

Photo courtesy of the Ritz-Carlton Huntington Hotel & Spa



Photo courtesy of the Pasadena CVB



FINAL PROGRAM

SROA

Society for Radiation Oncology Administrators

— Ritz-Carlton Huntington Hotel & Spa —

★ **24th Annual Meeting** ★

— October 27-31, 2007 • Pasadena, CA —

Putting on the Ritz



24th Annual Meeting

2007 SROA Board of Directors and Officers

Tim Laugh
Chair

Darrin L. Kistler
President

Joan E. Kines
President-Elect

Gail L. Satterfield
Treasurer

Charlene Schroeter-Berke
Secretary

Nick Hernandez
Member-at-Large, Freestanding

R. Scott Krewson
Member-at-Large, University

Carolyn Gilleland
Member-at-Large, Community

Colleen Simon
Member-at-Large, at-Large

R. Alan Burns
Advisory Council Member

Susan K. Vannoni
Advisory Council Member

Kathryn Wall
Advisory Council Member



SROA 2007 Board of Directors. Front row L to R: Gail Satterfield, Kathryn Wall, Charlene Schroeter-Berke, Susan K. Vannoni. Second row, L to R: Darrin L. Kistler, Tim Laugh, Carolyn Gilleland, Colleen Simon, Joan E. Kines, R. Scott Krewson, R. Alan Burns. Not pictured: Nick Hernandez



2007 SROA Committee Chairs

ADVOCACY COMMITTEE

Monitors legislation and promotes the Society's position and visibility in the legislative process.

Darrin L. Kistler, Chair

BALLOT VALIDATING COMMITTEE

Performs the duties of validating ballots in accordance with the constitution and bylaws.

Lisa Spencer, Chair

BENCHMARKING AND BEST PRACTICES COMMITTEE

Develops and administers benchmarking surveys. Collects, analyzes, and reports survey data.

Steve Ritz, Chair

CONSTITUTION AND BYLAWS COMMITTEE

Responsible for the study of all proposed changes or additions to the constitution and bylaws.

Nick Hernandez, Chair

COMMUNICATIONS COMMITTEE

Guides the direction of the Society's newsletter, reviews and solicits quality content.

R. Scott Krewson, Chair

MEMBERSHIP COMMITTEE

Studies the members' applications and reports its recommendations to the Board of Directors.

Beverly Cusano, Chair

PROGRAM COMMITTEE

Develops and conducts the program at the Annual Meeting.

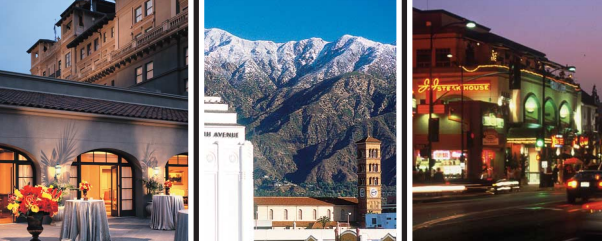
Joan E. Kines & Darrin L. Kistler, Co-Chairs

REIMBURSEMENT AND ECONOMICS

Provides input on the relative value scale reimbursement for radiation therapy and requirements for CPT-IV.

Thomas Hsu, Chair





Putting on the Ritz

SROA ★ 24th Annual Meeting ★

Past Presidents

2005 – 2006	Tim Laugh
2004 – 2005	Kathryn Wall
2003 – 2004	R. Alan Burns
2002 – 2003	Susan Vannoni
2001 – 2002	Marilyn Gannon
2000 – 2001	John Felton
1999 – 2000	Ed Mercado
1998 – 1999	Michael A. Franklin
1997 – 1998	William F. Harriger
1996 – 1997	Lisa F. Edelstein
1995 – 1996	Theodore Fantl
1994 – 1995	Heather Palmer Dam
1993 – 1994	Mary Anne T. Kwon
1992 – 1993	A.R. Threet
1991 – 1992	Michael H. Martin
1990 – 1991	Sharon K. Murphy
1989 – 1990	Teresa M. McKay
1988 – 1989	Chester T. Szerlag
1987 – 1988	Kathy C. Van Camp
1986 – 1987	Richard F. Roberts
1985 – 1986	Frederick W. Thomas
1984 – 1985	Beverly J. Kobeissi

DEAR SROA COLLEAGUE:

Welcome and thank you for attending the 24th Annual Meeting of the Society for Radiation Oncology Administrators (SROA). Since 1983, SROA's annual meeting has been dedicated to exploring a variety of issues relating to radiation oncology. This year's theme, "Putting on the Ritz", builds on the successes of the previous meetings.

The meeting includes a distinctive blend of invited speakers, workshops and plenary sessions. We are delighted to have Ann Jillian, a three-time Emmy Nominee and Golden Globe award winning actress, singer and motivational, give the Keynote Address on Sunday morning. General Sessions and workshops will be held all day on Sunday, Tuesday and Wednesday. Monday will be an open day to visit the exhibits or to enjoy all what beautiful Pasadena has to offer. The President's Ball begins at 7:30pm on Tuesday night. You don't want to miss (Swingtown). There also will be time to catch up with old friends and to make new ones. Nothing can match the value of members sharing ideas experiences, and lessons learned.

We ask you to take a minute during the meeting to acknowledge the generous support of our sponsors and exhibitors. Your personal relationships with these organizations play a big role in their continued support of SROA and our annual meeting. Participate in "Vendor Bingo" - you may win a terrific prize.

The 2007 Annual meeting promises to be yet another in a series of stimulating, diverse and enjoyable SROA educational programs. Thank you for taking time from your busy schedules to join us in Pasadena. Plan to be with us next year in Cambridge, Massachusetts; reserve these dates September 20-24, 2008 for SROA.

