

30th Anniversary Meeting
Preliminary Agenda
(as of August 19, 2013)

Saturday, September 21

- 9:30AM-5:00PM** **Board of Directors Meeting (Board of Directors and Invited Guests)**
- Noon-5:00PM** **Registration Desk**
- Noon-5:00PM** **Exhibitor Set-up**

Sunday, September 22

- 7:00AM-5:00PM** **Registration Desk**
- 7:30AM-8:30AM** **Continental Breakfast with Exhibitors**
- 7:30AM-5:00PM** **Exhibits**
- 8:30AM-8:45AM** **Opening/Welcome**
Program Committee Co-Chairs
Barry Asch, MPA, SROA President
Jan Dragotta, SROA President-Elect
- 8:45AM-9:45AM** **#001 Keynote Address: Radiation Oncology: New Perspectives**
Speaker: Carlos Perez, MD
Director, Department of Radiation Oncology
Washington University

Carlos A. Perez, M.D., is Professor Emeritus, Department of Radiation Oncology Siteman Cancer Center, Washington University Medical Center, St. Louis, Missouri. He practices part-time Radiation Oncology at St. John's Regional Medical Center in Springfield, MO, SSM St. Clare Health Center in Fenton, MO, Ozarks Medical Center, West Plains, MO and at Skaggs Community Health Center, in Branson, MO

Dr. Perez has been active in the radiation oncology community serving as the President of the American Society of Therapeutic Radiation Oncology, and has received numerous awards for his contributions including the ASTRO Gold Medal, the American College of Radiology Gold Medal, the Janeway Gold Medal, the National Cancer Fighter Award by the American College of Surgeons, and awarded an Honorary Membership in the European Society of Radiation Oncology (ESTRO).

Dr. Perez is a prolific, highly published author with over 365 publications in refereed journals and 100 book chapters. He is co-editor of Principles and Practice of Radiation Oncology, Principles and Practice of Gynecologic Oncology, Radiation Oncology: Management, as well as several textbooks including Delineation of Lymph nodes in Radiation Treatment Planning, the Technological Basis of Radiation Therapy, and Radiation Oncology: Management Decisions.

- 9:45AM-10:15AM** **Breaks/Exhibits**

10:15AM-11:15AM

#002 Reimbursement Trends in Post Healthcare Reform World

Speaker: Ron Howrigan

President, Fulcrum Strategies

Ron Howrigan is President of Fulcrum Strategies, a contract negotiation and practice marketing firm he founded in 2004. Ron has 18 years of experience in the managed care industry as a negotiator and network manager. He once held senior management-level positions with three of the largest managed care companies in the country including Kaiser Permanente, CIGNA Health Care, and BlueCross BlueShield. Ron is the Past-President of the Board of Directors for the North Carolina Association of Health Plans as well as a past member of the Lovelace Health Systems Board of Directors and the Utah Visiting Nurses Association Board of Directors. Ron earned a Bachelors of Business Administration degree from Western Michigan University and a Masters of Economics degree from North Carolina State University. In addition to his role as President of Fulcrum Strategies, Ron also serves as the Chief Operating Officer for Raleigh Neurology Associates, one of the largest private neurology practices in the Southeast.

11:15AM-11:30AM

Breaks/Exhibits

11:30AM-1:00PM

Annual Business Lunch

1:00PM-2:00PM

Concurrent Workshops

#003 Medical Necessity - Supporting the Services Billed

Speaker: Craig McNabb, MBA, BSN

In this presentation the audience will be guided through the definition of Medical Necessity and its importance in the submission of claims to both CMS and commercial payers.

Payer pre-authorization review of medical necessity is becoming a major issue for hospitals and practices causing untimely delays in payment and denials for services.

The participants will be instructed on the various error categories as well as the key areas CERT contractors and RACS take in the process of audits. Key areas will be presented for discussion with emphasis on areas where advance preparation and documentation will protect the submitter against denials.

#004 Accountable Care Organizations

Speaker: Ron Howrigan

In the midst of a serious Medicare crisis, CMS and the Department of Health and Human Services have begun moving towards a new compensation model for health care revolving around the concept of Accountable Care Organizations (ACO's). This new model has the potential of changing physician and facility reimbursements more dramatically than any change since RBRVS and DRG Case Rates were introduced.

In this session, we will first explore the concept of an Accountable Care Organization. The presenter will explain the different types of ACO models and the various types of payment structures that are being contemplated. We will then explore how the insurance payers may follow the Medicare example much like they did with RBRVS and what a payer ACO model may look like. Finally, the presenter will discuss strategies that groups and facilities can take to prepare themselves for this upcoming change in health care.

