2018 ENT
CODING AND REIMBURSEMENT WORKSHOPS

E/M Tune Up for ENT
Rev Up Your Revenue Cycle
2018 Mastering ENT CPT Coding

TAKE YOUR PRACTICE TO NEW HEIGHTS
ENT is bubbling with change in 2018!

New endoscopic sinus surgery and sinus dilation codes. The impact of high deductible health plans. Increasing payor take backs. Stepped up RAC audits. Changes and challenges require otolaryngologists and their teams to think differently and acquire new skills.

This year's workshops will inspire you to reset “the way we've always done it.” The courses are robust with new content and resources. We'll show you how to use the new endoscopic sinus surgery codes and code for sleep surgery - plus we've expanded our coverage of facial plastic surgery and otology. You'll learn patient A/R processes and rise to meet the E/M documentation requirements. We've got tips for making the practice audit-ready, as well as billing for telehealth visits.

Our firm has advised more than 850 otolaryngology practices and reviewed thousands of operative and office notes. Our clear instruction, practical tactics, and resource-packed workbooks win high marks with otolaryngologists and their teams, year after year. Come find out why 99% of 2017 workshop attendees said they'd recommend our national workshops to a colleague.

We'll give you the right tools and motivate you to make 2018 the best year ever!

Karen A. Zupko
President
KarenZupko & Associates, Inc. (KZA) is a consulting and education firm that advises physicians and healthcare organizations to increase revenue, optimize efficiency, reduce risk, and improve the patient experience.

Our firm specializes in practice management, revenue cycle improvement, and coding and documentation review. Our education and training programs teach physicians and staff how to correctly code, and manage a successful and profitable practice.
Meet Your Instructors

Unparalleled Otolaryngology Coding Expertise

KZA's nationally recognized coding experts have delivered coding education to national and regional otolaryngology societies, administrator and nursing societies, the American Academy of Otolaryngic Allergy, and the American Academy of Facial Plastic and Reconstructive Surgeons. We provide on-site and remote otolaryngology coding education, review hundreds of otolaryngology records annually, and consult with dozens of ENT practices each year.

Nuanced for Your Specialty

The big news this year, of course, is the new endoscopic sinus surgery and sinus dilation codes. Plus, you'll learn from dozens of otolaryngology case scenarios and exercises in our expanded sections as well as the all-new content on sleep surgery. We've included coding and billing for telehealth and tips for making the practice audit-ready. And, you'll receive ENT-specific strategies for handling high deductible health plans and dealing with ancillary service revenue cycle issues in allergy, hearing aids, and cosmetic services.

Engaging Instructors

Our team uses case examples and stories, facilitating lively discussion for an interactive learning experience that benefits everyone.

Practical Take-Home Material - Not Just Slides

Our workbooks feature exercises, checklists, resource guides, templates, and samples. We give you the tools you need to facilitate change in your practice.

WHO SHOULD ATTEND?

PHYSICIANS | NON-PHYSICIAN PROVIDERS | BILLING MANAGERS | CODING/BILLING STAFF | ADMINISTRATORS | REVENUE CYCLE DIRECTORS

BONUS MATERIAL!

Exclusive Online Content

NEW CMS FAQs by MAC resource section

KZA's Quick Guide to Surgery Code Modifiers

Amy Boyer
MBA
Consultant and Speaker

Cheyenne Brinson
MBA, CPA
Consultant and Speaker

Deborah Grider
CPC, COC, CPC-I, CPC-P, CPMA, CEMC, CCS-P, CDIP
Consultant, Author, and Speaker

Betty A. Hovey
CCS-P, CPC, CPMA, CPCD, CPB, COC, CPC-I, CDIP
Consultant, Author, and Speaker

Kim Pollock
RN, MBA, CPC, CMDP
Consultant and Speaker

ENT
Are you documenting and billing for E/M services correctly? Increased payor scrutiny has increased the risk of audit. And a lack of documentation can mean significant revenue loss.

This interactive session provides the critical resources and knowledge you need to successfully document, bill, and get paid for E/M services. You'll get tips for making the practice audit-ready, and learn how to defend your documentation and coding in the event of a payor audit. If you practice in a solo or small practice, your revenue and reputation are on the line with E/M coding. This course is an investment in your financial health and future.

