

# 2016 SPEAKERS

## **Keynote Speaker**

KathyJo **UECKER**

Kathy Jo Uecker  
CMPE, EFPM, NCP, CPC, COC, CHSPA, CHSA  
NetSource One, Inc.  
Website: <http://www.nsoit.com/>

## **How to NOT Be the Next Ransom Gotcha in the Cyber Security World Understanding & Using NCCI to the Max!**

Kathy Jo Uecker, CMPE, EFPM, NCP, CPC, COC, CHSPA, CHSA, has been working in healthcare practice management since 1989 and most recently joined the consulting staff of NetSource One through a merger of Medical Informatics Solutions. With a strong background in billing, coding, and revenue cycle management, she brings the expertise to the NSO/MIS team. Her past experience also includes medical chart auditing, development, and implementation of compliance programs including HIPAA, fee schedule analysis, insurance carrier contract negotiations, and practice management software conversions and implementation.



Prior to joining NetSource One/Medical Informatics Solutions, Kathy was a Senior Healthcare Consulting Manager for Rehmann. She also served as the director of Reimbursement Services at HealthCare Midwest for 7 Years.

Kathy is active in the Michigan Medical Group Management Association (MMGMA), Medical Group Management Association (MGMA), the AAPC, the MMBA, Healthcare Financial Management Association, and the American Academy of Medical Management. She currently serves on the Third Party Liaison Committee for the Michigan State Medical Society and the Third Party Payer Day committee.

Hear from Kathy on two very interesting topics. She will be presenting on “How to NOT Be the Next Ransom Gotcha in the Cyber Security World” In this session, she will teach you how to be cyber-secure and compliant so you don’t make the newspaper for having your PHI held ransom. You’ll learn best practices you can easily implement. During her second session “Understanding and Using NCCI to the Max,” attendees will learn how to use NCCI tools and the NCCI Policy Manual to explain correct coding to third party payers as well as providers. Learn how to understand when, how, and why to use these edit when appealing denials to their party payers. Learn how to provide review and comment to CMS on edits that just don’t make sense and how to make sure your billing is for medical necessity and not just for reimbursement.

## General Session Speaker

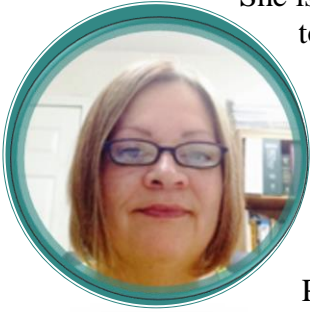
Cyndee **WESTON**

Cyndee Weston, CPC, CMC, CMRS

Website: <http://www.ambanet.net/AMBA.htm>

### **Best Practices & Advice from Billers & Billing Company Owners**

Cyndee Weston is a speaker, author, strategist, and trainer. She is known for embracing emerging technologies.



She is a social media lover, as evidenced by her drive to bring medical billers of influence together to interact and learn from each other. She is passionate about encouraging entrepreneurship and creativity among the billers and coders she works with through the American Medical Billing Association, where she serves as the Executive Director. She has been instrumental in the development and promotion of medical billing certification and in creating a national movement to ascribe to higher professional standards. Weston has established herself as a reimbursement expert with over 30 years of medical billing, compliance, and coding experience. Particularly, she has substantial experience in identifying practice cash-flow leaks and in implementing policies that resolve issues that affect reimbursement. She thrives on the constant changes in billing and compliance, has extensive knowledge in fraud and abuse detection and prevention, as well as, HIPAA compliance. Weston is a Certified Medical Reimbursement Specialist (CMRS)

through the American Medical Billing Association (AMBA), a Certified Professional Coder (CPC) through the American Academy of Professional Coders (AAPC), and a Certified Medical Coder (CMC) through Practice Management Institute (PMI).

Cyndee will be presenting on “Best Practices and Advice from Billers & Billing Company Owners.” This short presentation will provide the “best of” advice from our Medical Billing Company Owners (and billers) Facebook group, such as, why your calls are being blocked by some payers, best HIPAA compliant fax service to use, coding, reimbursement and billing tips and much more.

## General Session Speaker

Robert **LILES**

Liles Parker

Website: [www.lilesparker.com](http://www.lilesparker.com)

### **The Liles Report – An Update on Compliance for 2016 - 2017**

#### **Rules for Billers in Compliance**

#### **Guest Panel**

Robert Liles, J.D., M.S., MBA, B.S., is the Managing Member of Liles Parker, PLLC, one of the nation’s leading law firms focused on fraud defense, internal audits/investigations, compliance, and regulatory matters representing healthcare providers in civil, criminal, and administrative proceedings. Robert



is a nationally-recognized speaker and educator on health law regulatory issues. He has taught and lectured at more than 100 regional and national conferences, seminars, and webinars to Federal and State prosecutors, investigators, auditors, industry representatives, providers, and suppliers on a variety of regulatory issues.

