

HITTING ALL THE RIGHT NOTES: 15 YEARS OF RHEUMATOLOGY EXCELLENCE //AGENDA

Wednesday, September 23

10:00am – 4:00pm AAPC – CRHC Test – Review Course

Thursday, September 24

7:00am – 3:00pm **New Leaders Bootcamp**
 9:00am – 3:00pm **AAPC – CRHC Test**
 10:00am – 5:00pm **Conference Attendee Registration**
 1:00pm – 5:00pm **Exhibit Hall Set-Up**
 3:30pm – 5:00pm **New Member/New Attendee Orientation**
 5:00pm – 6:30pm **Welcome Reception**

Friday, September 25

6:30am – 8:00am **Breakfast in Exhibit Hall**
 8:00am – 8:45am **Welcome & Review of Conference**
 8:45am – 9:45am **Keynote: Claiming Your Inner Action Hero**
John Davis
 9:45am – 10:45am **Main Stage: A Nightmare in Rheumatology 2020/2021 “Escape and Evade”**
Sean Weiss, CHC, CEMA, CMCO, CPMA, CPC-P, CMPE, CPC
 DoctorsManagement
 10:45am – 11:30am **Break in Exhibit Hall**
 11:30am – 11:45am **Transition**
 11:45am – 12:45pm **Breakouts (Jam Sessions)**

Emerging Threats to our Practice & Patients -- Learn how to Effectively Engage with Lawmakers
Emily Graham, RHLA, CCS-P
 Hart Health

Do's and Don't's of Preparing for an Audit
Shannon O. Deconda, CPC, CPC-I, CPMA, CEMC, CMSCS
 DoctorsManagement

Compliance Considerations for the Rheumatology Practice
NORM Education Committee (NEC)

Interrupted Infusion, Infusion Reaction, Patient in Hospice - Are you using the Proper Modifiers?
Jean Acevedo, LHRM, CPC, CHC, CENTC, AAPC Fellow
 Acevedo Consulting, Inc

Infusion Center Strategies in an Era of Complex Therapies
Christine Mann, MBA, CMOM
 Chief Operating Officer, Director of DENT Infusion Center

Fire Your Patient Without Fear of Litigation
Heidi Kocher, Partner
 Liles Parker

12:45pm – 2:15pm
 2:15pm – 3:15pm

3:15pm – 4:00pm
 4:15pm – 5:15pm
 4:15pm – 5:15pm

Lunch in Exhibit Hall
Main Stage: Adjusting Expectations for Patients Experience
Liz Jazwiec, Author & Speaker
Break in Exhibit Hall
Transitions
Breakouts (Jam Sessions)

Telemedicine Emerging Trends
Aneel Infran, CTC, CTL
 IMST Innovation

Do's and Don't's of Preparing for an Audit
Shannon O. Deconda, CPC, CPC-I, CPMA, CEMC, CMSCS
 DoctorsManagement

Compliance Considerations for the Rheumatology Practice
NORM Education Committee (NEC)

Interrupted Infusion, Infusion Reaction, Patient in Hospice - Are you using the Proper Modifiers?
Jean Acevedo, LHRM, CPC, CHC, CENTC, AAPC Fellow
 Acevedo Consulting, Inc

Demystifying the MIPS and HIPAA Security and Risk Analysis
Jennifer Cosey, Senior Consultant
 Eagle Associates

Fire Your Patient Without Fear of Litigation
Heidi Kocher, Partner
 Liles Parker Law Firm

6:00pm – 7:00pm
 7:00pm – 9:00pm

Friday Reception
Friday Dinner

Saturday, September 26

7:00am – 8:00am
 8:00am – 9:00am

Breakfast in Exhibit Hall A
Main Stage: Conversational Oxygen – a Guide to Pro-Active Communication with Employees and Others
Michelle Braden
 MSBCoach

9:00am – 10:00am
 10:00am – 10:45am
 10:45am – 11:00am

Membership Annual Meeting
Break in Exhibit Hall
Transition

11:00am – 12:00pm

Breakouts (Jam Sessions)

Emerging Threats to our Practice & Patients -- Learn how to Effectively Engage with Lawmakers
Emily Graham, RHLA, CCS-P
 Hart Health

Conversational Oxygen – A Deeper Dive
Michelle Braden, President & CEO
 MSBCoach

Compliance Considerations for the Rheumatology Practice
NORM Education Committee (NEC)

How Does Your Practice Stack Up? Results of our 2020 Benchmarking Surveys
NORM Benchmarking Committee

Infusion Center Strategies in an Era of Complex Therapies
Christine Mann, MBA, CMOM
 Chief Operating Officer, Director of DENT Infusion Center

Telemedicine Emerging Trends
Aneel Infran, CTC, CTL
 President, CEO IMST Innovation

12:00pm – 1:15pm
 1:15pm – 1:30pm

Lunch in Exhibit Hall
Transition

1:30pm – 2:30pm
 2:30pm – 2:45pm
 2:45pm – 3:45pm

Vendors break down @ 1:30pm
NORM Circles of Knowledge – Hot Topics
Transition
Main Stage: Opting Out of Medicare: How and Why?
Dr Elle McKnight
 Summit Arthritis & Infusion

3:45pm – 5:15pm

Main Stage: Evaluation and Management (E/M) Coding Changes for 2021
Jean Acevedo, LHRM, CPC, CHC, CENTC, AAPC Fellow
 Acevedo Consulting, Inc
Dinner/Reception Offsite (optional)

6:15pm

NEW LEADERS IN RHEUMATOLOGY BOOTCAMP

Are you new to a leadership role in a rheumatology practice? Are you looking for that “Basic Training” on how to help your doctors run a top-notch medical practice?

