



EDUCATION AND EQUIPMENT EXPO



EDUCATION AND EQUIPMENT EXPO

Join us for the Henry Schein Medical Education and Equipment Expo.

This FREE Equipment Expo will show you options that will help improve your patient care and your practice profits!

See the Newest Equipment and Revenue-Enhancing Practice Solutions!

Over 30 Equipment Vendors Including:

- Hematology, Chemistry, Immunoassay from Beckman Coulter, Horiba, and Siemens
- ECGs, Stress Systems, Monitors from Midmark, Cardiac Science, and Welch Allyn
- Ultrasound Solutions
- Exam Room Equipment from Midmark
- CLIA-waived Diagnostics from Abbott Point of Care, Biosite, Cholestech, HemoSense, HemoCue and Roche
- Electrosurgery from Bovie Medical
- EHR and Practice Management Software Systems from Allscripts
- Digital X-ray
- Bone Density from Hologic
- Sterilization technology
- Ambulatory Surgery Center Solutions including: C Arms, Scopes, Anesthesia and OR tables
- Many new technologies for in-office procedures that can provide better patient care as well as new revenue potential

Also:

- One-on-one consultations to find the most profitable equipment acquisitions for your practice
- On-site special pricing, financing and leasing options available through Henry Schein Financial Services

Henry Schein Medical Seminar Series will be held during this Education and Equipment Expo. Earn valuable CME and CEU credits that will help you run a better practice.

Sign Up Today/Reserve Your Space for this Special Event.

To register visit www.henryschein.com/events

Complimentary Lunch, plus other refreshments and snacks will be available all day.

Available At Each Event:

- Special Financing/Pricing & Equipment Promotions
- Free Gifts and Door Prizes



Henry Schein Medical Seminar Series

The goal of this seminar series is to provide an educational forum to keep you and your practice informed about the latest trends, business practices and procedures.

This is an information service designed for you.

These seminars allow you to earn CEUs and will be an ongoing part of the Education and Equipment Expos to provide additional value to your practice. The expos are the place for you to see the newest equipment and revenue-enhancing practice solutions for your business. While here, talk with our Equipment Specialists and the manufacturers, face-to-face. Special pricing, financing and leasing options are available through Henry Schein Financial Services to suit your needs.

We want to be your total resource for products and services and help make your practice run more efficiently and profitably. If there are any special topics of interest that you would like to see presented at future events, please let us know.

Henry Schein is here to serve you.

Thank you.

Henry Schein Medical

INFORMATION AND SCHEDULE

EXPO Hours: 11:00am–6:00pm

8:30am–11:30am

9:00am–11:30am

1:30pm–4:30pm

1:30pm–4:30pm

CPT/ICD9 Beginning coding – Bonnie Watson

OSHA Training – Carol Mahon

Seven Secrets of Successful Practices – Carol Mahon

CPT/ICD9 Advanced Coding – Bonnie Watson

To register visit www.henryschein.com/events

Please click on the event you would like to attend, the link will take you to our on-line registration system.

For information please contact Annmarie Schneider

- Phone: **631-390-8245**
- E-mail: **medicalevents@henryschein.com**

Billing to Henry Schein Account, checks and major credit cards accepted for payment.

Coding Basics for 2010 CPT/ICD-9 (8:30 AM – 11:30 AM) Fee: \$75.00

This interactive seminar will benefit anyone who has minimal or no formal coding education or coding experience:

- Entry level medical office personnel
- Collectors
- Nurses
- Non-Physician Practitioners
- Billers
- Office Managers
- Residents

CODING vs BILLING - Two players; One winning team**THE CMS HIERACHY****CPT CODING**

- Book Design and Structure
- Locating Your Code
- Linkage with ICD-9 Codes
- Building an Evaluation and Management Code
- Selecting Surgical Codes
- Unspecified Codes; Use With Caution
- Modifiers

HCPCS CODES

- How Do They Fit Into the Picture?
- Their Benefits and Usage

ICD-9-CM CODING

- Medical Necessity; Your Key to Payment
- Specificity—It's Mandated
- Book Design and Structure
- Official Guidelines for Diagnostic Coding
- Application and Benefits of Volumes I and II
- Using the Hypertension, Neoplasm and Drugs and Chemicals Tables
- E-Codes and V-Codes
- NOS and NEC Codes
- A Glimpse into ICD-10

BONUS

2010 Brings extensive changes to the Evaluation and Management section Especially for those practices that bill Medicare. We will give you proven strategies for working with those changes. You will receive a crosswalk tool to use for the Medicare consultation code deletions.