★ Questions ★

SROA

5272 River Road, Suite 630

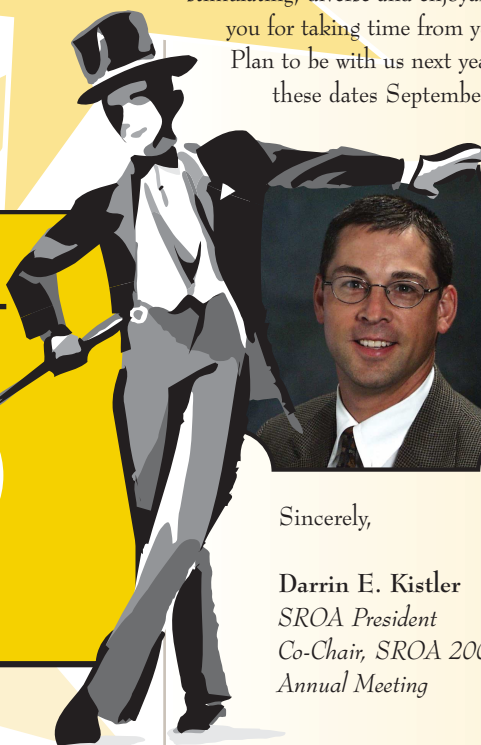
Bethesda, MD 20816

Phone: 301-718-6510

Fax: 301-656-0989

Email: SROA@paimgmt.com

Web Address: www.sroa.org



Sincerely,

Darrin E. Kistler
SROA President
Co-Chair, SROA 2007
Annual Meeting



Joan L. Kines
SROA President - Elect
Co-Chair, SROA 2007
Annual Meeting

General Information

Announcement Board/Job Bulletin

A bulletin board will be available in the registration area to post future meetings and seminars, to publicize events during the SROA meeting and to list available positions. Posted materials may not be larger than 8 1/2 by 11 inches. Look for the sign that reads "Announcement/Job Bulletin."

ASTRO

Please allow time during the SROA meeting to visit the ASTRO Exhibit Hall at the Downtown LA Convention Center. SROA attendees may visit the ASTRO Exhibit Hall for free; your SROA badge will provide admittance to the ASTRO Exhibit Hall only.

Continuing Education Credit

The ASRT has reviewed the SROA program for continuing education credits. Credits assignments are stated next to the course abstract, if approved. The program has been submitted to MDCB for review and credit is pending. The program has also been submitted to the California Board of Registered Nursing (BRN) for review. The provider approved by the California Board of Registered Nursing for 10 Contact Hours.

Credit assignments for ASRT, MDCB and BRN will be included in your registration materials.

Lost and Found

Check with Ritz-Carlton Huntington Hotel and Spa security for any lost items. SROA will not accept or store lost items.

Sponsor Recognition

Sponsor tables will be located in the Ritz foyer. Please be sure to visit the exhibitors and acknowledge their continued support.

SROA will provide Vendor Bingo cards in the registration bags of all of the attendees. Please visit the exhibitors to get your cards marked. Our exhibitors will be providing prizes that will be drawn throughout the conference. Please note that you must be present to receive your prize.

Meal Events

All SROA members are invited to attend the **Annual Business Meeting Luncheon on Sunday, October 29 sponsored by Siemens Medical Systems**. If you are a member who pre-registered for the full annual meeting and indicated your participation on the registration form for this event, a ticket was enclosed in your registration packet. If you did not indicate your participation or registered on site, a limited number of tickets will be available at the SROA registration desk.

A continental breakfast is offered each morning for those who are registered for the SROA meeting.

In response to our members, the President's Ball will be preceded by an informal Meet and Greet session. Join your friends and meet new ones at **7:30pm in the Viennese Ballroom on Tuesday, October 30**. **The SROA President's Ball, sponsored by IMPAC Medical Systems**, will begin at 8:30pm and go until 11:30pm. Dance to the music of Swingtown. If you pre-registered for the meeting through SROA a ticket was included in your registration packet for this event. No one under the age of 21 will be admitted to the President's Ball. A limited number of tickets also will be available for guests at a cost of \$75 each.

All attendees are invited to attend the **Quality Luncheon sponsored by Varian Medical Systems**. The luncheon is scheduled for **Tuesday, October 30, from Noon to 1:45pm**. If you pre-registered through the SROA and indicated your participation on the registration form, a ticket was enclosed in your registration packet. If you did not indicate your participation or registered on site, a limited number of tickets will be available at the SROA registration desk.

Registration Desk

If you registered through SROA and wish to exchange workshop tickets for other workshops still open, you may do so at registration. Changes are made on a first-come, first-served basis.

Registration will be open:

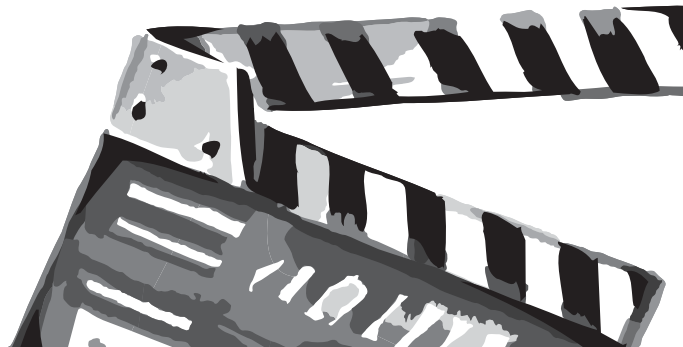
Saturday, October 27	Noon – 5:00 pm
Sunday, October 28	7:00 am – 5:00 pm
Monday, October 29	7:00 am – 10:00am
Tuesday, October 30	7:00am – 5:00 pm
Wednesday, October 31	7:00 am– 4:00pm

Shuttle Bus - October 29

SROA shuttle buses will depart from the Ritz-Carlton Huntington Hotel & Spa to the ASTRO Exhibit Hall at the Downtown Los Angeles Convention Center. The first shuttle to ASTRO will depart at 9am looping every 20 minutes. The last shuttle from ASTRO to the Ritz will depart at 5:30pm (Monday only).