We’ll show you how to:

- Understand the correct coding and recent OIG Enforcement Actions.
- Avoid the E/M Modifier Dilemma.
- Follow Dos and Don’ts for documenting history, examination, and medical decision making.
- Support Medical Necessity in your documentation.
- Code and bill for non-physician providers and time-based visits.
- Implement Clinical Documentation Improvement Strategies.
- Recognize the risks and rewards of using the Electronic Health Record.
- Get your documentation and coding audit-ready.

Learning Objectives

As a result of attending this course, attendees will be able to:

- Explain how medical necessity and clinical documentation improvement can impact your practice and guard against lost revenue.
- Comply with E/M documentation guidelines and appropriate use of the Electronic Health Record.
- Define risk areas in their documentation and understand how to improve them.
- Demonstrate comprehension of Medicare’s incident to billing, direct and shared/split visit guidelines.
- Describe how to defend a payor audit.

What keeps me coming back? The KZA team is very well informed and up-to-date on the latest changes and guidelines. And they make the course easy!

Eva Gomez, Office Manager McAllen, TX

Love, love, love this speaker! Really appreciated her physician based perspective. Her auditing background has been so informative.

Jennifer Pedersen-Kahler, CPC Iowa City, IA
### FRIDAY AM

#### 7:15AM
**Check-in and Breakfast** (provided)

#### 8:00AM
**Risk Areas for Evaluation and Management**
- A message from the OIG
- Current OIG Enforcement Actions
- Who is looking at your Coding and Documentation
- Medical Necessity
- Clinical documentation improvement
- Risks of using an Electronic Health Record (EHR)

#### Evaluation and Management Coding and Documentation
- Overview of E/M codes
- Levels of E/M codes
  - Documentation Dos and Don’ts for history
  - History
  - Documentation Dos and Don’ts for exam
  - Examination
  - Documentation Dos and Don’ts for medical decision making
  - Medical decision making
- Documentation requirements/choosing the correct code
- Using time to select a code

#### 10:00AM
**Break**

#### 10:15AM  
**Evaluation and Management Coding and Documentation (continued)**
- E/M Case studies
  - Learning to use an audit tool
  - Audit real otolaryngology E/M notes

#### E/M Modifiers
- Modifiers, 24, 25 and 57

#### Cerumen Removal on the Same Day as an E/M Service
- Examples of when cerumen removal and E/M is appropriate

#### CMS Guidelines: Non-Physician Provider Billing
- Incident to
- Direct billing
- Split/Shared

#### Steps to be Audit Ready
- Tips to survive an audit
- Minimizing your risk

#### 12:00PM
**Adjourn**
Managing an otolaryngology practice/department’s bottom line has never been more complex. Come learn how to prioritize the business issues that matter most. This workshop zeros in on hot topics in otolaryngology ancillaries, and the data, tools, and processes required to keep your revenue cycle on track.

We’ll show you how to:

- Generate vital reports and track key metrics.
- Address ancillary service issues with hearing aids, allergy, and cosmetic services.
- Stop denials in their tracks and implement effective new systems.
- Tame patient A/R by collecting up front and prior to surgery.
- Plug revenue leaks and bill for all appropriate charges.

Learning Objectives

As a result of attending this course, attendees will be able to:

- Generate and review high priority management reports and metrics.
- Understand how to use payor policies and edits to reduce claim denials.
- Implement surgical deposits and point of service collections.
- Use techniques and tools that ensure all services are captured and billed.
- Understand the revenue and business impacts of current trends in hearing aids, allergy, and cosmetic services.
- Recognize the impact of MIPS in an otolaryngology practice.

Course Includes Real-World Solutions Road Tested by Clients Nationwide!

- Get the tools you need to implement change.
- Learn how to avoid the mistakes we’ve uncovered during our work with otolaryngology practices.
- Gain insight from your peers during interactive discussion.

Re-energizes the brain to get excited and more confident about coding. Good to have a ‘jump-start’ once a year. Keeps you up to date on yearly changes.

