

Keynote Speaker



Tom Force, Esq.
The Force Law Firm, P.C.
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Balance Billing for Out of Network Providers, Recoupments, and More Leveling the Playing Field with Payers

Tom Force, J.D., B.A., is a state and federally licensed attorney in New Jersey and New York, with over 21 years of experience in the healthcare and insurance industries. Mr. Force is nationally recognized as an expert in revenue recovery techniques, managed care contracting, appeal strategies and healthcare compliance. Mr. Force remains an active member and frequent speaker on a variety of healthcare revenue recovery and compliance issues for the American Medical Association, the Health Finance Management Association, the Suffolk County Bar Association, and other medical societies and physician organizations.

A United States Marine, Mr. Force received the prestigious USMC Meritorious Mast Award for Leadership in 1987. Mr. Force is also co-Chairman of the Health and Hospital Committee of the Suffolk County Bar Association. He is co-founder of the Healthcare Reimbursement Attorneys Network, a national association of attorneys that represent physicians and hospital clients.

Tom will be presenting on “Balance Billing for Out of Network Providers, Recoupments, and More.” He will also be presenting on “Leveling the Playing Field With Payers.” Attendees will learn how to handle a commercial health plan recoupment request or fraud audit and how to prepare a written objection while making proper demands upon the health plan. You will also learn how to bill out-of-network claims while keeping the practice compliant and how to use federal and state law to increase your reimbursements.

General Session Speakers



Robert W. Liles, Esq.
Liles Parker
Website: www.lilesparker.com

Provider Exclusions, HIPAA Changes and Legal Issues with ICD-10 2015 Compliance Report—Compliance and Risks for Billers and Coders

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 "Provider Exclusions, HIPAA Changes, and Legal Issues with ICD-10." Robert will also present a "2015 Compliance Report—Compliance and Risks for Billers and Coders."

Robert will also participate in our Guest Panel.



Laureen Jandroep, CPC, CPC-H, CPC-I, CPPM, CMSCS, CHCI, CPP
Certification Coaching Organization, LLC
Website: <http://www.cco.us/>

CPT Modifiers—It's All About the Money!

Laureen Jandroep, CPC, CPC-H, CPC-I, CPPM, CMSCS, CHCI, CCP, has over 25 years of experience in the healthcare field. She graduated as an Occupational Therapist in 1986, and, before long, was running a successful therapy practice that billed over 1.6 million per year, with a rejection rate lower than .06%. When Medicare changed how rehab companies were reimbursed, her therapy practice was closed, and Laureen eventually started a new company dedicated to teaching Medical Billing and Coding. This business was later sold, and is now run by the AAPC as part of their online course offerings. Laureen currently teaches medical coding through her company Certification Coaching Organization, LLC which does business as CodingCertification.org (CCO). Laureen founded the Southern Jersey Chapter of the AAPC and served as Chapter President for 2013. She served on the AAPC National Advisory board from 2003 through 2006, and she has been a consulting editor for several "Coding Alert" publications for the Coding Institute. Laureen will present on the topic "CPT Modifiers—It's All About the Money!"



Kathy Stull, CPC, CMRS, CPMA, CIRCC

Superior Resources, Inc.

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

Auditing ICD-10 Documentation ICD-10 Coding in 5 Easy Steps

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. She will be presenting on “Auditing ICD-10 Documentation.”



Mike Edmonds, CHBME

Physicians Financial & Management Services, LLC.

Website: www.pfmsllc.com

Industry Change and Its Effect on Medical Billing; Discussion and Input Among Attendees Guest Panel

Mike started his medical accounts receivable management and billing company in 1983 as a one-person office, and he has had up to 35 full-time employees. His company provides comprehensive medical billing and collection outsourcing services, healthcare compliance resource services, and revenue cycle management services aimed at improving reimbursement and financial performance. He is currently working with a large number of medical providers in providing services in their privately owned medical practices.

