

The background of the lower two-thirds of the page is a collage of three grayscale images of Cincinnati landmarks. On the left is a classical building with a prominent column topped by a crown. In the center is a modern glass skyscraper. On the right is a suspension bridge with a large stone tower. Overlaid on this collage is the text "2011 ANNUAL MEETING" in a large, bold, dark blue font.

2011 ANNUAL MEETING

JUNE 22-25

HYATT REGENCY
CINCINNATI, OHIO

FINAL PROGRAM

Thank You!

The Foundation for Education in Healthcare Management has provided funding for the educational portion of this program. This funding, in part, is derived from the following permanent endowed chairs:

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Thursday Lunch Co-Sponsor:

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10 Minute Presentations:

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General Information

REGISTRATION HOURS

Wednesday, June 22 12:00 PM – 5:30 PM

Thursday, June 23 7:30 AM – 5:00 PM

Friday, June 24 7:30 AM – 4:00 PM

Registration Desk Regency North Foyer

EXHIBITOR SCHEDULE

Wednesday, June 22

3:30 PM – 5:30 PM Exhibitor Booth Set-up

6:00 PM – 7:30 PM Opening Reception – Expo Area

8:30 PM Expo Area Locked

Thursday, June 23

7:30 AM – 8:00 AM Breakfast – Expo Area

9:00 AM – 9:30 AM Break – Expo Area

10:45 AM – 11:15 AM Break – Expo Area

11:45 AM – 1:15 PM Lunch – Expo Area

3:20 PM – 3:40 PM Break – Expo Area

6:00 PM – 7:30 PM Vendor Networking Reception – Expo Area

8:30 PM Expo Area Locked

Friday, June 24

7:30 AM – 8:00 AM Breakfast – Expo Area

9:00 AM – 9:15 AM Break – Expo Area

10:55 AM – 11:10 AM Break – Expo Area

12:25 PM – 1:25 PM Lunch – Expo Area

2:15 PM – 2:45 PM Break – Expo Area

2:45 PM Booth Tear Down

Exhibit Hall – Regency Ballroom ABC

HOTEL

Hyatt Regency Cincinnati

151 West Fifth Street

Cincinnati, Ohio 45202

Phone: 513-579-1234

www.hyattregencycincinnati.com

SPOUSE MID-MORNING MEET AND GREET

Thursday, June 23

10:30 AM – 11:30 AM

Hyatt Regency Cincinnati

Third Floor, Room: Buckeye A

Official Program is subject to change.