If so, join us at the 3rd Annual Bootcamp designed just for you. During this one-day, intensive course we will expose you to the basic topics and key benchmarks you need to know! You will network with a group of people who are in the same boat as you. You will meet a cohort of instructors who can guide you on your journey as a new manager. The Bootcamp is a pre-conference activity scheduled for Thursday, September 24 and is open only to those attending the 2020 NORM Annual Conference. Each participant will receive a Certificate of Completion at the end of the course. Space is limited to 35 participants. Register when you register for the conference.

CONFERENCE REGISTRATION

Available on-line at www.normgroup.org

All rheumatology managers/professionals are encouraged to join NORM and register for the annual conference. NORM dues are \$150 (January 1 – December 31). The conference fee is \$100. The early bird registration (before March 31) is \$75. If you register after August 15, 2020 the conference fee is \$150. If you are a current member of NORM log-in to your account and register for the 2020 conference. There is a link on the event calendar. If you are not a NORM member, please visit our website www.normgroup.org to join NORM and then access the event calendar on the membership portal.

In order to ensure your participation in the meeting, please register no later than September 1, 2020.

ADA STATEMENT



For special services, assistance, or information call Tammala Bulger at 910-520-0515 or email her at info@normgroup.org.

SHUTTLE

NORM will provide a shuttle to and from the Austin-Bergstrom International Airport and the conference hotel. Please include your flight information when you register or you may modify your registration to add flight information until September 15, 2020 to be included in our shuttle.

HOTEL ACCOMMODATIONS

Accommodations for the NORM conference may be made online when you register for the conference. The link to the hotel is part of the conference registration system. To take advantage of our special rate of \$175 per night, reservations must be made prior to August 21, 2020. Please note that once our guest room block fills, we cannot guarantee that our special rate will be available. We suggest making plans early.

HITTING ALL THE RIGHT NOTES: 15 YEARS OF RHEUMATOLOGY EXCELLENCE

This year, the National Organization of Rheumatology Managers (NORM) drops in to a city known as “The Live Music Capital of the World”. To many in Austin, music is not just a pastime; it is a critical part of their human existence. Music is the reason hundreds of thousands of people gather in this city each year. It is a constant through good times and bad. Music can lift us up; it can empower, and it can be the rally cry of a generation.

So, as we commemorate NORM’s 15th anniversary, what better theme or location to mark the occasion?! For so many of us, NORM has become a critical part of our professional life. NORM has guided us through good times and bad. NORM has lifted us up and has raised the standard of rheumatology medical practice management.

Join us as national headliners perform their latest hits from the main stage on topics like: leadership, patient satisfaction, human resources, and changes to billing requirements. Do you sing the blues when trying to plan for the future? Come hear great presentations on Telehealth and How to Successfully Opt Out of Insurance Plans. We’ll rock and roll through Demystifying the Security and Risk Analysis for MIPS, then slide into soul by addressing Practice Assessment. We will also riff on some timely issues like: preparing for audits, how to carefully fire a patient, compliance considerations and what’s new in infusion and injections. We have worked hard to bring you the best lineup since Woodstock.

Lastly, half the fun of a music festival is the party that comes along with it. The annual NORM conference is no exception, especially this year as we celebrate our 15 Years of Rheumatology Excellence! We will pack in a lot of learning AND a lot of fun. Join us for good food, good fellowship, and great giveaways!

We look forward to seeing you in Austin and celebrating Hitting All the Right Notes: 15 Years of Rheumatology Excellence!

- Jay Salliotte, President

SPEAKERS

*Jean Acevedo, LHRM, CPC, CHC, CENTC,
AAPC Fellow
President & CEO
Acevedo Consulting Incorporated*

*Michelle Braden
President & CEO
MSBCoach*

*Jennifer Cozey, Senior Consultant
Eagle Associates*

*John Davis
Corporate Action Hero*

*Shannon O. Deconda, CPC, CPC-I, CPMA,
CEMC, CMSCS
Partner
DoctorsManagement, LLC*

*Emily Graham, RHIA, CCS-P
Vice President, Regulatory Affairs
Hart Health*

*Aneel Infran, CTC, CTL
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*Liz Jazwiec
Author & Speaker*

*Heidi Kocher, JD
Partner
Liles Parker Law Firm*

*Christine Mann, MBA, CMOM
Chief Operating Officer, Director of
DENT Infusion Center
Managing Partner, NeuroNet GPO*

*Elle McKnight, MD
Summit Arthritis & Infusion*

*Sean Weiss, CHC, CEMA, CMCO, CPMA,
CPC-P, CMPE, CPC
Partner, Vice President of Compliance
DoctorsManagement, LLC*

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CONFERENCE MATERIALS

For conference attendees the 2020 Conference materials will be available via the Conference APP that may be downloaded through the Apple Store or Google Play. There will be a desktop version for those who wish to download to their desktops. This app will provide you with all conference handouts and much more. Additional information and instructions will be sent in mid-September. NORM will provide a magazine-style notebook at the conference. Members must attend to receive any conference materials.

HITTING ALL THE RIGHT NOTES: 15 YEARS OF RHEUMATOLOGY EXCELLENCE

HILTON AUSTIN
AUSTIN, TX

9/24/2020 - 9/26/2020

NORM
National Organization of
Rheumatology Managers