Best Practices in ASC Revenue Cycle Management
Virtual Course | August 21-22, 2023

Sponsorship Opportunities

Session Sponsor: $4,000 per session; 1 sponsor per session

Benefits:

- 30-90 second commercial played at the beginning of selected session(s).
- Attendee Report: Name, Title, Organization, Email Address, City/State, Primary Function, # of ORs and Procedure Rooms, Specialties Served, Areas of Interest (Products/Services & Companies).
- Up to 8 complimentary registrations (access to CEUs may require an additional fee).

Education Schedule

Monday, August 21, 2023

12:00pm-1:00pm
Session Title: Revenue Cycle 101
Speaker: Lori Martini, CASC, *Administrator - SOG Surgery Center*
Session Description: Focus on the important role that revenue cycle management (RCM) plays in the financial viability of an ASC. Topics covered include basic concepts of RCM, key drivers that impact ASC cash flow and the patient experience. If you work on the business side of the ASC but have limited experience with RCM, this session is for you.

1:15pm-2:15pm
Session Title: Revenue Cycle 201: A Streamlined Approach to Monitoring the ASC Revenue Cycle
Speaker: Colleen Ramirez, RN, CASC, *Chief Administration Officer, Novi Surgery Center*
Session Description: Get an overview of best practices for managing the ASC revenue cycle operations team. It all begins in the physician's office, where staff must use the correct CPT code to properly document the scheduled procedure—something that's particularly important in cases with multiple procedure codes. Discuss examples of how to educate office schedulers on the ASC's insurance contracts and tips for submitting accurate patient demographics.

2:30pm-3:30pm
Session Title: Contracting 101: Introduction to the Basics of Managed Care Contracting
Speaker: Naomi Kruger, *Senior Director, Strategy and Payor Engagement, Surgical Care Affiliates*
Session Description: Get an overview of the key contractual terms within a managed care contract and review the various ASC reimbursement methodologies. Discuss the stages of a negotiation cycle, including the development of a contracting strategy. The session will conclude with a brief negotiation case study.

All Times are Listed in Eastern Standard Time

Please reach to Chris Schriever or Alex Yewdell for more information.

3:45pm-4:45pm
Session Title: Business Office Policies and Procedures
Speaker: Jessica Rodriguez, MBA, CASC, *Executive Director, OAM Surgery Center at Midtowne*
Session Description: Take a look at best practices for business office policies and procedures. Discuss required versus recommended policies for accrediting organizations as well as for CMS and other federal and state regulatory bodies. Review policies that help delineate business office staff responsibilities and authorities, examine the need for separation of duties within the business office, and discuss how often to update policies.

Tuesday, August 22, 2023

12:00pm-1:00pm
Session Title: Revenue Cycle KPIs and Benchmarking
Speaker: Becky Ziegler-Otis, MHA, CASC, RHIA, CPHQ, CHC, *Assistant Executive Director, ASC Quality Collaboration; Regulatory Specialist, Wausau Surgery Center; ASC Consultant*
Session Description: Financially successful ASCs rely on an effective and efficient revenue cycle. Key performance indicators, referred to as KPIs, are quantifiable measurements that enable centers to benchmark their revenue cycle processes and identify opportunities for improvement. This session examines a variety of revenue cycle KPIs and their corresponding benchmarks. Gain insights into how to use KPIs to assess and analyze your revenue cycle and explore various opportunities for improvement**.**

1:15pm-2:15pm
Session Title: The Coding Audit: A Measure of Your ASC's Financial Health
Speaker: Cristina Bentin, CMA, CPPM, COC, CCS-P, *President of Coding Compliance Management, LLC* **Session Description:** A compliance plan that incorporates routine coding audits not only detects incorrect coding practices—it is also valued by some federal agencies when determining whether reasonable efforts were taken to avoid and detect fraud and abuse. A coding audit serves as a baseline indicator of coding accuracy, which ultimately impacts your facility's financial health. This session will discuss key aspects of the coding compliance audit program, including the type of audit, selection process, frequency, financial classes, sample size and accuracy rates.

2:30pm-3:30pm
Session Title: Collection Strategies for Payers and Patients
Speaker: Tara Gillon ASP, CRCP-P, *Chief Operations Officer, Serbin Medical Billing*
Session Description: Explore strategies your ASC can employ to ensure payer and patient collection success. On the payer side, we will discuss the importance of providing access to payer contracts for scheduling, insurance verification and financial counseling, billing, payment posting, and the role of the collections department. Gain an understanding of payer-specific contractual language outlining requirements for clean claims, including claim forms, multiple procedures and modifiers. Review timely filing guidelines and consider special circumstances or exclusions such as implants.

3:45pm-4:45pm
Session Title: Best Practices for Case Costing
Speaker: Ann Geier, MS, RN, CNOR(E), CASC, *Chief Nursing Officer, Ambulatory Healthcare Strategies*
Session Description: If you don't know what it costs your facility to perform cases, how can you know if your reimbursement is covering your costs? You can't! This session will discuss how to determine your costs and why case costing is critical to the financial health and success of your center.

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