Smoking Policy

For the health and comfort of all registrants, the SROA prohibits smoking at all meeting functions.



Program at-a-Glance

SATURDAY, OCTOBER 27

8AM-5PM
Board of Directors
Meeting
(Board Members and
Invited Guests)

Noon-5PM
Registration

Noon-5PM
Exhibitor Set-up

SUNDAY, OCTOBER 28

7AM-5PM
Registration Desk

7:30AM-8:30AM
Continental Breakfast
• *Sponsored by Physicians
Oncology Services*

New Member Breakfast
(invited guests)

7:30AM-5PM
Exhibits

8:30AM-9AM
Opening/Welcome
• *Darrin Kistler,
SROA President*
• *Joan Kines,
SROA President-Elect*

9AM-10:15AM
Keynote Address
• *Ann Jilian*

10:15AM-10:45AM
Break/Exhibits

10:45AM-Noon
General Session
• *Matthew Mumber, MD*

Noon-1:30PM
Annual Business Lunch
• *Sponsored by Siemens
Medical Solutions*

1:30PM-3PM
General Session
Radiation Oncology
Billing Panel

Moderator:
• *Craig McNabb, MBA, BSN*

3PM-3:30PM
Break/Exhibits/
Vendor Drawing

3:30PM-4:30PM
Concurrent Workshops

5PM-6PM
Committee Meetings
(open to all members)
• *Benchmarking & Best
Practices Committee*
• *Constitutions & Bylaws
Committee*
• *Communications
Committee*

MONDAY, OCTOBER 29

7AM-10AM
Registration Desk

8AM-9AM
Committee Meetings
(open to all members)
• *Reimbursement &
Economics Committee*
• *Advocacy Committee*
• *Membership Committee*

9AM
First shuttle to ASTRO
(LA Convention Center)
• *SHUTTLE LOOPS
EVERY 20 MINUTES
FROM THE RITZ TO
ASTRO*

5:30PM
Last shuttle from ASTRO
to the Ritz
• *SHUTTLE LOOPS
EVERY 20 MINUTES
FROM ASTRO TO
THE RITZ*

TUESDAY, OCTOBER 30

7AM-5PM
Registration Desk

7AM-8AM
Continental Breakfast

7AM-6PM
Exhibits

8AM-9:30AM
General Session
Pam W. Arlotto

9:30AM-10AM
Break/Exhibits/
Vendor Drawing

10AM-11AM
11AM-Noon
Concurrent Workshops

Noon- 12:30PM
Break/Exhibits/
Vendor Drawing

12:30PM-2PM
Quality Luncheon
• *Sponsored by Varian
Medical Systems*

2PM-2:30PM
Break/Exhibits/
Vendor Drawing

2:30PM-3:30PM
Concurrent Workshops

3:30PM-4PM
Break/Exhibits/
Vendor Drawing

4PM-5PM
Concurrent Workshops

7:30PM-8:30PM
Meet & Greet SROA
Board of Directors

8:30PM-11:30PM
President's Ball
Music by Swingtown
• *Sponsored by IMPAC
Medical Systems Inc.*

WEDNESDAY, OCTOBER 31

7AM-4PM
Registration Desk

7:30AM-8:30AM
Continental Breakfast

7:30AM-Noon
Exhibits

8:30AM-10AM
General Session
• *W. Kenneth Davis, Jr.*

10AM-10:30AM
Break/Exhibits/
Vendor Drawing

10:30AM-11:30AM
Concurrent Workshops

11:30AM-11:45AM
Break/Exhibits/
Vendor Drawing

11:45AM-1PM
Optional Boxed Lunch

1PM-2PM
Concurrent Workshops

2PM-2:30PM
Break/Exhibits/
Vendor Drawing

2:30PM-4PM
General Session
• *Dave Jensen, MS*

4PM-4:15PM
2007 Annual Meeting
Adjournment

General Course Information

SATURDAY, OCTOBER 27



8AM-5PM ★ Clara Vista Boardroom
BOARD OF DIRECTORS MEETING
(Board of Directors and Invited Guests)

NOON-5PM ★ Ritz-Carlton Foyer
REGISTRATION DESK

NOON-5PM ★ Ritz-Carlton Foyer
EXHIBITOR SET-UP

SUNDAY, OCTOBER 28



7AM-5PM ★ Ritz-Carlton Foyer
REGISTRATION DESK

7:30AM-8:30AM ★ Viennese Ballroom
CONTINENTAL BREAKFAST
(Sponsored by Physicians Oncology Services)

7:30AM-8:30AM ★ Georgian Ballroom
NEW MEMBER BREAKFAST *(invite only)*

7:30AM-5PM ★ Ritz-Carlton Foyer
EXHIBITS

8:30AM-9AM ★ Ritz Ballroom
OPENING/WELCOME

Program Committee Chairs

Darrin L. Kistler, *SROA President*

Joan E. Kines, *SROA President-Elect*

SUNDAY, OCTOBER 28 (Cont.)

9AM-10:15AM ★ Ritz Ballroom
KEYNOTE ADDRESS
#001 Surviving & Thriving
Ann Jillian



Ann Jillian is a three-time Emmy & Golden Globe Award winning actress and singer. Since 1985, she has added motivational speaker to her impressive list of credits, addressing business, medical, professional and women's groups with her own unique blend of humor and inspiration.