#005 Creating a Blameless Error Reporting System

Speaker: LoriAnn Roy

To establish a blameless process to identify, document, act upon and learn from treatment errors in Radiation Oncology. In order to make this a successful program, there needed to

be positive buy in from the staff, particularly the therapists. The therapists were the biggest group affected by this since they are the last in line before the patient is treated.

Timeliness of rectifying the error is extremely important, explanation within 24 hours, process improvements within 48 hours, and evaluation of change effectiveness at 6 months.

Patient safety is our number one priority; working as a team allowed us to identify and improve patient safety issues. Our biggest challenge was limiting the number of process changes to remedy the error. In order to have a successful error reporting system, we worked on limiting additional changes, empowered staff to weigh in on the changes and reported on the effectiveness of it.

#006 Do You Have a Correct Strategy for 2020?

Speaker: Alex Zafirovski, MBA, RT(T)

The course will begin by describing the analysis and formulation of strategy phase. This includes: understanding of the competitive market, how it is evolving, and what differentiating factors are growing in importance. Participant will learn to distinguish the forces in Radiation Oncology versus the general environment. The analysis will include: threat of new entrants, bargaining, marketing, and intensity of rivalry and competition. Lastly, the course will go over the iterative nature of the implementation and evaluation of the given strategy. We will examine how to structure the organization for success. There is a reason that organizations exist- to accomplish what cannot be accomplished by a single individual. When we have more than one person doing the work, questions immediately arise about who does what, who reports to whom, who makes decisions, who should be getting certain kind of information, how do we know what others are doing, and more. Participants will be given some evidence based techniques that will allow them to gain practical understanding of the strategy implementation.

2:00PM-2:30PM

Breaks/Exhibits

2:30PM-3:30PM

Concurrent Workshops

#007 Troubles with Tribbles (and Templates)

Speaker: Cindy Parman, CPC, CPC-H, RCC

Among the electronic health record's many benefits are legibility, efficiency in communications, effectiveness of patient care and electronic signatures. But physicians struggle with the appropriate way to take advantage of an EHR's benefits in easing documentation burdens; and if they are not careful, a physician's EHR notes take on a problematic uniformity.

While many physicians and medical facilities see the use of templates as a way to provide quick, easy documentation and generate medical codes that are consistent and standardized, the road to compliant medical record documentation is fraught with peril. Healthcare providers must carefully consider documentation requirements when deciding to copy and paste, default medical record information or apply templated notes.

This session will illustrate key medical coding and compliance issues that must be considered when utilizing templates and provide recommendations for sample documentation policy guidelines.

#008 In Tune with Stereo

Speaker: Deborah Churchill, RTT

Stereotactic radiosurgery (SRS) refers to single fraction intracranial lesions. Fractionated stereotactic radiosurgery (SRT) regimens may consist of up to five fractions. Stereotactic body radiation therapy (SBRT) is a regimen to extracranial lesions.

All 'stereo' regimens deliver very high doses. This seminar will discuss the documentation requirements for each member of the team. Sample coding summaries will be presented, differentiating between hospital and freestanding coding guidelines

#009 Adding Value through Porter's Value Chain

Speaker: David Miller, MBA & Paige McMillan, MHA

Improving value is not a new concept in healthcare, and models such as lean sigma and patient centered care are common practices. Another less commonly communicated model is Michael Porter's Value Chain. Porter's model provides an opportunity for Radiation Oncology because as we manufacture unique radiation treatment plans, we continually seek to add value through at each customization step. Using Porter's model, we can study how operational initiatives and decisions impact value for each patient that we treat.

In this presentation, we will introduce Porter's Value Chain and then establish the direct application to Radiation Oncology. We will then conduct a retrospective review of how Porter's Model can be used to study decisions or initiatives and how resulting programs directly impacted value to patients. Finally, we will discuss how Porter's model can be applied to new programs to ensure the creation of value for our patients and our Department.

#010 Budgeting for Capital Equipment Purchases

Speaker: Bridget Krueger, MBA, RT(T) & Matthew Terry

This lecture is designed to educate radiation therapy personnel on how to prepare a budget for capital equipment purchases. In the current healthcare environment, budgets for clinics and departments are tighter than ever. It is important to budget for what you currently need in your department as well as looking into the future for potential needs of your department. We will discuss the different items that should be considered when considering purchases and the appropriate questions to ask your physicians and staff who request new equipment.

3:30PM-4:00PM

Breaks/Exhibits

4:00PM-5:00PM

#011 Radiation Oncology Benefits Manager Panel

Moderator: Francinna Scott-Jones

Speakers:

Heather Curry, MD, eviti, Inc

Susan Nezda, MD, MBA, FACEP, AIM Specialty Health

Tom Sherrard, MedSolutions

The Radiation Oncology Benefits Manager Panel is a new addition to the SROA program and is expected to be a very popular event. ROBM representatives will give a 10-15 minute presentation about their respective company's operations and requirements followed by 15-20 minutes of preselected questions for each ROBM representative to answer. We hope this will give an opportunity for the ROBMs to share information with the administrators and to create a better working relationship overall.

