

# SROA ANNUAL MEETING



November 4, 2009

## The People, Place and Focus



Sponsors and attendees enjoyed the activities during the four-day SROA Annual Meeting that ends today with a general session on billing.

### Daily Agenda

On the last day of the SROA Annual Meeting, the day begins at 7 a.m. and ends at 11 a.m. Take advantage of this last morning of workshops and a general session to network and plan ahead for San Diego next year. SROA offers the following agenda to see you through today and into the new year.

#### Wednesday, Nov. 4

- 7 a.m. to Noon.** (Monte Rosa) Registration Desk
- 7:30 to 8:30 a.m.** (Zurich D) Breakfast
- 7:30 a.m. to 4:30 p.m.** (Zurich D) Exhibits
- 7:30 to 8:30 a.m.** (Vevey) Proton Therapy Roundtable Breakfast

#### Discussion

- 8:30 to 9:30 a.m.** Concurrent Workshops

**No. 024** (Montreux 1&2) PERFORMING STAFFING ANALYSIS FOR RADIATION ONCOLOGY: Terri Bedard, B.A., R.T.(R)(T), and Scott Plemmons, R.T.(R)(T)

**No. 025** (Montreux 3) THE MEDICAL PHYSICS WORKFORCE - LOOKING AHEAD: Edward Sternick, Ph.D., MBA

**No. 026** (Zurich A) QUALITY MEASURES: A SIMPLE APPROACH TO PERFORMANCE IMPROVEMENT: Ken Dalebout, MBA, and Frank Claudio, MBA

**No. 027** (St Gallen) VALUATION OF RADIATION ONCOLOGY PRACTICES: Ron DiGiamo, MBA

- 9:30 to 9:45 a.m.** Break

- 9:45 to 10:45 a.m.** Concurrent Workshops

**No. 028** (Montreux 3) INFORMATION TECHNOLOGY RESOURCE MANAGEMENT IN THE IMAGE GUIDANCE ERA: Ramon Alfredo Siochi, Ph.D.

**No. 029** (St Gallen) PATIENT NAVIGATORS: WHAT YOU NEED TO KNOW FOR YOUR PATIENTS: Janet Brumfield, P.T., M.Ed., and Kenny Toney, B.S.N.

**No. 030** (Montreux 1&2) THE IMPORTANCE (PRIMARILY BENEFITS) OF FINANCIAL COUNSELING FOR BOTH THE CANCER: Beth Moores, MBA, MSHA, R.T.(T) and Mitzi Wilson

**No. 031** (Zurich A) FULL DISCLOSURE: PRACTICAL CASES OF QUALITY IMPROVEMENTS IN RADIATION THERAPY: Paul Williams, MBA, and Alex Zafirvovski, B.S., R.T.(T)

- 10:45 to 11:15 a.m.** Break/Exhibits/ Vendor Drawing

**11:15 a.m. to 12:15 p.m.** (Zurich A) No. 032 GENERAL SESSION: James E. Hugh III, MHA, CHBME, ROCC<sup>(R)</sup>, "Updates for 2009 and Further Into the Future"

- 12:15 p.m.** Meeting Adjourned

- Noon to 3 p.m.** Exhibits Breakdown

**12:15 to 3 p.m.** Board of Directors Meeting (Board of Directors and Invited Guests)

### 2 Tips on Compliance

Today's tips on compliance are courtesy of Cindy Parman, CPC, CPC-H, RCC, an expert on billing and coding who volunteers for SROA and gives courses on these issues.

1. According to the CMS, everyone who checks off a code on a charge ticket or captures a code in an electronic medical record is a coder, so make certain they all have appropriate training.

2. The physician can report one professional clinical treatment plan prior to radiation treatment, even when multiple modalities are used for treatment.

Purchase course transcripts at [www.sroa.org](http://www.sroa.org) starting Dec. 1, 2009.

### It's All Business in SROA Workshops

The theme today is overwhelmingly about the business of radiation oncology practices, including patient care.

The first set of workshops feature information on how to perform a staffing analysis, the future of medical physics, performance improvement and valuating a practice.

Despite a continuing debate on how a center can demonstrate quality and how to report the findings, Ken Dalebout, MBA, and Frank Claudio, MBA, note that there is "a simple, no nonsense approach to selecting performance improvement indicators and a proven tool to report these results to key stakeholders."

The last workshops of the day and the SROA Annual Meeting focus on information technology, patient navigators, financial counseling for cancer patients and quality improvement.

Jim Hugh III then closes out the Annual Meeting with a general session on billing from 11:15 a.m. to 12 p.m. that addresses "Updates for 2009 and Further Into the Future."

Mark your calendars now to attend the 27th SROA Annual Meeting in San Diego next year. Details can be found at [www.sroa.org](http://www.sroa.org).



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at [www.sroa.org](http://www.sroa.org) to ask a question, check the Job Board or renew your membership



James Hugh III, MHA, CHBME, ROCC, is looking at the future of billing in the last general session of the conference.

The SROA Board of Directors and members thank the 2009 Corporate Sponsors who helped make the SROA 26th Annual Meeting a success.