"Let's face it, the one thing we all have in common is the struggle to survive! Finding the recipe to thrive as well as survive in today's world, is not an easy task for anyone. Sometimes "reinvention" of yourself, your product, may be required. The old fashioned approach of making lemonade from those "lemons" life seems to like to roll our way." Watching and listening to Ann Jillian as she winds her way through her own numerous reinvention's, as we find out what worked and what didn't work in her business & personal life, is a formidable lesson that audiences have applied in their own lives with great success. The focus here is on what's really important to sustain not just 'survival', but a rewarding and fulfilled life. It's forward to basics and more. She will tell you the contents of her father-in-law "little gray travel case", that is key to a life of excellence!

10:15AM-10:45AM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS

Take this time to visit our exhibitors

Putting on the Ritz...

IN PASADENA 2007

General Course Information

10:45AM-NOON ★ Ritz-Carlton Foyer GENERAL SESSION

#002 Integrative Oncology: Principles and Practice Matthew Mumber, MD



Dr. Mumber is a radiation oncologist at the Harbin Clinic Radiation Oncology Center in Rome, Georgia. Dr. Mumber founded Cancer Navigators, Inc, a 501(c)3 corporation which provides comprehensive educational, services and nurse navigation to all participants in the cancer care process. Dr. Mumber serves as the Chairman of the local and regional cancer initiatives through the Georgia Cancer Coalition

and is a member of the Board of Directors of the Georgia Society of Clinical Oncology. Dr. Mumber speaks throughout the country on Integrative Oncology and recently published *Integrative Oncology: Principles and Practice* through Taylor and Francis publishers. *Integrative Oncology* explores a comprehensive, evidence-based approach to cancer care that addresses all individuals involved in the process. Dr. Mumber earned his Doctor of Medicine at the University of Virginia and is board-certified in Radiation Oncology.

NOON-1:30PM ★ Ritz Ballroom ANNUAL BUSINESS LUNCH (Sponsored by Siemens Medical Solutions)

1:30PM-3PM ★ Ritz Ballroom GENERAL SESSION

#003 Radiation Oncology Billing Panel

Moderator: Craig McNabb, MBA, BSN

Panelists:

Deborah Churchill, RTT
President, Churchill Consulting, Inc.

Susan Vannoni, MS, RT, (R) (T) ROCC –
President, Radiation Oncology Consulting, LLC

Ron DiGiamo, MBA –
President, Revenue Cycle, Inc.

James E. Hugh III, MHA, CHBME, ROCC(R) –
Senior Vice President, AMAC

Cindy Parman, CPC, CPC-H, RCC –
President, Coding Strategies, Inc.

Carl Bogardus, Jr, MD –
Bogardus Medical Systems

As Assigned –
ASTRO/ACR JEC Representative

This session has been among the most popular interactive sessions at the SROA Annual meeting. The distinguished panel of experts will provide an update on recent billing and reimbursement issues and developments. Then, the audience will have an opportunity to ask questions. Don't miss this enlightening, lively discussion.

3PM-3:30PM ★ Ritz-Carlton Foyer BREAKS/EXHIBITS/VENDOR DRAWING

Remember you must be present to win.



General Course Information

SUNDAY, OCTOBER 28 (Cont.)

3:30PM-4:30PM ★

CONCURRENT WORKSHOPS

#004 Image Guided Localization Techniques for Radiation Therapy (Salon 1)

Scott E. Spencer

This presentation provides a discussion concerning the purpose, intent and methods of image guided localization techniques for radiation therapy. You will leave with an in-depth review of multiple IGRT techniques and systems including ultrasound, ultrasound plus interrogated camera, EPID, kV, CR and cone-beam/CT.

#005 Preparing an effective Promotional Plan for the Cancer Service Line (Salon III)

Nancy A. Lyle

This session will describe the process that organizations should use to prepare and execute a cost-effective promotional plan. Cancer Service Lines are increasingly faced with declining reimbursement, escalating costs, and fierce competition. Consequently, growth strategies are becoming paramount to the overall financial health of the Cancer Service Line both in maintaining their revenue base as well as positively impacting market position and profitability. During this session, the process for preparing an effective promotional plan will be discussed along with metrics for measuring return on investment.

#006 20-Steps to a Successful PET/CT Service in Support of a Freestanding Cancer Center (Georgian Ballroom)

Roy Threet, MHA

The presenter will share specific steps and key information which would enable SROA members to justify, plan, implement and market a successful PET/CT service in support of a cancer center or cancer program.



#007 Updates in Regulations, Codes, and Documentation for 2007 and 2008: Hospitals, Freestanding Centers and Physicians (Viennese) (PLEASE NOTE THIS IS A 90 MIN WORKSHOP)

James E. Hugh III, MHA, CHBME, ROCC(R)

Hospitals, freestanding centers and physicians while treating cancer patients must keep current on all the changes affecting their ability to comply with regulations and retain their existing income. It is difficult for the providers to keep current in reimbursement and documentation issues. They depend upon consultants in the industry to supply them with the tools to ease the bureaucratic burden. In many instances the cancer centers are dependant upon internal mechanisms to keep them current and up to date but many times these systems fall short of their expectations. The discussion of current and future coding, documentation, and payments changes will be covered in this session. We will present to the physicians, staff and hospitals what the changes were in 2007 and the probable changes in 2008.

5PM-6PM ★

COMMITTEE MEETINGS (Open to all members.)

- 1) Benchmarking & Best Practices Committee (Plaza)
- 2) Constitutions & Bylaws Committee (Boardroom)
- 3) Communications Committee (Pavilion)

MONDAY, OCTOBER 29

7AM-10AM ★ Ritz-Carlton Foyer
REGISTRATION DESK

8AM-9AM ★

COMMITTEE MEETINGS (Open to all members.)

- 1) Reimbursement & Economics Committee (Plaza)
- 2) Advocacy Committee (Boardroom)
- 3) Membership Committee (Pavilion)

9AM ★

FIRST SHUTTLE TO ASTRO EXHIBIT HALL (LA CONVENTION CENTER)

Shuttle loops every 20 minutes from the Ritz to ASTRO beginning at 9am and ending at 3pm.