He also serves as outside compliance counsel to a number of national health care organizations, including AMBA. Robert's firm also works extensively with third party billers to ensure they are protected through contracting and compliance planning. Robert was the first National Health Care Fraud Coordinator and subsequently worked as Deputy Director of the U.S. Department of Justice, Executive Office for United

States Attorneys. In addition to his law degree, he holds a Master's in Hospital Administration.

Hear from Attorney Liles on “The Liles Report – An Update on Compliance for 2016 – 2017” which will provide attendees with an update on the OIG’s Annual Work Plan, changes and risks you need to be aware of, and other areas of concern for medical practice, billers, and billing companies. Robert will also present on “Rules for Billers in Compliance” that will provide tips on how to comply with employee monthly exclusions searches, billing company contract issues and more. He will also participate in our Guest Panel and be able to answer your most pressing legal and compliance questions.

### **General Session Speaker**

Adam**BULLIAN**

Adam Bullian, JD

QIP Solutions

Website: <http://qiexpress.com/>

### **HIPAA Essentials for Medical Billers**

Adam Bullian, JD, serves as the Director of Privacy and Business Associate Compliance at QIP Solutions. He actively assists organizations in creating HIPAA compliance programs that meet the specific needs of their organization. He is an expert in Business Associate Management and creating compliance programs for HIPAA



Business Associates. Adam is also a frequent writer and presenter on HIPAA related topics. His weekly *HIPAA Highlight* e-mail helps thousands of readers a month implement appropriate safeguards in their organization. Adam holds Bachelor's Degrees in History and Political Science from West Virginia University, and a Juris Doctorate Degree from the West Virginia University College of Law. Adam has presented on HIPAA at ACA International, the Pennsylvania Associations of Community Health Centers, The California Primary Care Association, The National Association of Community Health Centers, and Maryland Tech Council.

HIPAA compliance is a must for all medical billing organizations. For those that attain HIPAA compliance, it can be the difference that helps you gain more business. During “HIPAA For Medical Billers” Learn the 10 required elements of a Business Associate Agreement (BAA) and how to negotiate BAAs with vendors and customers. A sample will be provided. Learn the essential elements that billers and billing companies must comply with, including a security risk assessment, employ training, access controls and policy/procedure development. Sample employee training content will be provided. Learn how to implement HIPAA safeguards appropriate for your specific organization and how to create an ongoing program rather than a one-time project.

### **Breakout Session Speaker**

Kathy**STULL**

Kathy Stull, CPC, CMRS, CPMA, CIRCC

Superior Resources, Inc.

Website: <http://www.superiorresources.info/>

### **Avoid the Medicare Value Based Payment Modifier Penalty Telehealth – Maximizing Billing & Reimbursement**

Kathy Stull, CPC, CMRS, CPMA, CIRCC, has been the owner of Superior Resource, Inc. since 2007. She has nearly 30 years of billing and coding experience, including 10 years working at a major insurance company as a claims processor, claims analyst, customer service representative and supervisor. She has worked for small private practices as well as large hospital based physician networks as a biller, trainer and auditor.



Kathy will be presenting on “Avoiding the Medicare Value Based Payment Modifier Penalty.” Here, you will learn how to avoid the 2% downward payment adjustment set for 2017 based on 2016 quality and cost performance. She will also be presenting on “Telehealth—Maximizing Billing & Reimbursement” where you will learn how to bill for Tele-Medicine visits, issues to be cognizant of, and how to earn the maximum on this exploding new revenue source.

### **Breakout Session Speaker**

Don Self, Whitehouse, TX  
Don Self & Associates, Inc

Website: <https://www.donself.com/>

### **Stop Allowing Payers to Deny Claims & Apply Improper Recoupments – Using ERISA Effectively Guest Panel**



Don Self has nearly 30 years of reimbursement, coding, billing, and consulting experience. He has presented for MGMA, PAHCOM, AMBA, and numerous physician groups and professional associations. He has written many articles for newsletters and blogs, has published his own newsletter for several years, and has assisted hundreds billers and coders on forums and news groups over the last decade.

