

2019 ENT Practice Management: Preparing for 2020 and Beyond

Designed for otolaryngologists, practice managers,
billers and other office staff.

Approved by the Association of Otolaryngology
Administrators (AOA) for 7 CEUs!



Saturday, February 9, 2019

The Grandover Resort
Greensboro, NC

Sponsored by the
North Carolina Society of Otolaryngology
and Head & Neck Surgery

THE NC SOCIETY OF OTOLARYNGOLOGY AND HEAD & NECK SURGERY

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The NCSOHNS invites you to an otolaryngology-specific business practices seminar on February 9, 2019, at the Grandover Resort in Greensboro. Earn up to 7 hours of credit.

Continental breakfast and lunch are included with the full-day session. **Register securely online!**

<http://www.cvent.com/d/1bq33b>

Program Co-chairs

Willard C. Harrill, MD, FACS

Carolina Ear Nose & Throat Sinus and Allergy Center, PA

Clinical Associate, Department of Otolaryngology

Wake Forest School of Medicine

Charles Woodard, MD

Vice President, NC Society of Otolaryngology and Head & Neck Surgery

Associate Professor and Director, Facial Plastic & Reconstructive Surgery

Program Director-Otolaryngology Residency

Head & Neck Surgery and Communication Sciences

Duke University Medical Center

Accommodations

The Grandover Resort recently completed a multi-million dollar renovation of its guest rooms, public spaces and spa. Conveniently and centrally located just off I-85 in Greensboro, the Resort features a fitness center, jogging trails, indoor/outdoor pool, two golf courses, tennis and racquetball courts, and much more! Guest room reservations must be received by January 11, 2019. Call (800) 472-6301 and mention the NCSOHNS to receive the special group rate of just \$179 single or double occupancy, plus taxes.

Grandover Resort | One Thousand Club Road | Greensboro, NC 27407

Phn: (336) 294-1800 | Toll Free: (800) 472-6301 | www.grandoverresort.com

Target Audience and Activity Description

This seminar is designed for otolaryngology physicians, practice managers and office staff. It will provide crucial information on developing patient loyalty, best practices in the digital age, hearing care infrastructure, revenue management, cybersecurity, and health insurance reform, and features a panel with Blue Cross and Blue Shield of NC Regional Medical Director Larry Wu, MD, “Exploring a New Era of Patient Care.”

AOA Credit

This program meets the criteria of the Association of Otolaryngology Administrators and is approved for 7 CEUs.



Americans with Disabilities Act

The NCSOHNS is fully committed to the principle of equal educational opportunities for all individuals and does not discriminate on the basis of any characteristics protected by federal or state law. If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to participate in this conference, please call the NCSOHNS at (919) 833-3836 no later than ten business days before the date of the activity.

Cancellation

Refunds, less \$25, will be made for cancellations received before February 2, 2019; no refunds will be made after that date. For participant substitutions, contact the NCSOHNS at astout@ncmedsoc.org or (919) 833-3836.

SATURDAY, FEBRUARY 9

2019 ENT Practice Management: Preparing for 2020 and Beyond

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|---------------|--|
| 7:15am-8:00am | Registration and Continental Breakfast |
| 8:00am | Course Convenes
Drivers of Patient Loyalty (Jim Fedio) |
| 9:00am | Your Practice Has a Story to Tell: Make It a Great One. Physician Reputation in a Digital World (James Benson, IV, MS) |
| 10:00am | Break |
| 10:30am | Hearing Care Infrastructure: Over the Counter Hearing Aids as a Strategy, Not a Stress Point (Brian Taylor, AuD) |
| 11:00am | Efficiency in the Audiology Clinic: Don't Leave \$ on the Table (Panelists: Brian Taylor, AuD; Meagan Lewis, AuD; Jim Fedio; James Benson, IV, MS; and Dawn de Neef, MD, FACS) |
| 12:00pm | Lunch (included in registration fee) |
| 1:00pm | Course Reconvenes
Documentation and Revenue Management in an EHR World (Brian Bonnano and Jim Bennett) |
| 2:00pm | Health Insurance Reform Update (Sue Ann Forrest, MPA) |