5:30PM ★

LAST SHUTTLE FROM ASTRO TO THE RITZ

Last shuttle leaves from ASTRO at 5:30pm.



General Course Information

TUESDAY, OCTOBER 30

**7AM-5PM ★ Ritz-Carlton Foyer
REGISTRATION DESK**

**7AM-8AM ★ Viennese Ballroom
CONTINENTAL BREAKFAST**

**7AM-6PM ★ Ritz-Carlton Foyer
EXHIBITS**

**8AM-9:30AM ★ Ritz Ballroom
GENERAL SESSION**

#008 *The Path to Paperless: Success Strategies and Lessons Learned*

Pam W. Arlotto



Pam Arlotto has a 25-year track record as a healthcare industry consultant and entrepreneur. As President of Maestro Strategies, LLC, she combines her extensive experience in strategic planning, organization design, and process transformation with information technology expertise to create a firm with a unique focus on IT Value Improvement. She is a

Past National President and Fellow of the Healthcare Information & Management Systems Society (HIMSS); a founder and former Chairman of the Center for Healthcare Information Management; a Board Member of the Business School at Georgia Tech and the Georgia Tech Foundation; and a former faculty member in the Healthcare Informatics program at University of Alabama at Birmingham. She is the author of the HIMSS Best Seller and 2004 Book of the Year - *Return on Investment: Maximizing the Value of Healthcare Information Technology*.

**9:30AM-10AM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS/VENDOR DRAWING**

Take this time to visit our exhibitors

**10AM-11AM ★
CONCURRENT WORKSHOPS**

#009 *Implementing a Stereotactic Body Radiotherapy Program in a Practice* (Salon III)

Claire G. Mendenhall, BA, RTT

Stereotactic body radiation therapy, commonly referred to as SBRT, is the cutting edge of science and technology in radiation oncology. Image-guided therapy has set the platform allowing for higher doses of radiation to be precisely focused to the target. When implementing a successful SBRT program, several elements of the practice require careful consideration. Most importantly, starting a successful program means starting with a solid quality assurance program centered on well-trained physicians, staff and a follow up plan to measure outcomes. Other considerations include the acquisition of cutting-edge technology, clinical work flows, and documentation.

#010 *Legal Concerns with Physicians and Joint Ventures* (Georgian Ballroom)

Ron DiGiaimo, MBA & Sharron Swann

This session is designed to answer questions about joint ventures and how they are impacted by the healthcare laws, including the Stark and federal anti-kickback statutes. What are the Stark and anti-kickback laws? What fits into the laws and what does not? Who should be concerned? What are the legal ways to form groups? What are the legal ways to participate in the technical component? What are the different types of joint ventures available and what are the pros and cons of each?

The participants will leave with a better understanding of joint ventures, legal concerns, and referral obstacles, as well as an overall understanding of the entire process of what a joint venture entails.

Lastly, and perhaps most importantly, the participant will be educated on the importance of seeking legal counsel with experience with these healthcare laws before entering into a joint venture.

SROA

Society for Radiation Oncology Administrators

General Course Information

TUESDAY, OCTOBER 30 (Cont.)

#011 Relative Value (RVU) Analytics: What Makes This an Important Tool for Enhancing Healthcare Business Performance? (Salon I)

Chet Szerlag, MBA, FACHE, CMPE, Scott Krewson, CPA, MBA & Tony Trimarchi

Relative value units (RVU) represent a methodology that has become widely accepted in recent years as a productivity measurement tool and benchmarking metric. Healthcare managers must understand and be able to properly utilize RVU analytics. This panel presentation will discuss several case studies illustrating the correct application of RVU metrics to typical business problems in healthcare. The presentation will also discuss other key performance metrics that are commonly incorporated into a complete performance management model for radiation oncology and cancer care services.

#012 Revenue Enhancement in a Nutshell: Checklist Approach (Viennese Ballroom)

Susan Vannoni, MS, RT, (R)(T) ROCC & Roy Harmon, LL.M, JD, BA

The business of getting paid constitutes a growing segment of every provider's budget. The *Wall Street Journal* has called it a "new arms race", pitting providers against insurers in a contest over payments.

This lecture will provide participants with a perspective through checklists and examples of practical steps that may be taken to improve reimbursement rates that include but are not limited to errors that may unhinge your reimbursement program which may be found in managed care contracts. This lecture will outline pitfalls to avoid and the dangers that may be present by silent PPO's undisclosed arbitration clauses and exploitive reimbursement data standards.

Participants will gain insight not only into how to protect reimbursements but also how to enhance reimbursements from commercial carriers and self funded group health plans. A step-by-step suggestion will demonstrate how providers can capitalize on in-house capabilities in audit and recovery efforts than can keep the business of getting paid within budget.

11AM-NOON ★ CONCURRENT WORKSHOPS

#013 Successful Strategies for Performance and Quality Outcomes Measurement in Radiation Oncology (Viennese Ballroom)

Marcy A. Cent, MBA

The competitive consumer-driven environment and recent payer initiatives are creating a growing demand for providers to have access to measures of performance and quality within their organization. However, process and outcomes measures for cancer screening, diagnosis, treatment and follow-up care are in the early stages of definition and collection, with few standards in place to date. This program is designed to introduce providers and administrators to the "how to" of establishing disease-site focused multi-disciplinary teams to assist with defining and measuring cancer program information. Examples of process and outcomes dashboards will be provided, with a specific focus on measures for radiation therapy services. Issues and concerns that arise in the data collection process will be addressed and successful examples of providers that have turned measurement efforts into quality and process improvements will be shared.