Mike has more than 30 years of experience in healthcare management, and his areas of expertise include medical reimbursement, coding, insurance/patient billing, statistical analysis, revenue cycle management, insurance contracting, physician credentialing, management information system reporting, and healthcare compliance management. He is a current member of the Medical Group Management Association (MGMA), the American Medical Billing Association (AMBA), and the Healthcare Billing & Management Association (HBMA), where he obtained the distinction of a Certified Healthcare Billing and Management Executive (CHBME). He is currently serving on the HBMA Certification Committee.

Understanding the issues that are driving the Medical Billing Industry today is essential for survival in an industry that continues to rapidly change. As a business owner, it is important to know where you are headed and where you have been so you can improve and build upon your success. Mike’s ability to draw from his past 30 years of experience working in the medical billing industry will provide you with unique perspectives on how to tackle the problems we all face today. This session will provide you with the knowledge needed to describe the evolution of business planning over time, the ability to identify new strategies from past strategies, and the skill necessary to apply new data-mining techniques from past experiences.



Shannon DeConda, CPC, CPC-I, CEMC, CMSCS, CPMA
NAMAS
Website: <http://namas.co/>

Gray Areas of E&M Services
Hands-On E&M Documentation, Auditing, and Scoring

Shannon DeConda is the Founder and President of the National Alliance of Medical Auditing Specialists (NAMAS) as well as the President of Coding & Billing Services and a Partner at DoctorsManagement, LLC. Ms. DeConda has over 16 years of experience as a multi-specialty auditor and coder. She has helped coders, medical chart auditors, and medical practices optimize business processes and maximize reimbursement by identifying lost revenue.

Since founding NAMAS in 2007, Ms. DeConda has developed the NAMAS CPMA Certification Training, written the NAMAS CPMA Study Guide, and launched a wide variety of educational products and web-based educational tools to help coders, auditors, and medical providers improve their efficiencies. Ms. DeConda is an experienced presenter and educator and a sought-after speaker. She has her Coding Certification through both the AAPC and PAHCS. Ms. DeConda will present on “Gray Areas of E&M Services.” She will also be presenting on “Hands-On E&M Documentation, Auditing, and Scoring.”



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

Medicare Revalidation, CAQH
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 21 years, she has been the Business Administrator for Anesthesia Specialists, a group of nine 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 is also on the Board of directors for Bryant and Stratton College in Virginia Beach, VA. She is an Expert ICD-10-CM/PCS Trainer for the AAPC and a PMCC instructor, and she teaches classes in the Tidewater area. 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 "Medicare Revalidation." Judy will also participate in our Guest Panel.



Cheri Freeman
HRS Medical Billing & HRS Learning Center
<http://www.hrslearningcenter.com/>

Navigating the Waters of Physical Therapy and Chiropractic Billing for Medicare

Cheri Freeman, CMRS, has specialized in physical therapy and rehabilitation billing since 1999. She became certified as a CMRS through the AMBA in 2006. In 2008 she formed the Central Texas Chapter of the AMBA and they were awarded the AMBA Chapter of the Year that same year. Cheri was awarded the AMBA Member of the year in 2008-2009 and the AMBA Einstein Award in 2009-2010. In 2010-2011, she was selected for the Virginia College Rookie of the Year Award.

In 2010, Cheri merged her billing company with Virginia College Healthcare Reimbursement Services, where she served as the Manager of the Austin, Texas location. They provided medical billing and coding services to healthcare providers with a staff of highly trained and certified professional billers and coders, while offering a location for training student externs in a "real world" setting. After completion of the program and graduation, these students were ready to make a meaningful contribution as employees in the community.