SATURDAY, FEBRUARY 9

- 2:30pm Break
- 3:00pm Otolaryngology and BCBS Panel: Exploring a New Era of Patient Care (Panelists: Marcus Albernaz, MD, FACS; Sarah Calloway, MBA; Charles Ebert, Jr., MD, MPH, FARS, FAAOA, FACS; Charles Gregg; Barry Hubert, MBA, FACMPE, COPM; W. Cooper Scurry, Jr., MD; and Larry Wu, MD)
- 4:30pm Cybersecurity (Speaker TBD)
- 5:15pm Questions and Summary
- 5:30pm Course Adjourns

Marcus Albernaz, MD, FACS

Eastern Carolina ENT-Head and Neck Surgery, PA; Member, NC Institute of Medicine; Chair, Vidant Health Board of Directors 2015-2017

Jim Bennett

Senior Revenue Manager, Dept. of Surgery, Duke University Hospitals

James Benson, IV, MS

President and Founder, QM2 Solutions

Brian Bonnano

AVP Compliance, Privacy, Security and Integrity, Private Diagnostic Clinic, Duke University Hospitals

Sarah Calloway, MBA

Practice Administrator, Asheville Head, Neck and Ear Surgeons, PA

Dawn de Neef, MD, FACS

Medical Director Audiologic Services, Carolina Ear Nose & Throat Sinus and Allergy Center, PA

Charles Ebert, Jr., MD, MPH, FARS, FAAOA, FACS

Director, NeuroRhinology-Advanced Rhinology and Endoscopic Skull Base Surgery Fellowship; Medical Director of Otolaryngic Allergy Services; Associate Director-Residency Program; Associate Professor, Department of Otolaryngology-Head & Neck Surgery, University of North Carolina at Chapel Hill

Jim Fedio

Director of Professional Development, Fuel Medical Group

Sue Ann Forrest, MPA

Assistant Director, Legislative and Political Action, North Carolina Medical Society

Charles Gregg

CEO, Pinehurst Surgical Clinic

Barry Hubert, MBA, FACMPE, COPM

Practice Administrator, Blue Ridge Ear, Nose and Throat; Immediate Past President, Association of Otolaryngology Administrators

Meagan Lewis, AuD

Director of Audiology, Wake Forest Baptist Health

W. Cooper Scurry, Jr., MD

Piedmont Ear Nose and Throat Associates

Brian Taylor, AuD

Director of Clinical Audiology, Fuel Medical Group

Larry Wu, MD

Regional Medical Director, Blue Cross and Blue Shield of North Carolina

Register securely online at <http://www.cvent.com/d/1bq33b>

or return this form to: NCSOHNS, PO Box 27167, Raleigh, NC 27611, fax (919) 833-2023.

To qualify for member rate, 2019 membership dues must be current. Please submit a separate registration form for each participant.

Registration Fees

	<u>Before 1/15/19</u>	<u>After 1/15/19</u>
NCSOHNS Member Physician:	\$125.00	\$175.00 _____
Non-Member Physician:	\$275.00	\$325.00 _____
Practice Manager/Staff of Member:	\$125.00	\$175.00 _____
Practice Manager/Staff of Non-Member Physician:	\$275.00	\$325.00 _____
Resident/Medical Student:	\$25.00	\$25.00 _____

Fees include all course materials, continental breakfast, breaks, and lunch.

Name: _____ Degree(s): _____

First Name for Badge: _____

Practice Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Mobile (for emergencies): _____

E-mail: _____

Emergency Contact Name/Phone: _____

Dietary Restrictions/Accessibility Needs: _____

TOTAL FEES (sum of above): \$ (No refunds after February 2)

My check payable to NCSOHNS is enclosed, or

Charge my __Visa __MasterCard (Sorry, American Express is not accepted.)

Name as it appears on card: _____

Billing Address: _____

Card #: _____

Expiration: _____ / _____ Security code: _____

Signature: _____

Please Print Legibly!

REGISTRATION

NC Society of Otolaryngology and Head & Neck Surgery
PO Box 27167
Raleigh, NC 27611

You're Invited!

Questions? Call the NCSOHNS at (919) 833-3836