#014 Radiation Therapy EMR: Is it Worth the Time and Money? (Salon I)

Teresa M McKay, BS, MS

This workshop will fully share our experience in converting to an electronic medical record. The workshop will cover how we built our electronic environment application by application; share how we graded each software application, the ease or lack of ease of implementation and time-line for conversion. The workshop will also discuss our strategies for handling obstacles, the training involved, and the hardware selected. Of particular interest to administrators will be the immediate and projected return on investment.

#015 Resources for Reimbursement (Salon III)

Eva Huddleston

This program is designed to educate Radiation Oncology Administrators, Physicians and staff of steps to take to become involved in the decisions that affect reimbursement for Radiation Oncology.

Please remember to write down your thoughts, idea and actions in the back of the syllabus. These will be used for the last general session with Dave Jensen. Dave will help you to apply everything you have learned from the SROA 24th Annual Meeting to your job.



General Course Information



#016 Proton Therapy: Is This Technology a Correct Fit for Your Radiation Oncology Service? (Georgian Ballroom)

Joseph Spallina, FAAMA, FACHE & Barry Wessel, PhD

The goal for this session is to provide a planning framework for radiation oncologists and cancer center/radiation oncology administrators to determine if proton therapy is an appropriate technology for their radiation oncology service.

The three primary learning objectives for this session include:

- Review the history of proton therapy, current vendor offerings and clinical applications, and key characteristics of the science.
- Review disease specific treatment applicability and current payer policies and payment rates for proton therapy.
- Review a market and disease based planning framework to assess the demand for proton therapy and determine if proton therapy is an investment your radiation oncology service should make based on the review of the science, currently available vendor technology offerings, and the market and disease based planning framework.

**NOON-12:30PM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS/VENDOR DRAWING**

**12:30-2PM ★ Ritz Ballroom
QUALITY LUNCHEON**

(Sponsored by Varian Medical Systems)

Featured Speaker:

Marcy A. Kaufman, BA, RTT



**2PM-2:30PM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS/VENDOR DRAWING**

**2:30PM-3:30PM ★
CONCURRENT WORKSHOPS**

#017 Brachytherapy: Radiation From the Inside Out (Viennese Ballroom)

Cindy C. Parman, CPC, CPC-H, RCC

Because brachytherapy can be administered using several different techniques, coding for brachytherapy presents some unique challenges. In addition, some radiation delivery methods are classified as therapeutic radiology and assigned codes from the Nuclear Medicine section of the coding manual.

This fast-paced session will include coding tips for hard-to-code services such as MammoSite, prostate HDR, GYN brachytherapy, Strontium injections and more! Last, there is a growing trend

to develop 'one-stop-shopping' codes for healthcare reimbursement, which prohibits the reporting of each integral service performed. As a result, information regarding medical necessity documentation, bundling and payor requirements are built into this brachytherapy session.

#018 Cancer Survivorship, It is the Best of Times; It is the Worst of Times" (Georgian)

Steven Castle, MBA, RT(T) & Tricia Cox, MS, APRN

Cancer survivorship is emerging as the hottest topic in oncology care today. A brief introduction of cancer survivorship, definition, and the enormity of the problem will be discussed. The aging population as well as a decreasing supply of care providers causes a care gap that must be explored and addressed. Current models of care are designed for academic medical centers which treat 16% of all cancer cases nationally. Community based models will be discussed. There are limited resources, enormous education needs, and technological applications available. The IOM identified ten recommendations for better survivorship care. Delivering compassionate, efficient cost effective survivorship care can be accomplished through the use of technology to augment care providers and patient services. An example of care planning and patient service coordination is provided with a demonstration of a software system with case examples. An opportunity for questions and answers will be provided.

#019 Are You Ready for Your Paper to EMR Conversion? (Salon I)

Tamara Syverson, BSRT (T) & Jeannie Holliday, RT (R)(T), CMD

This program is designed for Radiation Oncology Managers and Directors; the steps needed to ensure successful transition from paper patient record to EMR conversions will be presented.

#020 Getting Approval for Capital Equipment from Hospital Administration (Salon III)

Theodore E. Wolfe III, MBA

In many centers, the radiation equipment is purchased and owned in whole or in part by the hospital. When new centers, new equipment or replacements are needed, the struggle to gain approval for capital budget dollars begins. For a radiation department manager, the key to successfully competing with the rest of the hospital for capital approvals lies in making a strong case in terms that hospital administration readily understands. This session will describe a case study that successfully gained the needed approvals for a new radiation center.

General Course Information

TUESDAY, OCTOBER 30 (Cont.)



3:30PM-4PM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS/VENDOR DRAWING

4PM-5PM ★
CONCURRENT WORKSHOPS

#021 Transformational Leadership (Salon I)

Debra D. Corbin

In most organizations, employees want daily activities that nurture them, the ability to express their creativity and a strong leadership that supports their commitments and goals. Unfortunately the majority of employees don't come close to realizing those goals.

A Gallup poll revealed that only 26% of US employees are fully engaged at anytime, on the other end of the spectrum 19% of employees are actively disengaged. Yet, while technology is rapidly evolving and every organization is jumping on the technology bandwagon. The quality of our interpersonal relations and leadership skills has improved very little, if at all. Personality conflicts, power struggles, unspoken hidden agendas, misunderstandings, employees not fully appreciated or understood and turnovers are everyday occurrences, that negatively impact an organization's bottom line and rob employees of the enthusiasm they yearn for at work.

Attendees will learn the fine art of leadership and how to create a working environment that nurtures and supports employees to be creative, proactive and profitable in this presentation.