Kay Thompson, Office Manager
San Angelo, TX
FRIDAY PM

12:00PM  Check-in and Lunch (provided)

1:00PM  Assess Your Opportunities
• Reports and key metrics to manage your practice
• Data analytics - what you need and why

Stop Denials in Their Tracks
• Medical Necessity policies
• Medicare ABNs
• Building payor edits in the PMS or clearinghouse
• Denial management tools
• Sending successful appeals

3:00PM  Break

3:15PM  Tame Patient A/R
• How to collect at time of service
• Implementation tactics for collecting surgical deposits
• Benefits of offering patient financing

Plug Revenue Leaks
• Billing for consultation codes
• How to make sure all services get billed – including on-call services

Hot Topics in Ancillary Services
• Hearing Aids
• Allergy
• Cosmetic

This Year’s Regulatory Agenda
• MIPS
• Bundled payments (BPCI)

5:00PM  Adjourn

2018 AAPC Accreditation
This program has the prior approval of AAPC for 4.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.
We’ve packed more new content into this year’s course than just the new endoscopic sinus surgery and sinus dilation codes! Expanded coverage and case examples in otology, facial plastic surgery, and rhinology. Essential coding and reimbursement issues for endoscopic skull base surgery as well as other complex procedures. And an all new section on sleep surgery. This is a small sampling of the new and revised content you’ll get in KZA’s 2018 CPT coding workshop.

We’ll show you how to:

- Select the right ICD-10-CM codes for common procedures, including the S trauma codes (e.g., laceration, fracture) and the unspecified vs. uncertain behavior neoplasm codes.
- Deal with the impact of revised RVUs/Medicare payments for endoscopic sinus surgery/dilation, epistaxis control, submucous resection of inferior turbinate, tracheostomy codes and more.
- Discern what to appeal and what NOT to appeal - you’ll get the scoop on endoscopic sinus debridements!
- Write an effective appeal letter.

Learning Objectives

As a result of attending this course, attendees will be able to:

- Choose surgery modifiers that optimize payment and reduce risk.
- Describe your surgery procedure coding, in order to meet CPT rules and government regulations, for commonly performed procedures.
- Integrate ENT subspecialty coding principles in otology, rhinology, laryngology, facial plastics, head and neck surgery, pediatric otolaryngology and sleep surgery.
- Integrate the use of new/revised otolaryngology CPT codes into your practice.
- Apply coding rules and guidelines for the billing and supervision of audiologists and services such as audiogram, tympanogram, and ENG.
- Apply coding rules and guidelines for the billing and supervision of ancillary services such as allergy, sleep studies, and in-office CT.

Always an informative two days, always real-time scenarios, real life speakers who work and implement exactly what they are teaching.

Carol Monroe, Billing Manager
Farmington Hills, MI

The 2018 course does not discuss cerumen removal.

The use of 69210/69209 is covered in Friday’s E/M Tune Up for ENT.
### 8:00 AM  Global Surgical Package
- What’s included: Pre-op visits? Post-op visits related vs. unrelated to the procedure?
- CPT guidelines vs. Medicare guidelines

### Using Surgery Code Modifiers to Streamline Payments
- Unravel the confusion between modifiers 51 (multiple procedures) vs. 59 (distinct procedural service) vs. Medicare’s X-modifiers
- How to format codes for bilateral procedures (modifier 50)
- When to use modifiers 22 (increased service) vs. 52 (reduced service) vs. 53 (discontinued procedure)
- Multiple procedures in a global period – What’s “planned” (modifiers 58, 79) vs. “unplanned” (modifiers 78, 79)
- Surgeon role modifiers – Solve the confusion between an assistant (modifiers 80, 82, AS) vs. co-surgeon (modifier 62)
- KZA’s “Quick guide” to surgery code modifiers

### 9:30 AM  Break

### 9:45 AM  Surgical Procedure Coding
- When to use an unlisted code and how to determine your fee
- **Otology**
- **Rhinology**
  - Nasal endoscopy, epistaxis control, turbinate procedures, septoplasty, polypectomy, endoscopic sinus surgery – traditional vs. dilation procedures – and new codes, sinus stents, nasal vestibular stenosis repair, endoscopic pituitary tumor removal.
- **Laryngology**
  - Flexible laryngoscopy procedures including laser ablation, tracheostomy and tube change, thyroplasty, Botox injections, videostroboscopy, laryngectomy.

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**This course will pay for itself over and over.**

Jerry Giles, MD
Wichita Falls, TX

**Crucial for accurately documenting the work we do for our patients.**

Brian Baumgartner, MD
Paradise, CA
Fantastic speaker, lots of useful information and many points to implement.