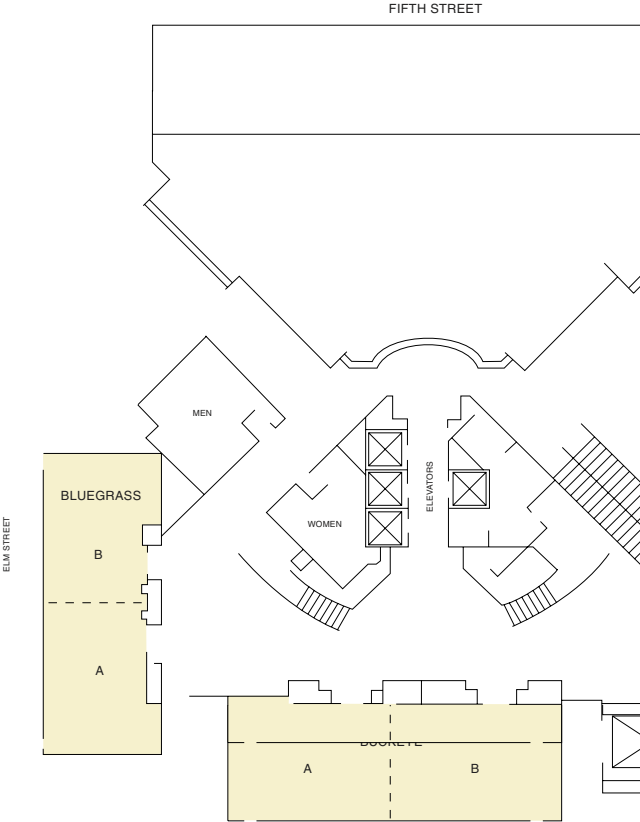


2011 ANNUAL MEETING

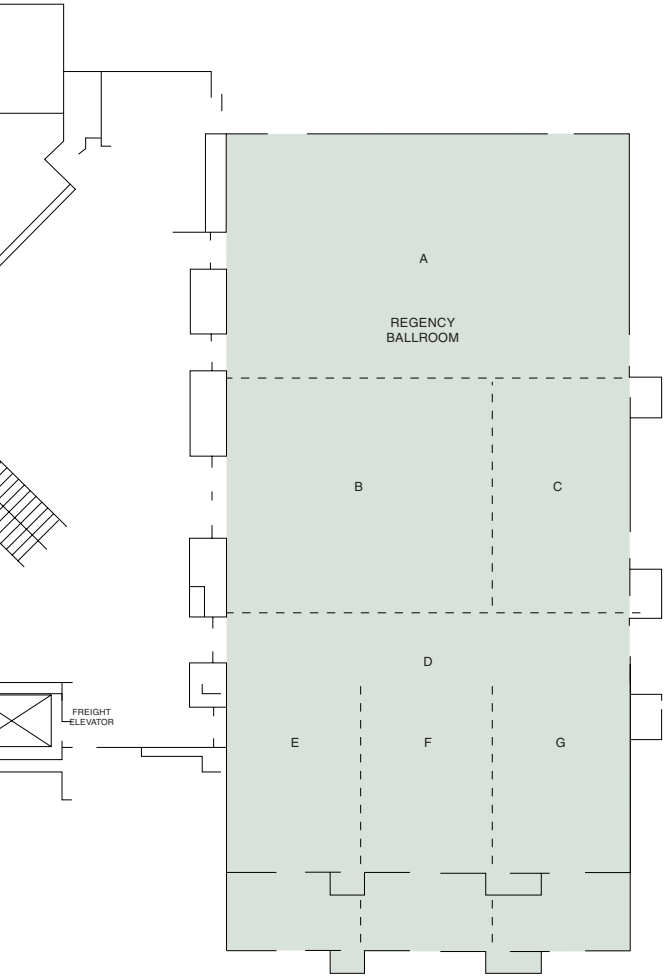


Meeting Space

THIRD FLOOR



2011 ANNUAL MEETING



Program Schedule

DAY 1

Wednesday, June 22

- 8:00 AM – 1:00 PM **NSCHBC Board Meeting**
Buckeye Ballroom A
- 12:00 PM – 5:30 PM REGISTRATION
Regency North Foyer
- 1:00 PM – 2:15 PM **Tips for Your Consulting Practice**
Regency Ballroom G
Thomas Loeblein, CHBC, CFP
Healthcare Management Consultants, Inc.
- 2:15 PM – 2:35 PM BREAK
Regency North Foyer
- 2:35 PM – 4:40 PM **Consultant Idea Sharing Session**
Regency Ballroom G
Moderator:
Christopher Mahan, CHBC,
MBA ACC
Mahan & Associates, LLC
- 6:00 PM – 7:30 PM OPENING RECEPTION
Regency Ballroom ABC



DAY 2

Thursday, June 23

- 7:30 AM – 8:00 AM CONTINENTAL BREAKFAST
Regency Ballroom ABC
- 8:00 AM – 8:10 AM WELCOME &
ANNOUNCEMENTS
Regency Ballroom EF

Kathryn I. Moghadas, RN,
CLHRM, CHBC, CHCC, CPC
NSCHBC President
- 8:10 AM – 9:00 AM **Healthcare Fraud
Keynote Session**
Regency Ballroom EF

D. Michael Crites, Esq.
Dinsmore & Shohl LLP

Thomas W. Hess, Esq.
Dinsmore & Shohl LLP
- 9:00 AM – 9:30 AM BREAK
Regency Ballroom ABC
- 9:30 AM – 10:45 AM **CONCURRENT SESSIONS**
**Evaluating the
Sale of a Practice**
Regency Ballroom EF