#022 Improving Productivity and Clinical Quality through EMR, Clinical Indicators and Benchmarking (Salon III)

Teresa M McKay, BS, MS

This workshop will share the West Michigan Cancer Center's experience in maximizing the real benefits of an electronic medical record utilizing its rich data base information. With easy access we are able to mine our database to track and monitor quality indicators with a goal to ultimately improve clinical outcomes. Further, how the electronic medical record allows for a compressed patient through-put schedule, which allows for high volumes if demand warrants will be shared. Finally, the presentation will share the benchmarks utilized at the West Michigan Cancer Center for staff productivity, patient satisfaction, referring physician satisfaction, financial indicators, and clinical quality indicators.

#023 2007 Coding and Documentation Updates (Viennese)

Ron DiGiaimo, MBA &
Sharon McKenzie, RT (R) (T)

This program is designed to educate and update Radiation Oncology Administrators, Physicians and staff of the 2007 radiation oncology coding and documentation requirements that effect reimbursement.

Objectives:

- Radiation Oncology coding updates and changes accepted for 2008 will be highlighted.
- The audience will receive specific education on radiation oncology codes and the documentation needed to support codes charged to payers.
- The effects of improper documentation and associated loss of revenue for charges billed will be discussed.

#024 Coding 101: An Introductory Course for Radiation Oncology Coding (Goergian Ballroom)
(PLEASE NOTE THIS IS A 90 MIN WORKSHOP)

Deborah I. Churchill, RTT

This session will provide an introductory level overview of the codes that result for a standard treatment regimen in radiation oncology. Two external beam (EBRT) case studies (breast and prostate) will be presented to demonstrate the commonalities in coding that will occur regardless of the diagnosis. This presentation will follow the patient presentation process, beginning with the consult and continuing through the commencement of treatment.

The documentation and utilization guidelines will be presented for each code as it is discussed. As the encounter process is summarized, the coding summaries will be demonstrated in composite fashion. Two parallel grids will illustrate the coding and associated documentation requirements, providing the attendee with a full summary of coding and required documentation for a standard treatment course.

7:30PM-8:30PM ★ Viennese Foyer and Patio
MEET & GREET SROA BOARD OF DIRECTORS

8:30PM-11:30PM ★ Viennese Ballroom
PRESIDENT'S BALL

(Sponsored by IMPAC Medical Systems)
Entertainment by "Swingtown"

Swingtown has had the pleasure to serve as backup band for artists such as The Temptations, Four Tops, Tommy Tune, Helen Reddy, Harry Babbitt, and the Coasters. Members of Swingtown have worked with such notables as Woody Herman, Maynard Ferguson, Paul Anka, Frank Sinatra, Diana Ross, Dionne Warwick, Buddy Rich, Tower of Power, Brian Setzer and the Disneyland Band.



General Course Information

WEDNESDAY, OCTOBER 31

**7AM-4PM ★ Ritz-Carlton Foyer
REGISTRATION DESK**

**7:30AM-8:30AM ★ Viennese Ballroom
CONTINENTAL BREAKFAST**

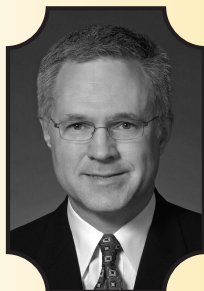
**7:30AM-NOON ★ Ritz-Carlton Foyer
EXHIBITS**

**8:30AM-10AM ★
GENERAL SESSION**

**#025 *Joint Ventures and Other Radiation Oncology
Ownership Structures* (Ritz Ballroom)**

W. Kenneth Davis, Jr.

W. Kenneth Davis, Jr., focuses his practice in corporate, transactional and compliance matters. He represents diverse businesses and entrepreneurs, and views his role as being a resourceful problem-solver who structures innovative responses to accomplish client objectives.



A major component of Mr. Davis' practice focuses on providing counsel, in a wide range of capacities, for clients within the health care service and e-health sectors including physicians, hospitals, ancillary service companies, and other types of health care service providers and businesses.

Mr. Davis works with health care clients during their structuring, development, growth and ongoing operations of new businesses, joint ventures, management and other service relationships, networks, and other relationships aimed at integrating and improving the efficacy of the health care process. His work involves a myriad of matters including initial structuring and business model development, analysis of regulatory and reimbursement issues, private equity, debt-based and lease-hold financing, and mergers and acquisitions. He also regularly provides health care compliance counsel for clients.

**10AM-10:30AM ★
BREAKS/EXHIBITS/VENDOR DRAWING**

Remember you must be present to win.

**10:30AM-11:30AM ★
CONCURRENT WORKSHOPS**

**#026 *The Application of the Latest Innovative
Technologies in Radiation Oncology with Practical
Applications Now and in the Future!***

(Viennese Ballroom)

Kyle Schmanke, MS

In today's world the rapid advance of technologies and their innovative applications are outpacing the individual's capacity to understand, embrace and apply them in real world situations. Radiation Oncology is now succumbing to this inevitable march forward and rapid advancements of technology in the clinical setting are taking place. We need to examine what is practical for our field and be prepared to understand and apply these new technologies for the benefit of our patients and ourselves. We will look at the present and future innovations and see practical examples of how they are being applied in the clinical setting now. We will then look at what the future holds for the dynamic field of Radiation Oncology.

#027 *Ethical Leadership* (Salon III)

Nick L Hernandez, MBA

Who are you? What do you stand for? What is the essence of your character? Everyday we have to make decisions. It is through this decision making process that we show those around us the quality of our character. As an Administrator, you are a role model whose moral fitness is evaluated on a daily basis; you set the climate for your organization.

Those who have the courage to face up to ethical challenges in their daily lives will find that same courage can be drawn upon in times of great stress ...in times of great controversy. It takes moral courage to hold your ideals above yourself. It is the defining aspect of your character.



General Course Information

WEDNESDAY, OCTOBER 31 (Cont.)

