

# SROA ANNUAL MEETING



November 1, 2009

## The People, Place and Focus



SROA is expecting 430 attendees and the board of directors spent yesterday in strategic planning implementation with committee chairs and committee co-chairs.



### 3 Tips on Billing

Presenters at this year's meeting agreed to share the following wisdom from their courses. Check your program to match the speaker to the course. You can purchase the complete course transcripts starting Dec. 1, 2009, at [www.sroa.org](http://www.sroa.org).

1. "Order it, do it, document it, bill it. No order, no documentation, no bill, even if you did it." *Deborah Churchill, R.T.(T), president of Churchill Consulting Inc., from billing panel.*

2. Every diagnosis code will change with the implementation of ICD-10-CM on Oct. 1, 2013. *Cindy Parman, CPC, CPC-H, RCC president of Coding Strategies Inc., from the ICD-10 course.*

3. There is an exception for the physician to bill Medicare patients for all follow-up visits after HDR treatment. *Ms. Parman in the brachytherapy session.*

### Oncology Billing Experts Tackle Tough Questions

The top-notch experts gathered for this afternoon's Radiation Oncology Billing Panel are expecting to be challenged. After all, it's a challenge that radiation oncology administrators and managers face daily.

"The panel consists of experts in code development (RUC), coding processes and interpretations, claims and insurance regulations," explains Deborah Churchill, R.T.(T), president of Churchill Consulting Inc. and a panel contributor. "As experts, the panel members, by virtue of education, training, skill or experience have in-depth knowledge that the lay person would not have."

The panel scheduled for 3 p.m. in Zurich A conference room brings together the following experts: Moderator Craig McNabb, MBA, B.S.N., with panelists Deborah Churchill; Susan Vannoni, M.S., R.T.(R)(T), ROCC, president of Radiation Oncology Consulting, LLC; Ron DiGiamo, MBA, president of Revenue Cycle Inc.; James E. Hugh II, MHA, CHBME, ROCC(R), senior vice president of AMAC; Cindy Parman, CPC, CPC-H, RCC, president of Coding Strategies Inc.; Carl Bogardus Jr., MD, Bogardus Medical Systems; and David Beyer, MD, an ASTRO/ACR JEC representative.

### Daily Agenda

The day starts at 7 a.m. and ends at 5:30 p.m. today, which might just enough time to add to your networking and knowledge. To aid those efforts, SROA offers the following agenda with room names included.

#### Sunday, Nov. 1

7 a.m. to 5 p.m. (Monte Rosa) Registration Desk

7:30 to 8:30 a.m. (Zurich D) Breakfast

7:30 a.m. to 5 p.m. (Zurich D) Exhibits

8:30 to 8:45 a.m. (Zurich A) Opening/Welcome with Program Committee Chairs R. Scott Krewson, SROA president, and Gail Satterfield, SROA president-elect

8:45 to 10:15 a.m. No. 001 (Zurich A) KEYNOTE ADDRESS: ROSALYN VERON

10:15 to 10:45 a.m. (Zurich D) Breaks/Exhibits

10:45 to 11:45 a.m. No. 002 (Zurich A) GENERAL SESSION: SHARON SWING, Change Formula:  $C = D \times V \times FS > R$

11:45 a.m. to noon Bathroom Break

Noon to 1:30 p.m. Annual Business Lunch

1:30 to 2:30 p.m. Concurrent Workshops

No. 003 (St. Gallen) PRINCIPLES AND PRACTICE OF ELECTRONIC BRACHYTHERAPY: Jessica Hiatt, M.S.

No. 004 (Montreux 3) THE EFFECTIVENESS OF TRAINING AND ROI: Beth Moores, MBA, M.S.H.A., R.T.(T), and Matthew Terry, MBA, B.S., R.T.(R)(T)

No. 005 (Montreux 1 & 2) THE JOURNEY OF THE PENGUINS: Renee Shank, B.S., R.T.(T)

No. 006 (Zurich A) BUILDING A SUCCESSFUL COMPLIANCE PLAN: Deborah Churchill, R.T.(T)

2:30 to 3 p.m. Break/Exhibits

3 to 4:30 p.m. No. 007 (Zurich A) GENERAL SESSION: RADIATION ONCOLOGY BILLING PANEL WITH MODERATOR.

4:45 to 5:30 p.m. New Member Reception (By Invitation)



### The Right Tools for the Job

are at my fingertips in "My Toolbox" under "Member Services" at [www.sroa.org](http://www.sroa.org).



Keynote speaker Rosalyn Veron (above) and Sharon Swing, a speaker in general session, start the day off right.