William M. Freedman, Esq.
Dinsmore & Shohl LLP

**How to Help Your
Dentist Thrive, Survive and
Get Out Alive**
Regency Ballroom G

Raymond F. "Rick" Willeford,
MBA, CPA, CFP, PFS
The Willeford Group
- 10:45 AM – 11:15 AM BREAK
Regency Ballroom ABC

- 11:15 AM – 11:45 AM **Vendor Presentations**
Regency Ballroom EF
- 11:45 AM – 1:15 PM LUNCH
Regency Ballroom ABC
- 1:15 PM – 3:20 PM **Meaningful Use & EHR
Provider Registration**
Regency Ballroom EF
David J. Zetter, PHR, CHCC,
CHCO, CPC, CPC-H,
PCS, FCS, CHBC
*Zetter Healthcare
Management Consultants*
- 3:20 PM – 3:40 PM BREAK
Regency Ballroom ABC
- 3:40 PM – 4:55 PM **ACO's**
Regency Ballroom EF
Reed Tinsley, CPA,
CVA, CFP, CHBC
Reed Tinsley, CPA
- 6:00 PM – 7:30 PM VENDOR NETWORKING
RECEPTION
Regency Ballroom ABC

DAY 3

Friday, June 24

- 7:30 AM – 8:00 AM CONTINENTAL BREAKFAST
Regency Ballroom ABC
- 8:00 AM – 8:10 AM WELCOME &
ANNOUNCEMENTS
Regency Ballroom EF
Kathryn I. Moghadas, RN,
CLHRM, CHBC, CHCC, CPC
NSCHBC President

- 8:10 AM – 9:00 AM **NSCHBC Statistics Update**
Regency Ballroom EF
Michael J. Dejno, CHBC, CPA
Healthcare Management Consultants, Inc.
- 9:00 AM – 9:15 AM BREAK
Regency Ballroom ABC
- 9:15 AM – 10:55 AM **Medical Economics Roundtable**
Regency Ballroom EF
Lois A. Bowers,
*Managing Editor
Medical Economics*
Kathryn I. Moghadas, RN,
CLHRM, CHBC, CHCC, CPC
Associated Healthcare Advisors, Inc.
Mark D. Scroggins,
MSBA, CPA, CHBC
Clayton L. Scroggins Associates, Inc.
Reed Tinsley, CPA,
CVA, CFP, CHBC
Reed Tinsley, CPA
H. Christopher
Zaenger, CHBC
Z Management Group, Ltd.
- 10:55 AM – 11:10 AM BREAK
Regency Ballroom ABC
- 11:10 AM – 12:25 PM **ICD-10**
Regency Ballroom EF
Maxine Lewis, CMM,
CPC, CPC-I, CCS-P
Medical Coding & Reimbursement Management
- 12:25 PM – 1:25 PM LUNCH
Regency Ballroom ABC

1:25 PM – 2:15 PM

CONCURRENT SESSIONS

ICD-10

Regency Ballroom EF

Henrietta Comrie,
CCS, CHCC, CPC
*Kohler HealthCare
Consulting, Inc.*

Kathryn I. Moghadas, RN,
CLHRM, CHBC, CHCC, CPC
*Associated Healthcare
Advisors, Inc.*

Uses and Abuses of 831(b) Captive Insurance Companies (CIC)

Regency Ballroom G

Professor Beckett G. Cantley
*Atlanta's John Marshall
Law School*

2:15 PM – 2:45 PM

BREAK – **PRIZE DRAWING!**

2:45 PM – 4:00 PM

Update on RAC Activity and the Use of RVUs in Measuring Compensation

Regency Ballroom EF

Joette Derricks, CPC,
CHC, CMPE, CSSGB
*Kohler HealthCare
Consulting, Inc.*

Charlotte L. Kohler, [RN],
CPA, CVA, CPAM, CPC, CHBC
*Kohler HealthCare
Consulting, Inc.*