#028 *A Tale of Two Centers: The EMR - Challenges & Benefits of Implementing & Using Specific Functionality* (Salon I)

David Nikolai, MBA

In the complex treatment environment of most cancer centers, making the transition from a paper chart and film-based practice to that of the computerized electronic medical record paradigm can be challenging. Besides the sometimes substantial initial investment in hardware and software required, there are usually the more human challenges relating to reengineering the workflow in order to leverage the improved efficiencies. This presentation will focus on the experiences, challenges and results of several specific aspects of converting two diverse oncology centers to "paperless" centers using the integrated electronic medical record software from IMPAC Medical Systems. Specifically, drawing on the experiences at Barnes Jewish Hospital in St. Louis, MO, and Lynn Cancer Institute in Boca Raton, FL, we will discuss the improved workflow, increased efficiencies and workplace changes related to the specific EMR functionality of the Treatment Calendar, QuickRx and various customized interfaces.

#029 *Advanced Patient Positioning Techniques* (Georgian Ballroom)

Bill Barnat

This practical, hands-on workshop offers a comprehensive overview of patient positioning and immobilization – from its history, to its importance for today's treatment techniques, to workable solutions using a variety of devices and techniques.

**11:30AM-11:45AM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS/VENDOR DRAWING**

**11:45AM-1PM ★
Viennese Ballroom
OPTIONAL
BOXED LUNCH**

**NOON-3PM ★
Ritz-Carlton Foyer
EXHIBITS
BREAKDOWN**



**1PM-2PM ★
CONCURRENT WORKSHOPS**

#030 *IGRT-Physician Supervision and Documentation* (Viennese Ballroom)

Deborah I. Churchill, RTT

Radiation oncology has three approved image guided radiation therapy (IGRT) codes effective January 1, 2007. All guidance procedures have professional and technical components for reimbursement, specific utilization and documentation guidelines, and defined physician supervision criteria.

This discussion will include the following for each of the three IGRT technologies: summary of the required technology (includes video clips of technology in use); physician supervision requirement, documentation requirement, and CCI edit restrictions.

Sample course reimbursement summaries will be provided for all types of IGRT.

#031 *Calculating Market Demand for a New Radiation Oncology Center* (Salon III)

Teri U. Guidi, MBA, FAAMA

With an aging population and emerging technologies, there seems always to be a growing demand for radiation therapy services. As the demand rises and capacity fills, we need to know how to quantify the need in order to decide if and when new machines need to be planned and when opening a new center makes sense. This session will walk participants through the process of estimating the number of patients that will need services in the market, and how to project the types of services that they will need. From these projections, the session will outline the process for developing a high-level financial pro-forma to estimate the financial results of adding capacity to the radiation center.

Society for Radiation Oncology Administrators

★ Future Annual Meeting ★

Cambridge, MA • September 20-24, 2008

General Course Information

#032 Health Care and Utilization of Toyota's Lean Production System (Salon I)

Kathy Lash, BS & Scott Wood, MBA

Can healthcare use the Toyota Production System of product development, production, supplier management, customer support and planning to transform waste into value? Can this process be utilized to produce a wide variety of "products" with fewer "defects"? The University of Michigan Radiation Oncology department is putting to test the operational philosophy of Lean production and its impact on efficiency, quality, and safety.

The adaptation of the Lean production management philosophy has helped to improve the clinical care delivery service for our patients, eliminated overtime, reduced re-work and improved employee and patient satisfaction. We believe the concepts and philosophy of Toyota's Lean Philosophy can be applied to other process improvement endeavors and can also lead to improved delivery of clinical care throughout our health care organization. Further, we believe that the foundational methods of Lean can also help improve the clinical care delivery at other healthcare delivery systems.

#033 Linac Acquisition from Evaluation to Utilization (Georgian Ballroom)

Teresa M McKay, BS, MS

This workshop will share the West Michigan Cancer Center's evaluation and selection process for the acquisition of a new linac. Included will be the assessment of vendor capabilities, advantages, and disadvantages.

2PM-2:30PM ★ Ritz-Carlton Foyer
BREAKS/EXHIBITS/VENDOR DRAWING

2:30PM-4PM ★ Ritz Ballroom GENERAL SESSION

#034 Use It, Don't Lose It - Applying What You Learn After the Meeting

Dave Jensen, MS

Dave Jensen, MS, helps organizations improve their sales, productivity, and leadership by integrating the latest scientific research with the timeless principles of the spirit.



As a recognized expert in helping others meet their goals, Dave's innovative research and dynamic programs have led to interviews with *48 Hours*, *Time Magazine*, *The Washington Post*, *Modern Healthcare*, *Selling Magazine*... (AND his niece's neighborhood newsletter).

In this wrap-up session, the audience will learn how to use what they heard at the Annual Meeting to achieve their goals. First, Dave shows them how to set a S.M.A.R.T. work goal based on what they want to accomplish after the meeting. Then, he shares a scientific formula to help them accomplish their goals. This includes a discussion about the "best practices" heard during the entire meeting. This discussion often leads to specific steps needed to achieve their goals when they get back to work. The session also shows the audience how to get their staff to buy-in and achieve almost any goal.

4PM-4:15PM ★ Ritz Ballroom
FINAL WORD & ADJOURNMENT

Putting on the Ritz...

IN PASADENA 2007

SROA 2007 ★ October 27-31, 2007 — Ritz Carlton Huntington Hotel & Spa — Pasadena, CA

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Please join the SROA Board of Directors in thanking our generous corporate sponsors for their support of the 24th Annual Meeting. The response has been tremendous this year. We encourage you to thank them by visiting participating vendors in the Ritz Foyer and looking for their booth in the ASTRO Exhibit Hall.

Vendors are listed alphabetically under the level of participation.

Titanium	\$27,000 and above	Platinum	\$10,000 – \$14,999	Silver.....	\$3,000 – \$7,499
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