COMPLIANCE

Improper coding can result in serious penalties and irreversible damage to a physician practice. In this seminar, you will gain understanding on how to prevent improper coding and the importance of having a comprehensive knowledge of coding as related to compliance.

HANDS-ON WORKSHOP

Don't forget your CPT and ICD-9 books! We'll perform hands-on coding scenarios to kick-start your new coding knowledge!

ESSENTIAL RESOURCES

We will provide valuable information during the seminar, as well as include industry resources that you will need to perform your own research on coding, as well as keep up-to-date with the ongoing changes within this fast-paced industry!

CPT/ICD-9 Beginning Coding meets the criteria of the AAMA and is approved for 3 CEUs.

OSHA: Annual Retraining (9:00 AM – 11:30 AM) Fee: \$75.00

OVERVIEW: Where can the busy professional turn for up-to-date information on compliance with OSHA standards for the healthcare industry? Attend this intensive 2-hour seminar that covers a broad range of OSHA compliance issues.

TOPICS INCLUDE:

- Choosing and using personal protection equipment
- Needle stick safety law device requirements
- Housekeeping schedules and disinfectants
- Other rules required by the Federal Bloodborne Pathogens Standard

Also covered are reporting, record keeping and procedural requirements that you must follow. You will learn to develop written Hazard Communication programs, i.e., Bloodborne Pathogen Exposure Control Plans, TB Respiratory Protection Plan and much more. You will also master the ins-and-outs of meeting OSHA training standards, which according to JCAHO is one of the most common sources of non-compliance fines. Materials include a sample Exposure Control plan for you to follow as well as an assessment tool to assess your facility's OSHA compliance. This seminar is targeted to first time training needs and for the yearly retraining needs of the healthcare professional. Ample time will be provided for Q & A.

A certificate for 3 continuing education credits will be provided by the AAMA to all participants at the end of this session.

Advanced CPT/ICD-9 Coding (1:30 PM – 4:30 PM) Fee: \$75.00

This seminar will benefit anyone who already has a good working knowledge of coding, either through education or work experience, and would like to take their expertise to a higher level of proficiency.

- | | | |
|-------------------------------|---------------------|--------------|
| • Coders | • Billers | • Collectors |
| • Office Managers | • Practice Managers | • Nurses |
| • Non-Physician Practitioners | • Residents | • Physicians |

CPT CODING**EVALUATION AND MANAGEMENT**

- Effective Medical Record Documentation (document what matters)
- 1995 Exam Guidelines vs. 1997 Exam Guidelines—Which Should Your Office Use?
- Don't Give Your Time Away—Bill It!
- Consultations; Another Year on the OIG Work Plan
- Billing for "Incident-to" Physician Services

MODIFIERS—USE THEM, BUT DON'T ABUSE THEM**CATEGORY II AND CATEGORY III CODES****GLOBAL SURGICAL PACKAGE****NATIONAL CORRECT CODING INITIATIVE**

- | | | |
|-------------------|----------------------------|-------------|
| • Component Edits | • Mutually Exclusive Edits | • Overrides |
|-------------------|----------------------------|-------------|

PERFORMING INTERNAL CHART AUDITS

- One of the seven elements of your compliance plan
- All attendees receive a free audit tool

ICD-9-CM CODING

- Medical Necessity - Your Claim's Payment Depends On It
- Specificity - Not an Option
- Sequencing Matters
- Signs and Symptoms; How and When to Use These Code Medical Screenings
- A Better Understanding of V-Codes and Their Benefits
- A Glimpse into ICD-10

Bonus: We will include a free crosswalk tool for use with the drastic 2010 Medicare consultation deletions

HANDS-ON WORKSHOP Don't forget your CPT and ICD-9 books! We will challenge you with hands-on coding scenarios to sharpen your skills.

CPT/ICD-9 Advanced Coding meets the criteria of the AAMA and is approved for 3 CEUs. The training also meets the criteria for 3 class II CMEs.

A certificate of attendance will be provided.