5:15PM-6:30PM

New Member Reception (By Invitation Only)

Monday, September 23

7:00AM-Noon

Registration Desk

7:30AM-8:30AM

Continental Breakfast w/ Exhibitors

7:30AM-Noon

Exhibits

8:30AM-9:30AM

#012 The National Cancer Survivorship Resource Center: Advancing Clinical Survivorship Care

Speaker: Rebecca Cowens-Alvarado

American Cancer Society

As PI and Director of the National Cancer Survivorship Resource Center (The Survivorship Center), I will present information on the tools and resources developed over the course of The Survivorship Center's funding. These resources include patient information on survivorship, clinical care guidelines and educational resources for primary care providers, program evaluation resources for survivorship program administrators, and a gap assessment of survivorship content and programs nationwide.

9:30AM-9:45AM

Breaks/Exhibits

9:45AM-10:45AM

#013 General Session: Safety

August 2013

Lisa Brockenbrough, Director, Aviation Safety Assurance, Delta Air Lines

Mandated by the International Civil Aviation Organization (ICAO), the Safety Management System (SMS) concept is a proactive, predictive, and data-driven approach to manage safety. In 2013, the Federal Aviation Administration (FAA) is expected to release a final rule requiring all U.S. air carriers to develop and implement SMS. This new rule is the culmination of a six-plus year FAA pilot program in which Delta was the first U.S.-based air carrier participant.

SMS enables Delta to anticipate problems and hazards based on historical reactive and proactive data. The attributes of SMS, and its four main components (safety policy, safety risk management, safety assurance, and safety promotion), provide a venue to use all accumulated data, analyze the data proactively and predict the outcome before an incident or an accident can occur. Each of the four components of SMS continually interact with each other and define organizational safety structure.

As part of the SMS process, Delta utilizes a series of divisional safety committees, known as the Safety Round Tables (SRTs), to continuously monitor operational risks. The SRTs are charged with the development of a unified strategy to address safety issues at the divisional and the corporate level. A multi-departmental committee, the Integrated Safety Round Table (ISRT), is comprised of business leaders from each operating division who manage cross-divisional issues that require broad coordination. Participants identify higher-level issues where impact cannot be addressed or effectively mitigated at the divisional level.

As implementation of the final rule nears, Delta continues to refine and grow the program as well as mentor Delta Connection partners in their SMS development. Delta is considered an industry leader in SMS and the FAA and other carriers look to Delta as an effective SMS model.

10:45AM-11:45AM

Committee Meetings (Open to All Members)

Advocacy

Awards

Benchmarking & Best Practices

Communications

Membership

Reimbursement & Economics

2014 Planning Committee (By Invitation Only)

Noon-5:00PM

Shuttles to and from ASTRO Exhibit Hall

Tuesday, September 24

7:00AM-5:00PM

Registration Desk

7:30AM-8:30AM

Continental Breakfast w/ Exhibitors

7:30AM-4:00PM

Exhibits

8:30AM-9:30AM

#014 The ASTRO/AAPM National Incident Learning System: A New Way to Improve Patient Safety

Cindy Tomlinson, Manager of Regulatory Affairs, ASTRO

Eric Ford, PhD, DABR University of Washington Medical Center

Goal: To understand the value of incident learning in radiation oncology and ASTRO's development of a national Radiation Oncology Incident Learning System under the auspices of the federal Patient Safety Organization program.

Objectives:

- Understand basic concepts in error prevention and incident learning.
- Appreciate the significance and structure of Patient Safety Organizations (PSO) for supporting incident learning.
- Learn how to participate in the upcoming Radiation Oncology – Incident Learning System.

9:30AM-9:45AM

Breaks/Exhibits

9:45AM-10:45AM

Concurrent Workshops

#015 Updates: Legislative, Regulatory and Industry Impact on Reimbursement for Radiation Oncology

Speaker: James Hugh, III MHA

A thorough understanding of legislative and regulatory updates, changes and proposals is of paramount importance for healthcare providers, both clinical and administrative. Effective knowledge and implementation of rules, regulations, and policy will help providers be compliant in an often complicated political environment. Providers have a better opportunity of securing appropriate revenue when they are aware of current and future regulatory changes to assist in decision making and predictive analysis of trends and future changes.

This session will focus on current and future coding for compliance, appropriate documentation, and influences of third party payer policies and regulations including a review of expected regulatory changes for 2014 and beyond.