4:00 PM – 4:45 PM

NSCHBC Membership Business Meeting

Regency Ballroom EF

5:30 PM – 7:30 PM

President's Awards Reception

Regency Ballroom G

DAY 4

Saturday, June 25

- 7:45 AM – 8:30 AM CONTINENTAL BREAKFAST
Regency North Foyer
- 8:00 AM – 8:30 AM **NSCHBC Board Meeting**
Buckeye Ballroom A
- 8:30 AM WELCOME &
ANNOUNCEMENTS

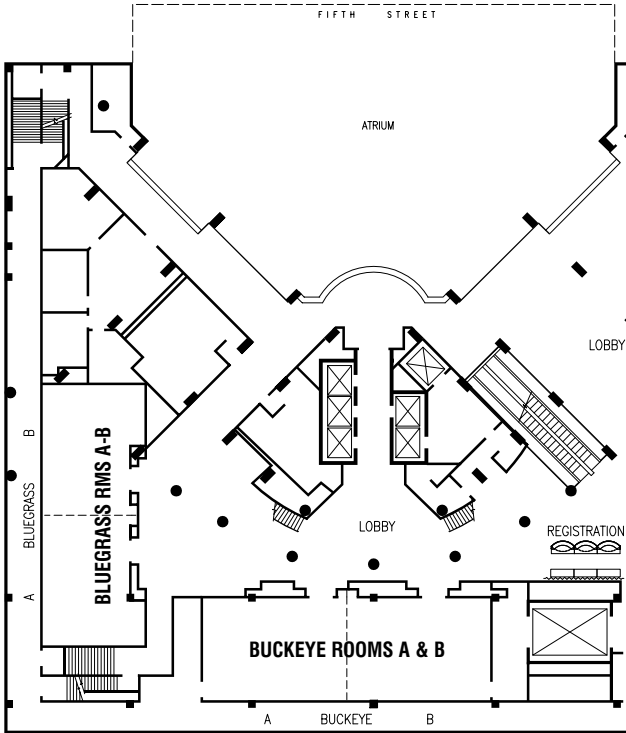
Regency Ballroom E
Kathryn I. Moghadas, RN,
CLHRM, CHBC, CHCC, CPC
NSCHBC President
- 8:30 AM – 10:00 AM **Taking Your Office
Paperless**
Regency Ballroom E

Fred H. Peck, DDS, AAACD
Fred H. Peck, DDS
- 10:00 AM – 10:15 AM **Sponsor Presentations**
Regency Ballroom E
- 10:15 AM – 11:00 AM NETWORKING BREAK
- 11:00 AM – 12:30 PM **Top How-To Tips for
Structuring the “Ideal”
Practice**
Regency Ballroom E

Charles Blair, DDS
*Dr. Charles Blair and
Associates, Inc.*
- 12:30 PM ADJOURNMENT

NSCHBC 2011 Exhibit Hall

REGENCY BALLROOM ABC

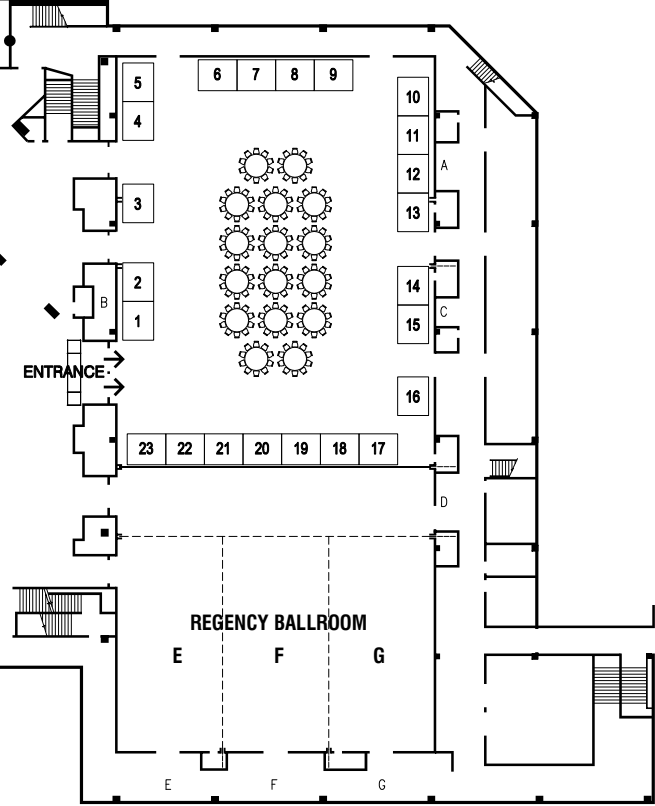


Booth #	Exhibitor Locator
1	American Medical Association
2	American Medical Association
3	MD On-Line
4	Etactics, Inc.
6	e-MDs
7	HealthPro Medical Billing