Seven Secrets of Successful Practices (1:30PM–4:30PM) Fee: \$75.00

Taking home more practice revenue in the 21st Century has become a survival skill. Medicare has cut physician reimbursement and insurers that base their own reimbursement on Medicare rates have made similar changes. There is no easy way to make up for this sudden drop in revenue, but there are some effective steps that physicians can and should take, and this seminar is designed to help you take charge of your practice's profitability. Growing your medical practice today requires a full continuum of management expertise, especially in the realm of financial management and analysis. The most financially sound practices equip themselves with this level of expertise in order to do more than just keep the practice at a constant level of good financial health. Many employ these skills and principles to grow the practice significantly, even in the face of growing managed care and rising costs. This seminar focuses on the proactive approach to financial management. It also considers the opportunities for expansion and the required financial analysis to measure such opportunities. Having the right staff is paramount to success and this seminar will address the complex area of personnel selection and training.

What You'll Learn in Seven Steps:

1. Essentials of Human Resources in the Medical Arena. Creating the well-managed practice with superior operations in relation to efficient staffing and patient flow.
2. Leveraging technology to improve collections and turn your denials into cash. Optimizing billing and collections and how to reengineer the process.
3. Going after the best new revenue streams for your own unique market. Identify areas where you can increase the services that you offer to your patients and remain cost effective.
4. Understanding managed care contracts, how to best coordinate your practice around them, and how to get paid!
5. Increase your efficiency. Review your systems and behaviors and eliminate or streamline inefficiencies. Minimize waste in your practice. Learn to audit your practice for wasteful activities.
6. Invest in equipment that will help you make or save money. Learn how to do an equipment cost analysis.
7. Implementing effective financial policies for ongoing financial viability.

Who should attend?

- Physicians
- Nurse Managers
- Administrators
- Non-Physician Practitioners
- Nurse Practitioners
- Practice Managers

**Seven Secrets of Successful Practices meets the criteria for 3 class II CMEs.
A certificate of attendance will be provided.**

Allscripts EHR Information and Demonstration

Allscripts Electronic Health Record Solutions

The Electronic Health Record of Choice

Allscripts award-winning Electronic Health Record (EHR) solutions are fast becoming an indispensable part of the way physicians practice medicine. Why? Allscripts Electronic Health Record solutions make the practice of medicine more seamless, less demanding and more rewarding for physicians in thousands of clinics nationwide. And Allscripts is the only EHR provider with solutions for the full spectrum of practices.

The Time is NOW to take advantage of the \$44,000+ in federal incentives to be provided to physicians utilizing a certified Electronic Health Record. Are you ready? Come learn more about the Stimulus incentives, how to qualify and to see the world-class Allscripts EHR solutions at work.

Learn about the following:

- Information from stimulus experts on the legislation and standards in development
- A guided tour of Allscripts EHR solutions
- Meaningful use guidelines

Allscripts and Henry Schein together are transforming our disconnected 'healthcare' system into a connected system of 'health'.

About the Speakers



Carol Mahon, PhD, is the President and CEO of Medical Business Institute. She brings over 40 years of experience in the medical field to her role as lecturer/consultant. Dr. Mahon instructs physicians and staff on practice management techniques and also provides consulting services. Dr. Mahon is an adjunct professor at medical schools and teaching hospitals and as such teaches first, second and third year residents the business side of medicine. As a lecturer/consultant for MBI, she presents seminars across the country on topics such as OSHA, coding, practice management, reimbursement, personnel policy, accounts receivable management, and key financial indicators. She currently enjoys national recognition for her presentations of physician programs on issues ranging from risk management to financial analysis. Dr. Mahon has also spoken for national organizations such as the AMA, MGMA, the American Heart Association, the American Association for Medical Assistants, NANOS, ACOG, and ASID. Carol has a BS in chemistry and physics, an MSN, an MBA, and a Ph.D. in Healthcare Management.



Bonnie R. Watson, CPC, PCS is a national coding consultant and education specialist for The Medical Business Institute. She travels across the United States conducting coding and reimbursement seminars along with physician compliance education. She is also the President of a medical auditing firm, ACE Advantage Consulting. Bonnie has over 20 years of experience in the medical field, from processing medical claims for Aetna Health Plans to Practice Administrator. She has over ten years experience as a certified coder, auditor and compliance officer. During this time she has conducted over 2000 physician chart audits including provider education for improvement. She has lectured at numerous Physician Management Symposium Meetings sponsored by TMA and AAPC's annual coding seminar held in Texas. Bonnie also teaches E/M coding and Practice Management at Tyler Junior College, in Tyler Texas, and has served in the positions of President and Education officer of her local AAPC chapter.

