

## Conference Registration

Registration Deadline: April 23, 2012

_____ <b>NEW</b> Registrations @ \$290	<b>Totals</b> \$_____
_____ <b>CONTINUING</b> /Returnee @\$265	_____
_____ <b>ADDITIONAL</b> Registrations*, at a \$25 discount to each category above	_____
*from same company location	
Total Registration Fees:	\$_____

**(Please Print—one copy for each registrant)**

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip: \_\_\_\_\_  
E-mail \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_

MasterCard  VISA  Discover

# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_ ZIP \_\_\_\_\_

Signature: \_\_\_\_\_

Make your check **payable to SATRO®** (Tax ID 56-2133609) and mail it with a **copy of this form for each registrant** to the address below. Pre-registration is required and will not be available on site.

SATRO® Conference  
c/o SE Radiation Oncology Group, P.A.  
200 Queens Road, Ste 400  
Charlotte, N.C. 28204  
Phone: (877) 559-4548  
Fax: (704) 333-3397

## Faculty/Topics:

### “Coming Soon: a Proton Therapy Center Near You”

**Leonard Arzt**, Executive Director, and **Stephen Jacobs**, M.A., a founding Board member, of the National Association for Proton Therapy, will share their special insights regarding the growth of this important industry. They will review the current vendors, available technologies and costs, financing options, and staffing and marketing considerations. Attendees will also learn about the range of diagnoses to which this technology may be applied, and related payor policies.

### “Social Media: What, Why and How?”

**Dale J. Boylston**, Executive VP, Connect Healthcare, will explain the changing role of social networking and social media in health care. He will provide examples of how social media are impacting patient and caregiver expectations, how leading healthcare organizations are using social media tools, and also suggest ways to develop effective and sustainable approaches to deploying such media in your own setting.

### “Utilizing RVUs to Better Manage Employed M.D. Practices”

**Justin Chamblee**, MAcc, CPA, Senior Manager at Coker Group, will review the history of the resource based relative value system (RBRVS), and its relative value units (RVUs), and discuss the use of this objective measurement tool, which is increasingly being applied. He will also provide practical examples of how to apply such data to better manage your practice and employed M.D. staff, e.g. service line comparison, contracting, benchmarking and M.D. compensation.

### “Transitioning to the EMR World”

**Deborah I. Churchill**, RTT, President and CEO of Churchill Consulting, Inc., will discuss the process of moving from paper charts to electronic medical records (EMR), and the importance of developing an appropriate foundation in the design of your EMR. She will outline the fundamental documentation requirements for the various procedures used in a standard regimen, including naming conventions and the location of orders and procedure notes.

### “FAQs in Radiation Oncology Billing and Coding”

**Ron DiGiaino**, MBA, FACHE, President, and **Teri Bedard**, RT (R)(T), Consultant, Revenue Cycle, Inc., will review some frequently asked questions with attendees. Along with discussions about some of our significant procedures, e.g.

IMRT, IGRT, HDR and SBRT, they will also review other codes, such as treatment devices and plans. Two sample diagnoses will be reviewed in detail, with a review of the documentation required of various staff.

### “Evaluating and Motivating your Billing Staff”

Kevin M. Ewalt, CEO and President, RADMAX, Ltd, will discuss ways in which managers may evaluate the effective performance of their billing staff. He will review some of the productivity indicators commonly used by billing companies, such as reports on denial management, adjustments, credit balances and aged trial balances. Also discussed will be various techniques which may be used to motivate performance.

### “Top Five Aspects of Health IT to Focus on in 2012”

**Andrew W. Litt, M.D., FACR**, Chief Medical Officer for Dell Healthcare and Life Sciences, will share with attendees what Dell considers to be its ‘top 5’ HIT issues for 2012. He will discuss information security, electronic health records, cloud computing, storage options for health data, and the pending transition to ICD-10. He will also review some available sources of HIT guidance, such as CMS, and suggest possible ‘best practices’ from the perspective of Dell Healthcare.

### “Radiation Oncology: Rules, Regulations & Reimbursement”

**Linda L. Lively**, MHA, CCS-P, RCC, ROCC®, CHBME and **James E. Hugh, III**, MHA, ROCC®, CHBME, respectively President & CEO and Senior Vice-President of AMAC®, will review the 2012 final rules as they impact coding and documentation standards. They will discuss how these updates will affect oncology departments and practices in their delivery of various treatment modalities. In addition, they will project changes for 2013 and those due to the rollout of NHI in 2014.