Don will present “Stop Allowing Payers to Deny Claims & Apply Improper Recoupments – Using ERISA Effectively.” This is an important topic that too few billers know about, much less use to their advantage. You'll go home with knowledge that will help you collect more claims right away. You won't want to miss this session! Learn how carriers improperly deny your claims and, when they do pay, how they get away with improper recoupments. We'll show you how to stop these bad practices in their tracks. Don will also participate in our Guest Panel.

### **Breakout Session Speaker**

Melody Irvine  
CPC, CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS  
Career Coders, LLC.

Website: <http://www.careercoders.com/>

### **Be a Super Negotiator on Insurance Contracts**

Don**SELF**

Melody**IRVINE**

Melody Irvine, CPC, CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS, has been in the medical field for over 30 years and is the owner and founder of Career Coders, LLC out of Loveland, Colorado. She specializes in physician auditing, education, curriculum development and is an approved PMCC Instructor with AAPC.



Her extensive background includes Director of Coding, Auditing, Compliance, and Urgent Care for a forty-eight multi-specialty physician practice and contract auditor for State of Colorado Attorney General. She is in the process of publishing a Basic Physician Auditing book and guideline. Melody started her local AAPC chapter and has served as president, vice-president and currently as education officer of her local AAPC Chapter. She is the past member and officer of the AAPC National Advisory Board and is currently serving on the AAPC Board of Directors. She has also served on AMBA Advisory Board.

Most important of all Ms. Irvine has a passion for her line of work and enjoys the rewards of helping individuals grow in this ever changing medical field. Ms. Irvine will be present on “Being a Super Negotiator on Insurance Contracts.” Most doctors don’t realize there is a lot more room to negotiate than believed. In this session, you will learn the language used in contracts, how to discuss fees and calculate revenues, and you’ll learn some great negotiating skills.

**Breakout Session Speaker**

Judy **WILSON**

Judy A. Wilson  
CPC, COC, CPC-H, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS  
Anesthesia Specialists

**Unsolved Mysteries of Modifiers /Guest Panel**



Judy A. Wilson, CPC, COC, CPC-H, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS, has been doing medical coding and billing for over 35 years. For the past 24 years, she has been the Business Administrator for Anesthesia Specialists, a group of eleven cardiac anesthesiologists who practice at Sentara Heart Hospital. She has served on the Board of Directors of the AAPC Chapter of Associations from 2010 to 2014. She is currently on the AAPC-CA Board of Directors for 2015-2017. She serves on the NAB for AMBA. She is an Expert ICD-10-CM/PCS Trainer for the AAPC and a PMCC instructor.

She has presented at several AAPC regional and national conferences, at the AMBA National Conference for our general sessions, and at the University of Tulane Anesthesia Conference in 2013. She has written several articles, including ones for HCPRO/Just Coding and the AAPC’s Healthcare Business Monthly. Judy will be presenting on the “Unsolved Mysteries of Modifiers.” During this session, learn how and when to use modifiers, with examples. Learn about the new X modifiers and when to use them. Also, learn how modifiers affect revenue and get a cheat sheet specifically for billers. Judy will also be participating in our Guest Panel.

**Breakout Session Speaker**

Deepa **PATEL**

Deepa Patel  
BS, CPC, CPB, CPMA, CPC-I, C.H.R.S., C.H.I.S., CHM  
On the Money, LLC  
Website: <http://www.onthemoneymedicalbilling.com/index.html>

### **Forging Great Business Relationships – Signing “Good Fit” Clients**



Deepa Patel, BS, CPC, CPB, CPMA, CPC-I, C.H.R.S., C.H.I.S., CHM, is the owner and founder of On the Money, LLC, a medical billing and full practice management company. She was previously the billing and practice manager for the Mackey Vision Center for 6 years. Deepa holds a Bachelor of Science Degree in Health Information Management and Systems from Ohio State University. She will be presenting on “Forging Great Business Relationships – Signing Good Fit Clients.” Learn how to get potential clients interested in your service, and learn how to determine if a potential client is a good fit for your business.

### **Breakout Session Speaker**

Ray McGrogan

Ray McGrogan  
CardChoice International  
Website: <http://www.cardchoice.com/>

### **PCI Compliance – Securing Your Patient’s Financial Data**



Ray McGrogan is a seasoned veteran in the merchant services industry. He is a founding member of Card Choice Merchant Services, LLC, and a registered ISO/MSP of BMO Harris Bank, N.A. Ray’s expert knowledge and understanding of electronic payments has earned him extensive consulting relationships with national corporations since 2004, including Dun and Bradstreet. Ray’s primary focus has been educating medical groups, hospitals and billers on methods of revenue cycle automation and data security. He serves as a trusted advisor for PMI, AMBA, and NYSSCPA and actively manages his own portfolio totaling over 275 million dollars annually.