Shanna Carroll, Billing Specialist
Sweickley, PA

9:45AM Surgical Procedure Coding (continued)
- Head and neck
  - Fine needle aspiration with and without ultrasound guidance, endoscopies, tracheostomy changes, tongue biopsies, glossectomy, skull base surgery (open vs endoscopic), neck dissection procedures.
- Facial Plastics
  - Skin biopsy and lesion removal, wound/laceration repairs, adjacent tissue transfer, soft tissue tumors, rhinoplasty.
- Pediatric
  - Using the examination under anesthesia code 92502, foreign body removal, T&A and postop bleed, tympanostomy tubes (placement, removal), laryngoplasty, cleft lip/cleft palate/rhinoplasty.
- Sleep Surgery
  - Sleep endoscopy, hyoid suspension, genioglossus advancement, tongue base reduction, hypoglossal nerve stimulator, uvulopalatopharyngoplasty.

11:30AM Lunch

12:30PM Continuation of Surgical Procedure Coding

1:45PM Break

2:00PM Continuation of Surgical Procedure Coding (continued)

3:00PM Ancillary Services
- Audiology – Billing/supervision guidelines, audiogram, tympanogram, ENG, audiologists billing E/M codes
- Allergy – Testing, immunotherapy including SLIT; billing supervision guidelines
- In-office CT – Global vs. professional and technical component coding
- Sleep studies – Attended and unattended studies, CPAP initiation/management

4:00PM Adjourn

2018 AAPC Accreditation
This program has the prior approval of AAPC for 6.5 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

2018 CME Credit for Physicians
This activity has been approved for 6.5 AMA PRA Category 1 Credits™
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of The Academy for Continued Healthcare Learning (ACHL) and Karen Zupko and Associates. The ACHL is accredited by the ACCME to provide continuing medical education for physicians.

Fantastic speaker, lots of useful information and many points to implement.
Shanna Carroll, Billing Specialist
Sweickley, PA
# 2018 ENT Coding and Reimbursement Workshops

## 2018 Course Fees

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<th>PACKAGE</th>
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<tr>
<td>Friday AM – E/M Tune Up</td>
<td>$595</td>
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<td>Friday PM – Revenue Cycle</td>
<td>$395</td>
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<td>Saturday – Mastering CPT</td>
<td>$795</td>
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<td>Friday AM + Saturday</td>
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<td>Friday PM + Saturday</td>
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<td>All Three Courses (BEST VALUE!)</td>
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## Workshop Dates and Hotels

**January 26-27**  
**Southlake, TX**  
Hotel: Hilton Dallas Southlake Town Square  
Room: $179  
Phone: 800-445-8667  
**February 9-10**  
**Las Vegas, NV**  
Hotel: The Encore Wynn  
Room: $239  
Phone: 866-770-7555  
**February 23-24**  
**Orlando, FL**  
Hotel: Wyndham Grand at Bonnet Creek  
Room: $189  
Phone: 407-390-2300  
**April 13-14**  
**Chicago, IL**  
Hotel: Hyatt Centric Chicago Magnificent Mile  
Room: $199  
Phone: 888-591-1234  
**August 10-11**  
**Nashville, TN**  
Hotel: Loews Vanderbilt Hotel  
Room: $189  
Phone: 800-336-3335  
**November 2-3**  
**Chicago, IL**  
Hotel: Hyatt Centric Chicago Magnificent Mile  
Room: $199  
Phone: 888-591-1234

## Attendee Registration

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TOTAL $ FOR ALL ATTENDEES

## Payment Method (Course fees are tax deductible):

- **Check** (made payable to Karen Zupko & Associates, Inc.)
- **Discover**
- **AMEX**
- **Visa**
- **MC**

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| BILLING ADDRESS INFORMATION (IF DIFFERENT FROM ABOVE) | |

## Cancellation/Rescheduling Policy:

All cancellations and transfer requests must be received in writing. Refunds are subject to a $50 administrative fee per registrant and will be made according to the following schedule: Cancellations received 10 days or more prior to the course receive a full refund less the administrative fee per registrant; cancellations received 0-9 days prior to the course do not receive a refund. If you must cancel your course registration with fewer than 10 days’ notice, KarenZupko & Associates, Inc. will transfer your registration fees to another workshop of your choice within the same calendar year, less the following: (1) the $50 administrative fee per registrant, (2) the cost of the workbook(s) per registrant, and (3) the meeting venue food and beverage charges per registrant, including all service charges and taxes. All monies are forfeit if you “no-show” to a course without prior written notice. KarenZupko & Associates, Inc. assumes no responsibility for costs associated with airline ticketing, price changes, or cancellations. As such, we recommend the purchase of travel insurance when making your plans.