Booth #	Exhibitor Locator
8	Healthcare Billing and Management Association
9	Complete Medical Solutions, LLC
11	PMCA Liability Insurance, Ltd.
12	Professional Payroll Services Inc.

2011 ANNUAL MEETING

REGENCY BALLROOM A-B-C-D



Booth # Exhibitor Locator

13	Gateway EDI
14	Greenway Medical Technologies
15	Coding Network, LLC (The)
16	Navicure, Inc.
17	Practice Flow Solutions

Booth # Exhibitor Locator

18	Physicians' Creative Capital Consortium
19	CCA Medical
20	Demandforce
21	Bank of America Practice Solutions
22	OAISYS
23	athenahealth, Inc.

About the Exhibitors

NSCHBC assumes no responsibility for the content of the exhibitors' own descriptions of products and/or services.

Exhibitor	Booth #
American Medical Association	1 + 2

515 N State Street
Chicago, IL 60654
(312) 464-5758

www.ama-assn.org/go/mvp

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athenahealth, Inc.	23
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311 Arsenal Street
Watertown, MA 02472
(617) 402-1855
www.athenahealth.com

athenahealth offers the leading cloud-based practice management, EHR, and patient communication services that help medical groups get more money and more control of patient care. Our offering includes:

- Easy-to-use cloud-based software lets you see and manage all aspects of your practice's performance. Easily manage scheduling and billing; monitor productivity, utilization and cash flow; and better handle patient encounters – without costly setups or upgrades.
- A constantly updated, real-time database of insurance and clinical rules. Our clients have access to our proprietary compilation of industry-trusted data. It includes billing codes, Pay-for-Performance and formulary requirements and clinical guidelines and protocols – updated as changes occur. It even flags

potential billing errors, so you can fix them before they cause problems. Database rules are embedded into your billing workflow. They also “pop up” as part of your patient encounters, giving you instant access to drug interaction alerts, drug allergy alerts, and information needed for reporting.

- Back-office services to take on your most time-consuming tasks. We free up more of your time by handling tasks like tracking claims, managing denials, posting EOBs and payments, and digitizing faxes. We build and maintain electronic connections for you – to payers, labs, pharmacies, hospitals, medical imaging archive systems, and health information exchanges (HIEs). We route critical results directly to appropriate members of your staff, including the appropriate doctors. We even flag clinical results that aren’t received when expected.

We help your practice get more money and more control of patient care so you can achieve – and sustain – financial health

Don't miss our ten minute presentation!

Bank Of America Practice Solutions 21

600 N Cleveland Avenue, Suite 300
Westerville, OH 43082
(614) 794-8224

Medical and Dental Financing

CCA Medical 19

6 Southridge Court
Greenville, SC 29607
(864) 527-5534
www.ccamedical.com

CCA MEDICAL provides 30 years experience dedicated to software needs of medical practices. Our secret of success is simply stated by our company motto “Service First.” From single physician to multi-physician clinics, we offer Practice Management Software and Electronic Health Record software solutions guaranteed to meet ONC guidelines.

Coding Network, LLC (The)

15

324 S. Palm Drive
Beverly Hills, CA 90212
(310) 888-8688
www.codingnetwork.com

The Coding Network provides four primary products: remote coding services (ongoing or temporary), coding compliance reviews, coding helpline services and physician documentation training. Our U.S. based certified coders/auditors provide services in 55 medical specialties, 49 states, 64 academic institutions, 160 medical billing companies and numerous community-based practices and facilities.