Ray will present on “PCI Compliance – Securing Your Patient’s Financial Data.”

Healthcare accounts for 35.5% of all reported breaches in the USA. EMV chip credit cards are issued, and retail breaches are down significantly, which means criminals will be targeting weaker, not prepared, industries, like healthcare. Criminals potentially have access to two big pieces of personal patient data, social security numbers and credit card numbers. Learn what you need to do to ensure you are compliant and protected. This information can be applied to both billing companies and doctor’s offices.

## General Session Speaker

Carrie **POMEY**

Carrie Pomey, B.A. CMRS  
MedTox Laboratories

### **Let the Numbers Speak – The Secrets to RCM**

Carrie Pomey, CMRS, is an organized professional recognized for strong leadership skills. She has been working in a variety of healthcare related fields since 1990. She joined MedTox Laboratories in 2010 and is currently employed as their Revenue Cycle Manager. During this time, she has been active in developing staff, creating procedures and streamlining processes to increase business revenue.



Ms. Pomey has many years of leadership experience building highly productive work teams and developing employees. Ms. Pomey's hallmark of increasing efficiencies is by creating order and building relationships. She has a passion to help others see their true potential. In her spare time, Ms. Pomey loves to travel and experience other cultures. Her belief is we can learn something from everyone.

Ms. Pomey previously served as a board advisor to Everest Institute, a medical billing and coding facility. Ms. Pomey was instrumental in mentoring a vast number of medical billing students while they fulfilled their externship requirements. She actively employed many high achieving graduates.

Ms. Pomey has her bachelor's degree in organizational management and communications from Concordia University. She is a proud member of the American Medical Billing Association and is a Certified Medical Reimbursement Specialist. Ms. Pomey was awarded the AMBA 2007 Einstein Award – for 110% Dedication to New Ideas and Technology. She is also a graduate of LabCorp's Leadership Investment Program (LIP) and a New You Wellness Champion.

Ms. Pomey will be speaking on "Let the Numbers Speak – The Secrets to RCM." Learn how to use the A/R numbers to tell a story, how to set realistic goals and determine key performance indicators as well as how to monitor your outstanding A/R. And most important, learn how to engage your employees and monitor their productivity.

## Breakout Session Speaker

Terri **WYMAN**



Terri Wyman, CPC, CMRS  
Baystate Wing Hospital  
**Unsolved Mysteries of Modifiers**  
**Guest Panel**

Terri Wyman, CPC, CMRS, has been in the medical field for over 30 years. She started out as a medical assistant (former CMA) and later became a Medical Biller (CMRS) and Coder (AAPC). For 15 years, she was employed as an instructor and program director for several medical assisting and medical billing and coding programs

in the New England area. During this time, she was a finalist for Career Education Groups Instructor of the Year. Terri was responsible for the conversion of all electronic claims from the 4010 to the 5010 (837) formats as the current lead analyst at Baystate Wing Hospital. She has extensive speaking experience with AAMA, AAPC, and the AMBA and enjoys sharing her knowledge, and, more importantly, she enjoys learning from her audience.

Terri will be presenting on the “Unsolved Mysteries of Modifiers.” During this session, Learn how and when to use modifiers, with examples. Learn about the new X modifiers and when to use them. Learn how modifiers affect revenue and get a cheat sheet specifically for billers. Terri will also be participating in our Guest Panel.

### Expert Panel

Our Expert Panel, with a combined 160 plus years of extensive billing and coding experience will answer your most challenging questions. This is a great opportunity for you to ask questions about a problematic claim, a company issue, or other questions to get experienced assistance. Regardless of the query, as long as it relates to billing and or coding, we invite you to bring your toughest questions.

Expert Panelists Include:

Robert Liles, JD, MS, MBA, BA

Judy Wilson, CPC, COC, CPC-H, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS

Terri Wyman, CPC, CMRS

Don Self

Our Expert Panel's Experience Includes:

Healthcare and Regulatory Compliance Law as well as Business and Transactions Law

General Coding, Billing, Auditing, Compliance, Practice Manager

Specialty Billing and Coding, Anesthesia, Mental Health, Interventional Radiology Cardiovascular, Inpatient and Outpatient Ambulatory and Payer Perspective

Practice Management, Medicare and Private Payers

EHR, PQRI, Various Billing Software Programs

Billing Company Ownership and Operations