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experienced healthcare consultants**

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 - 2-day marketing planning
 - Marketing DVDs and CDs
 - Free e-Newsletters and special reports
- **Internet Marketing**
 - Web design
 - Search engine optimization
 - Pay-per-click for your practice
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 - Via telephone
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Join the 160,000 Physicians using the Allscripts Solutions today!
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Our EHR solutions are designed to meet the needs of your practice, regardless of size or specialty.

2. The Right Guarantee

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3. The Right Price

Start now, pay later — \$0 for software for the first 6 months. Then pay for your solution with affordable monthly payments over time.

The Allscripts Stimulus Program follows the Obama Administration's release of its long-awaited criteria for determining which Electronic Health Record (EHR) systems will qualify physicians for between \$44,000 and \$64,000 in Medicare and Medicaid incentive payments under the American Recovery and Reinvestment Act (ARRA). The law requires physicians to demonstrate their "meaningful use" of an EHR before they can claim the stimulus incentives, which first become available in 2011.

Call **NOW** to learn the latest on Meaningful Use Guidelines
and how to request a Free EHR ROI Assessment.



Allscripts

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EDUCATION AND EQUIPMENT EXPO

Sign Up TODAY! Visit www.henryschein.com/events

You may also complete the registration form below and return it to your Sales Consultant. *(Save a copy for your reference)*

Indicate which seminars you will be attending.

Reminder: There is no fee to attend the Equipment Expo; however, registration is requested.

Practice Name: _____ Specialty: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Attendee's Name: _____ E-mail: _____

Equipment Expo ☐ **Medical Seminar Series** ☐ **Both** ☐

(Specify which sessions you will attend)

Will you join us for: **Lunch** ☐

Henry Schein Sales Consultant's Name: _____

Expo Location/Date: _____

Time	Description	Reg.Fee	Sign Up
EQUIPMENT EXPO	11:00am–6:00pm	FREE	<input type="checkbox"/>
8:30am–11:30am	CPT/ICD9 Beginning Coding	\$75	<input type="checkbox"/>
9:00am–11:30am	OSHA Training	\$75	<input type="checkbox"/>
1:30pm–4:30pm	Seven Secrets of Successful Practices	\$75	<input type="checkbox"/>
1:30pm–4:30pm	CPT/ICD9 Advanced Coding	\$75	<input type="checkbox"/>
	Number of Attendees:	Total: \$	

Please check the box that applies

Select Payment Method:

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Account#: _____ Exp. Date: _____ Security Code: _____

Signature: _____

*Mail check and registration form to:

Henry Schein, Attn.: Kim Johnston EXPO, 526 Congaree Rd., Greenville, SC 29607

☐ **I am unable to attend. Please contact me to schedule an in-office consultation.**

✂ Please cut and return to your Sales Consultant.

City	Date	Location
Chicago, IL	Wednesday, July 28 th	Hyatt Regency O'Hare 9300 Bryn Mawr Ave. Rosemont, IL 60018
Birmingham, AL	Tuesday, August 24 th	Wynfrey Hotel 1000 Riverchase Galleria Birmingham, AL 35244
Atlanta, GA	Thursday, August 26 th	Crowne Plaza Ravinia 4355 Ashford Dunwoody Road Atlanta, GA 30346
Tampa, FL	Wednesday, September 1 st	Marriott Tampa Renaissance International 4200 Jim Walter Blvd. Tampa, FL 33607
Long Beach, CA	Thursday, September 23 rd	Marriott Long Beach 4700 Airport Plaza Drive Long Beach, CA 90815
Dallas, TX	Friday, October 1 st	Embassy Suites Outdoor World 2401 Bass Pro Drive Grapevine, TX 76051
Melville, NY	Thursday, October 7 th	Melville Marriott 1350 Old Walt Whitman Road Melville, NY 11747
Baltimore, MD* (Equipment Expo Only 2:00PM–8:00PM)	Thursday, October 14 th	Kings Contrivance 10150 Shaker Drive Columbia, MD 21046
Greensboro, NC	Thursday, October 21 st	Grandover Resort 1000 Club Road Greensboro, NC 27407
Troy, MI	Thursday, November 4 th	Detroit Marriott Troy 200 W. Big Beaver Road Troy, MI 48084
McAllen, TX	Tuesday, November 9 th	Marriott Renaissance Casa DePalmas 101 N. Main Street McAllen, Texas 78501 USA