Coming
1:00 – 1:30 PM	Examining Alternative Payment Models and Coding Implications in Gastroenterology
1:30 – 2:00 PM	Practice Operations Roundtable: Your Questions and Priorities
2:00 PM	Adjourn

Subject to change.

HOTEL ACCOMMODATIONS

We recommend 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 **\$104 per night** plus applicable tax. This discount is valid only if the reservation is made before **October 24, 2018**. Please contact the hotel directly to make hotel reservations. Please reference “ASGE TRIFECTA COURSE” when making your reservation.

CONTINUING MEDICAL EDUCATION

Looking at GI Practice Management Differently: ASGE designates this activity for a maximum of 7.75 *AMA PRA Category 1 Credits™*

Improving Quality and Safety in Your Endoscopy Unit: ASGE designates this activity for a maximum of 7 *AMA PRA Category 1 Credits™*

2019 Gastroenterology Reimbursement and Coding Update: ASGE designates this activity 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 this activity for a maximum of 26 total *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. 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 Vanita Jordan Moore, Senior Manager, Sales and Business Development (Ph: 630-570-5625; Email: vmoores@asge.org) or Linda Kay Tyler, Senior Director, Sales and Business Development (Ph: 630-570-5601; Email: lt Tyler@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.

THE 2018 ASGE PRACTICE MANAGEMENT TRIFECTA

Essentials for Excellence in GI Practice Management

OPERATIONS: Looking at Practice Management Differently

QUALITY: Improving Quality and Safety

REIMBURSEMENT: 2019 Gastroenterology Reimbursement and Coding Update

REGISTRATION FEES

Earn discounts for attending two or more courses!

EARLY REGISTRATION DEADLINE: October 4, 2018

■ **Course Fee if registered on or before October 4**

■ **Course Fee if registered after October 4**

TRIFECTA				MULTIPLE COURSE RATES			
November 15-18	OPERATIONS	QUALITY	REIMBURSEMENT	OPERATIONS/QUALITY	QUALITY/REIMBURSEMENT	OPERATIONS/REIMBURSEMENT	ALL 3 COURSES
Physician Member	<input type="checkbox"/> \$595 <input type="checkbox"/> \$695	<input type="checkbox"/> \$450 <input type="checkbox"/> \$550	<input type="checkbox"/> \$695 <input type="checkbox"/> \$795	<input type="checkbox"/> \$945 <input type="checkbox"/> \$1145	<input type="checkbox"/> \$1045 <input type="checkbox"/> \$1245	<input type="checkbox"/> \$1190 <input type="checkbox"/> \$1390	<input type="checkbox"/> \$1540 <input type="checkbox"/> \$1840
Physician Non-Member	<input type="checkbox"/> \$795 <input type="checkbox"/> \$895	<input type="checkbox"/> \$550 <input type="checkbox"/> \$650	<input type="checkbox"/> \$895 <input type="checkbox"/> \$995	<input type="checkbox"/> \$1245 <input type="checkbox"/> \$1445	<input type="checkbox"/> \$1345 <input type="checkbox"/> \$1545	<input type="checkbox"/> \$1590 <input type="checkbox"/> \$1790	<input type="checkbox"/> \$2040 <input type="checkbox"/> \$2340
Non-Physician Member	<input type="checkbox"/> \$395 <input type="checkbox"/> \$495	<input type="checkbox"/> \$450 <input type="checkbox"/> \$550	<input type="checkbox"/> \$495 <input type="checkbox"/> \$595	<input type="checkbox"/> \$745 <input type="checkbox"/> \$945	<input type="checkbox"/> \$845 <input type="checkbox"/> \$1045	<input type="checkbox"/> \$790 <input type="checkbox"/> \$990	<input type="checkbox"/> \$1140 <input type="checkbox"/> \$1440
Non-Physician Non-Member	<input type="checkbox"/> \$495 <input type="checkbox"/> \$595	<input type="checkbox"/> \$550 <input type="checkbox"/> \$650	<input type="checkbox"/> \$595 <input type="checkbox"/> \$695	<input type="checkbox"/> \$945 <input type="checkbox"/> \$1145	<input type="checkbox"/> \$1045 <input type="checkbox"/> \$1245	<input type="checkbox"/> \$990 <input type="checkbox"/> \$1190	<input type="checkbox"/> \$1440 <input type="checkbox"/> \$1740

EURP and PRP Members: Contact ASGE Customer Care at 630-573-0600 for special 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 for more information.

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

REGISTRATION FORM

Name	Date
Academic Degree(s)	Title
Institution	NPI#
Address	
City	State
	Zip
Country	Specialty
E-mail	Phone
	Fax
This information is my: <input type="checkbox"/> Home <input type="checkbox"/> Work	
ASGE Member? <input type="checkbox"/> Yes <input type="checkbox"/> No	

FOUR EASY WAYS TO REGISTER

1. Register online at asge.org/trifecta2

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

Questions? Contact ASGE Customer Care at info@asge.org or call 630-573-0600.



PRACTICE MANAGEMENT TRIFECTA

NOVEMBER 15-18, 2018

ASGE Institute for Training and Technology
Downers Grove, IL

OPERATIONS

QUALITY

REIMBURSEMENT

NEW! Two ways to participate!

LIVE COURSE

Join your peers at the ASGE IT&T for
a day of education and networking.

OR

LIVE SIMULCAST

Interact and participate in all components
of the course from anywhere.

*Choose the option that works best
for you when you register.*



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

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Early registration discounts end October 4, 2018

Register at asge.org/trifecta2