

2018 KAEPS Spring Meeting Practice Management Program *

Presented in partnership with the American Society of Ophthalmic Administrators (ASOA)



Friday, May 11, 2018

9:00 am – 5:00 pm

21C Museum Hotel

Louisville, KY

9:00 am – 9:15 am

Welcome

*Laureen Rowland, CAE
Executive Director, ASOA*

9:15 am – 10:45 am

2018 Legislative and Regulatory Update

Nancey McCann

ASCRS Director of Government Relations

Join ASCRS•ASOA Director of Government Relations Nancey McCann for a detailed update on the current state of legislative and regulatory affairs and the effect on our industry, as well as a 2018 MIPS update.

10:45 am – 11:00 am

Break

11:00 am – 12:00 pm

Resolving Conflicts/Complaints in the Workplace

Elizabeth Holloway, PHR, COE, CPSS

BSM Consulting

This course will focus on techniques to resolve employee conflict and guide managers on when to intervene in office conflicts. Trigger points that cause morale and interpersonal issues among co-workers will be identified as well as potential solutions.

12:00 pm – 1:30 pm

Lunch & Program – Communication Across Generations

Cindi Carman

Professional Development Consultant

Sullivan University

1:30 pm – 1:45 pm

Break

1:45pm – 2:45 pm

The Changing Face of Coding Compliance

* Tentative program, subject to change

2/19/2018

William T. Koch, COA, COE, CPC

Texas Retina Associates

This interactive course will examine the changing face of coding compliance to include internal reviews, payer reviews, OIG directed projects, Qui Tam or whistleblower complaints, etc. We will discuss the process through a series of questions and audience feedback and will address staff knowledge and expertise, including internal resources and external resources at your disposal.

2:45 pm – 3:45 pm

Hiring/Onboarding New Employees

Elizabeth Holloway, PHR, COE, CPSS

BSM Consulting

Selecting the right employee to join the practice can make or break an organization. In addition to selecting the best candidate, the onboarding process is equally important when integrating the new employee into the team. This course will explore proven techniques to conduct behavioral interviewing and also give tips and tools for the onboarding process.

3:45 pm-4:45 pm

Creating a Marketing Foundation – Customer Service, Branding, and Social Media

Paul M. Stubenbordt

Stubenbordt Consulting, Inc

Attendees will get a detailed overview of what practices should do to create a foundation for practice growth. We will dive into the customer service experience, consistent branding, website development/optimization, and social media management.

4:45 pm – 5:00 pm

Closing comments

5:30 pm

Welcome Reception, Bourbon Tasting & Silent Auction