In July 2013, Cheri formed a new company, HRS Medical Billing, Inc. She continues to serve healthcare providers by ensuring optimum reimbursement and keeping them up to date with industry changes that affect their cash flow. She also continues to mentor and train students in the community. Most recently, Cheri has founded HRS Learning Center, an online medical billing course, where students can enroll in their training program online. The training program offers both hands-on training through HRS and certification through the AMBA. Cheri will be presenting on "Navigating the Waters of Physical Therapy and Chiropractic Billing for Medicare." This session will provide you with information on functional limitation reporting requirements, and PQRS measures, reporting options, and penalties. You will also learn the difference between FLR and PQRS reporting and scenarios in which the provider will not be paid and how to avoid them.



Terri Marohn, CMRS
TerMar Billing, Inc.
Website: <http://www.termarbilling.com>

Hiring and Managing Remote Workers and Considerations in Setting up a Virtual Office

Terri Marohn has been in the medical billing field for over 13 years and is president of TerMar Billing, Inc., a Michigan company, specializing in Mental Health Billing. Terri has earned her CMRS credential and currently serves as a moderator for the AMBA Forum. She is also a member of AMBA's National Advisory Board and has represented AMBA at the Michigan Medical Billers Association and MGMA conferences in recent years.

Terri works closely with fellow AMBA member, Steve Houseberg. They collaborate, share resources, and are continuously looking for better processes to utilize in their billing companies. As a result of all their combined research and implementations, they have improved performance, cost savings, and communication with their clients. This year, they will co-present on "Hiring and Managing Remote Workers and Considerations in Setting up a Virtual Office."



Steve Houseberg, CASC
Peak Healthcare Solutions, LLC

Hiring and Managing Remote Workers and Considerations in Setting up a Virtual Office

Steve Housberg, CASC, has owned and operated Peak Healthcare Solutions, LLC, since 1998. Mr. Housberg has a comprehensive background in Healthcare Administration, as well as the revenue cycle. In 2006, Mr. Housberg decided to return to Healthcare Administration and is currently the Administrator for Advanced Endoscopy Center, Bronx, NY. Mr. Housberg continues to manage Peak Healthcare Solutions remotely and services his clients with the help of several long time account representatives and employees. Throughout Mr. Housberg's professional career, he has worked in all healthcare environments, including hospitals, ASC's, private practice and correctional healthcare. Mr. Housberg earned his BA from SUNY Binghamton and MHA from Washington University in St. Louis, MO. Mr. Housberg earned his CASC certification in 2013, (Certified Administrator Surgery Center). Mr. Housberg proudly participates on the National Advisory Board for AMBA.

Steve works closely with fellow AMBA member, Terry Marohn. They collaborate, share resources, and are continuously looking for better processes to utilize in their billing companies. As a result of all their combined research and implementations, they have improved performance, cost savings, and communication with their clients. This year, they will co-present on "Hiring and Managing Remote Workers and Considerations in Setting up a Virtual Office."



Alicia Scott, CPC, CPC-I, Education Director
Certification Coaching Organization, LLC
Website: <http://www.cco.us/>

Risk Adjustment HCC Coding

Alicia has been working in the medical coding field for almost ten years. She first learned about medical coding while working in a medical records department at a resort town hospital near where she was raised. Through the years she has held several jobs in the medical field from, CNA, EMT, Pharmacy technician, and Medical Records Abstractor and Analyst.

Alicia joined the AAPC and became certified as a CPC in 2011 and a CPC-I in 2013. In the past, Alicia taught medical coding, billing, and medical law and ethics at a private college. She has also done contract work in HCC Risk Adjustment. Alicia is currently working towards her Masters in Health Care Administration, with an emphasis on education. Alicia will be presenting at the conference on “Risk Adjustment HCC Coding.”



Terri Wyman, CPC, CMRS
Wing Memorial Hospital

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 Wing Memorial 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 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, MBA, JD
Judi Wilson, CPC, CPC-H, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS
Terri Wyman, CPC, CMRS
Kathy Stull, CPC, CMRS, CPMA, CIRCC

Terri Marohn, CMRS

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