### “An Overview of the ACoS Process”

**Daniel P. McKellar, M.D., FACS**, Chair-Elect, the American College of Surgeons Commission on Cancer, will review its comprehensive, patient-centered standards, e.g. patient navigation, psychosocial distress screening and survivorship care plans. He will review the necessary steps to be followed in seeking an initial or repeat ACoS accreditation, along with the timeline and related costs.

### “Demystifying Co-Management/Medical Director Contracts”

**Tynan P. Olechny**, MBA, MPH, AVA, Senior Consultant, Gates, Moore & Company, will explore these types of professional

services agreements, which are increasingly popular approaches to M.D.-hospital integration. Her presentation will highlight the structures, issues and analyses associated with the determination of their appropriate payment, within existing regulatory guidelines.

### “Overview: OIG Goals, Products & Enforcement Efforts”

**Edye Palma**, M.S., Assistant Special Agent in Charge, OIG, will review how the OIG seeks to prevent, or to identify and punish, fraudulent practices which impact the Medicare and Medicaid programs. She will discuss how the OIG interacts with other agencies, e.g. RACs, MACs, ZPICs, in pursuing questionable billing activities, to reduce billing error rates and recoup overpayments.

### “Coding Compliance in the Age of Audits”

**Cindy C. Parman**, CPC, CPC-H, RCC, Principal, Coding Strategies, Inc., past-president of the Advisory Board for the American Academy of Professional Coders (AAPC), will review how to reduce or eliminate coding and billing risks through an internal auditing and monitoring program. Attendees will gain a better understanding of how to ‘audit proof’ their practices, by applying improved documentation standards.

### Health Reform: Possible Impacts on Radiation Oncology

**Timothy R. Williams, M.D., FASTRO**, past president and board chair of ASTRO, will review healthcare costs, health reform, and their possible impacts on the delivery of radiation oncology. Healthcare now approximates 18% of GDP, and though technological innovations have produced improved outcomes for some cancer patients, the cost of such care is increasingly under scrutiny. Attendees will gain an improved understanding of the range of important issues now facing our profession.

### Panel Discussion on RT Coding Questions”

This session is devoted to billing and coding questions. Panelists are Deborah Churchill, James Hugh, Cindy Parman, and Ron DiGiaino. Submit your billing questions on a separate piece of paper to accompany your registration form, or you may e-mail them to: 2012satro@gmail.com, with “Coding Question” as the entry in the subject line. Because this is a very popular session, please submit your questions in advance, to increase the chance of receiving a response.

## About SATRO®:

The Southern Association of Therapeutic Radiation Oncology (SATRO®), a not-for-profit organization, was formed in 1999 to provide radiation oncology staff in southern states with an opportunity to pursue convenient, cost-effective, regionally based education and networking opportunities not otherwise available to them. To date over 1,500 individuals from 45 states, the District of Columbia and Puerto Rico have attended. SATRO® provides a forum for the exchange of information and ideas specific to the practice of radiation oncology. As a member of SATRO®, you will have the opportunity to expand your professional knowledge and to develop valuable peer contacts.

## Program Theme:

*“Embracing Change, Positioning for Success”* recognizes that our specialty is experiencing numerous challenges from a wide range of marketplace and governmental influences, and that we must remain informed, vigilant and proactive, in order to position our departments and practices for success. Our course offerings provide practical educational sessions specific to some of the various challenges which you now face, along with a review of ongoing developments and trends which are likely to affect your day-to-day practice activities in the near future.

In addition, the 2012 SATRO® conference offers many opportunities to meet and mingle with other professionals in the field of radiation therapy from throughout the South (and beyond), providing invaluable professional and personal development. We think you will agree that SATRO® offers a cost-effective and convenient continuing education choice.

## Target Audience:

The fourteenth annual SATRO® meeting is geared towards the educational requirements of the team which make our specialty successful, including billing, administrative, technical and medical professionals. We particularly encourage those with billing responsibilities to attend, since coding and billing issues are discussed in some depth. Due to the continuing education needs of our attendees, credit approval will be requested from the ASRT, AAPC, MDCB, and from ROCC®, for those maintaining such certifications.

