

Denise Gerlach “Today’s Guide to Strengthening Relationships with Referring Physician Offices”

- 1) Create an effective outreach strategy. Attendees will learn how to develop a comprehensive outreach plan to keep referring physician offices informed and engaged.
- 2) Develop compelling marketing messages. We will discuss how to craft clear and persuasive marketing messages to highlight the benefits of radiation therapy and the unique features of their own cancer center. We will also discuss marketing the use of radiation therapy for the treatment of benign disease.
- 3) Advanced strategies: How to build an “Advisory Board” to foster ongoing educational opportunities and open discussions.
- 4) How to measure success. Attendees will learn how to implement metrics to evaluate the effectiveness of their outreach and marketing efforts.

Diane Grefski, “Coding Pitfalls”

- 1) LCD/NCD policy requirements
- 2) Choosing the correct CPT Codes
- 3) Choosing the correct diagnosis code
- 4) Reviewing NCCI edits

Regina Hargrove, “Hypofractionation: The Financial Impact to a Radiation Oncology Practice”

- 1) Understand Hypofractionation and its History
- 2) Evaluate the Financial Impacts
- 3) Assess the Clinical Benefits
- 4) How hypofractionation fits into Value-Based Care

Anne Hubbard, “Radiation Oncology – Threats and Opportunities in Health Policy”

- 1) Inform participants about the Radiation Oncology Case Rate Program Value Based Payment Act.
- 2) Educate participants on the impact of pending health policy changes including modifications to practice expense and valuation of key radiation oncology services.
- 3) Help participants appreciate the importance of ASTRO health policy and advocacy activities that are designed to address these issues.

Jordan Johnson, “Health Law and the Business of Medicine”

- 1) Review the general legal framework governing relations between patients and providers.
- 2) Review specific laws and penalties for their non-compliance, e.g. False Claims, Anti-kickback and Stark.
- 3) Review important aspects of contract law and related transactions, the selection of corporate structures, non-compete agreements and other legal concepts.

Linda Lively and James Hugh, “Radiation Oncology Reimbursement & Policies: Today and Tomorrow”

- 1) Overview of current reimbursement and regulatory policies impacting radiation oncology providers (OPPS and MPFS)
- 2) Review best practices in coding compliance, documentation and self-monitoring
- 3) Discuss expectations and challenges for 2025 and beyond

Francinna Scott-Jones, “Using Billing and Coding guides when Implementing New Technology”

- 1) Provide insight on creating and using billing templates to streamline revenue cycle workflows.
- 2) Discuss how templates can be utilized with the implementation of new technology, i.e. adaptive therapy.
- 3) Describe how templates can cultivate consistency within the charge capture process by every discipline of the department.

Christel Smith and Matthew Terry, “Unleashing the Transformative Power of AI in Radiation Oncology”

- 1) Provide a general introduction to AI basics and the various AI technologies, including rule-based models, machine learning, deep learning, and generative AI.
- 2) Illustrate practical uses of generative AI in radiation oncology, focusing on automating documentation, report generation, and powering conversational interfaces to streamline clinical operations
- 3) Discuss the importance of HIPAA compliance and introduce protective measures to secure sensitive patient data against unauthorized access in AI applications

Shawna Stacey, “Radiation Oncology Planning & Coding - The Essentials You Need to Know”

- 1) Introduction to Radiation Oncology Planning Methodologies: Processes & Coding.
- 2) Are your planning charges accurately captured and documented? Let’s have a discussion on initial, boost, revisions, additions, and consolidative planning processes and charges. What’s it costing you?
- 3) SBRT/SRS Planning Modalities; define planning modalities, coding and billing processes, documentation, authorizations, and setting a standard within your clinic to assist with revenue processes.
- 4) Adaptive Planning: define what adaptive planning is, coding and billing processes through adaptive scanning, planning, and daily treatment, documentation, authorizations, and setting a standard within your clinic to assist with adaptive operations and revenue processes.
- 5) AI and Radiation Oncology - presenting Coding QA Tools, trusting AI to help clinicians and coders to clean and correct their charges prior to export, improving the revenue process.