Complete Medical Solutions, LLC

9

11115 Industriplex Blvd, Suite 800
Baton Rouge, LA 70809
(225) 752-0612
www.doctornetwork.com

WINMED Professional, integrating the practice management and clinical component into one dynamic package. It is a uniquely integrated, easy to use practice management, EMR, and business management system designed around the client's needs to improve reimbursement and enhance compliance.

Demandforce

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Demandforce is an award winning patient communications system that integrates seamlessly with your practice management software to automate your marketing and enhance your web presence. Demandforce helps attract new patients with reviews posted on Facebook & Google Places, retain existing patients with online communications, and measure results and patient satisfaction with real-time reporting.

e-MDs**6**

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Austin, TX 78717
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www.e-mds.com

e-MDs is a leading developer of healthcare IT solutions, active in national health information technology and interoperability efforts. e-MDs Solution Series™ is the standard for affordable and integrated EHR and PRACTICE MANAGEMENT software solutions, including clinical, financial and document management modules that optimize workflow, revenue and support Meaningful Use achievement.

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Stow, OH 44224
(330) 342-0568
www.etacticsinc.com

Etactics provides Healthcare Revenue Cycle technology based solutions. We seek qualified healthcare consultants who can add value and services to our solutions. New opportunities around just released tools for automated Charity Validation, Patient Financial Scoring/Ability to Pay and DSH/340 B reporting with enhanced Medicaid/Medicare retrospective search for missed days...all available to help your clients meet their reimbursement challenges and shortfalls.

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(800) 969-3666
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Greenway Medical Technologies

14

121 Greenway Blvd
Carrollton, GA 30117
(770) 836-3100
www.greenwaymedical.com

Greenway Medical Technologies provides integrated EHR and clinical research solutions to more than 27,000 healthcare providers in 31 specialties and subspecialties. Greenway's single-database EHR, PM and interoperability solution PrimeSUITE® 2011 certified for Meaningful Use and awarded 11 KLAS awards since 2004 streamlines clinical, RCM and administrative tasks. For more information, visit www.greenwaymedical.com.

Healthcare Billing & Management Association 8

1540 S Coast Highway, Suite 203
Laguna Beach, CA 92651
(404) 285-9722
www.hbma.org

The first trade association for medical billers, founded in 1993, HBMA is also the only trade association representing third-party and other medical billers in Washington. Constant changes in Medicare, Medicaid, private health insurance legislation and regulations make this presence essential.

HealthPro Medical Billing

7

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Lima, OH 45807
(419) 224-5707
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HealthPro provides breakthrough expertise in medical billing. Our clients appreciate our uncommon attention to detail throughout the billing process. We achieve superior financial results for the physicians and provide them with extraordinary reports creating peace of mind.

MD On-Line 3
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Parsippany, NJ 07054
(888) 499-5465
www.mdon-line.com

Navicare, Inc. 16
2055 Sugarloaf Circle, Suite 600
Duluth, GA 30097
(770) 342-0230
www.navicare.com

Navicare is a leading Internet-based medical claims clearinghouse that helps physician practices improve claims reimbursement and staff productivity. Serving over 20,000 physicians in practices nationwide, Navicare's solutions automate account receivables processes, including primary and secondary claims reimbursement; patient eligibility verification; rejected and denied claims management; electronic remittance and posting; claims and remittance reporting and analysis; and patient statement processing. Navicare's solution is supported by its unique 3-Ring™ Client Service.

Navicare is a member of the MGMA AdminiServe Partner Network, a group of vendors that have been vetted by MGMA and peer reviewed by its members. Navicare has ranked among the fastest growing companies nationally in the 2007, 2008 and 2009 Deloitte Fast 500 rankings, and 2008, 2009 and 2010 Inc. 5000. For more information, please visit www.navicare.com.

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Physicians' Creative Capital Consortium 18

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(800) 955-2840
thepmca.com

Healthcare Consultants Liability Protection

Practice Flow Solutions 17

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JUNE 22-25

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Healthcare Business Consultants**

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Reston, Virginia 20190

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Email: info@nschbc.org
www.nschbc.org