## Conference Organization:

Our conference consists of general and break-out sessions and a panel discussion on radiation oncology billing and coding issues.

## Conference Specifics

**Where:** Crowne Plaza Atlanta Ravinia  
4355 Ashford Dunwoody Road  
Atlanta, Georgia 30346  
Toll-free: 888-233-9527

The Crowne Plaza Atlanta Ravinia is adjacent to the Perimeter Mall in northeast Atlanta, and is within easy walking distance of numerous shops and restaurants. Through April 14, the SATRO® conference room rate for up to four persons per room is \$129 per night, plus 12% state and local taxes. Free and valet parking are available on site for attendees and guests. On a space available basis the hotel will honor this room rate two days prior to and after the SATRO conference.

**When:** 6:00 PM—7:30 PM Wednesday: Registration  
7:30 AM—5:00 PM Thursday: Registration  
12:25 PM—5:00 PM Thursday: Sessions  
7:30 AM—5:00 PM Friday: Registration/Sessions

Attendees will be offered thirteen (13) general and breakout sessions, plus a billing and coding panel discussion, all located within the Dunwoody and Ravinia Ballroom areas of the hotel, adjacent to the Exhibitor area.

Registration fees include meeting attendance, registration materials, scheduled refreshment breaks, and meals.

Meeting attire for the conference is business casual.

Conference materials will be available beginning Wednesday evening, May 2, prior to the start of the conference. At least one form of official I.D. will be required for registration, and materials must be picked up by the named individual attendee.

**Pre-Registration is Required:** To pre-register, complete the attached registration form, and return it with your check made payable to SATRO®, or provide your credit card information. Registration forms may also be downloaded from the SATRO® website.

**Mail** the registration form to: SATRO®, c/o SE Radiation Oncology Group, P.A., 200 Queens Road, Ste 400, Charlotte, N.C. 28204 or **fax** your form to 704-333-3397. You may also e-mail 2012satro@gmail.com or phone us at 877-559-4548. If your completed registration form or fee is **received** after April 23, 2012, it will be held pending your additional payment of a \$50 late fee.

## Notes

**Cancellation Policy:** Written cancellation requests must be received by 5 PM on April 23, 2012. A full refund, less a \$75 processing fee (per person) will be made. No refund requests made after that date will be honored.

**Agenda:** The final agenda will be posted on our website and also distributed with the registration confirmations on or around April 20th. If you do not receive one, call the SATRO® Manager, at 877-559-4548. For timely conference updates, visit the SATRO® web site, [www.satro.org](http://www.satro.org), or sign up for the SATRO® chat group at:

[www.groups.yahoo.com/group/SATRO](http://www.groups.yahoo.com/group/SATRO)

We accept Discover, Master Card & VISA credit cards.

The *“Continuing Member Rate”* applies **only** to those who attended the 2011 SATRO® 13 meeting in Orlando, Florida.

Meeting registration provides you with a one year membership to SATRO®. It also extends your permission to SATRO® to use your name and picture, if included in pictures taken of the meeting events, on our web site or in other media.

Handicapped access: SATRO® recognizes the differing needs of our participants. Please notify us of any special mobility or other needs no less than two weeks prior to the conference.

Dietary preferences: please notify us of any special meal requests no less than two weeks prior to the conference.

## Pre- and Post Conference Offerings:

Two one-half day pre-conference workshops will be offered by AMAC, Inc. and Revenue Cycle, Inc. on the morning of Thursday, May 3. A *separate* registration fee is required. For related information, please visit [www.amac-usa.com](http://www.amac-usa.com) and [www.revenuecycleinc.com](http://www.revenuecycleinc.com).

**Additionally, on Wednesday evening, May 2nd, Varian will offer a special pre-conference session on ARIA, its information and image management system. Additional details regarding this offering will be posted at our website.**

The pre-conferences, breakouts and general session offerings will all be held in the Dunwoody and Ravinia Ballroom areas of the Crowne Plaza Atlanta Ravinia hotel.



*The 14th Annual Meeting of*

**The Southern Association  
of Therapeutic  
Radiation Oncology**

**SATRO®**

***EMBRACING CHANGE,  
POSITIONING FOR SUCCESS***

**May 3-4, 2012  
Atlanta**