#016 Continuous Safety Improvement: Near Misses in Radiation Oncology

Speaker: Loucille Jordan & Joshua C Carlson

One of the key recommendations of the Institute of Medicines 1999 report To Err is human, is to study near misses “to detect system weaknesses before the occurrence of harm” (IOM, 2000). The University of Washington Radiation Oncology Department created a near miss database that collects near miss incident reports from every stage of our patients’ journey through our department. A multidisciplinary safety team investigates each report, identifies those with patient safety implications, recommends change, and measures trends as we implement workflow changes.

Discussion will encompass the data collected during our first year, describe the monthly meeting we use to provide feedback to physicians and staff, and demonstrate how the various staff sections are included in the remediation process. We will also show how our culture of safety has improved as evidenced through our safety survey from the beginning of our program and after one year of use.

#017 Managing by Values

Speaker: Charl Hambridge

The story depicts the transformation a company could undergo and how we can make a difference in the lives of our people, the patients we serve, and the stakeholders.

Given the worlds current economical climate, we need to do things differently and even more effectively. We still have our “normal” indicators, which include profit, volume, sales targets, return on assets or investments.

However, the way in which we manage today changed from the “Old Economy” – Top down – to “New Economy” – Bottom up – approach. “Managing by Values” assist you with this process.

This process start from within and the change begin by changing your own way of thinking towards life and your company. As with the “Lean principle”, “Managing by Values” is not a quick fix, but rather a culture change within our company/workplace.

#018 The Radiation Oncology Triple Aim: Satisfaction, Efficiency & Improvements

Speaker: Dawn Henrich

Radiation Oncology is at the forefront of technical advances and shifting models to improve the safety and quality of services and increase patient satisfaction. This presents challenges due to lower reimbursement and budget constraints placed on hospitals. Analyzing each process may uncover duplication, inaccuracies, and financial loss, which can ultimately lead to an improvement in the department's success. A case study from Aspirus Regional Cancer Center will be presented using the steps taken to decrease the number of days from consult to treatment using the DMAIC improvement process. As resource demands increase manual tracking procedures need to be exchanged for automated solutions to gain metric analysis. Software solutions are available to decrease manpower tracking data entries and excel reporting. Radion, Inc. will share their automated workflow and tracking solution to streamline efficiencies and processes.

10:45AM-11:15AM

Break/Exhibits

11:15AM-12:15PM

Concurrent Workshops

#019 What Do We Do When We or Our Staff Becomes the Patient?

Speaker: ShirRay Gabriel, MHA

On October 21st, 2010, I was diagnosis with Stage IV Head and Neck/ Tonsillar Cancer. I was forced to see the other side of the spectrum regarding patient care we were delivering.

One would think it is simple. It is not but it does not have to be complicated. It is important to know how to handle the delicate situation of when an employee becomes the patient. As Administrators, we have to work with our employees to ensure they receive the best information from an employment expectation. We need to encourage the employee to speak to the HR department about FMLA or any type of leave of absence in case it is need. However, because these are people we work with everyday, we may have a tendency to forget they are also patients and are entitled to the same respect and privacy.

With proper in-house training, steps can be taken to protect the patient/employee and the organization.

#020 Building a Culture of Safety Checklist in Radiation Oncology

Speaker: James Sinicki, M.B.A., R.T(R)(T)

The focus on quality and safety in Radiation Oncology has become paramount over the last few years. In recent years, more intense evaluations of the processes and practices that we have in place occurred to search for how we can improve the quality of care that we provide for our patients. In this presentation, we will talk about ways that we have enhanced the culture of safety at the UPMC CancerCenter. While a culture is often referred to as a set of values and beliefs, we will show ways that one can strengthen this subjective meaning with objective initiatives.

We will talk about initiatives that we use to measure levels of adherence to a successful culture of safety. We will walk through ways that you can enhance these levels of compliance in an efficient, yet effective manner. There will be a discussion of what managers can do to build this culture including physician quality initiatives, regulatory compliance, error reporting, and checklists. We will also take a look at how regulations and accreditation standards can be used to build a scorecard that documents progress toward a culture of safety objectively. Attendees will leave with a checklist to aid them in enhancing their organization's culture of safety.

#021 Coordinated Care of Head and Neck Cancer Patients. A case study from Oregon Health & Sciences University

Speaker: Tricia Thompson-Leland

Head and Neck patients have for years been considered a challenging patient population. With a significant increase in this patient population in the last five years, the challenge of supporting and caring for this patient population has intensified. Optimal diagnostic and therapeutic intervention requires multiple specialties and services. As such, many centers may struggle with providing optimum care and service. We hope to describe a road map to address these concerns.

A new streamlined intake and patient flow process has been developed that increases patient satisfaction and results in cost containment along with reduced treatment-related complications. Through a multidisciplinary patient-centered approach expanding beyond initial diagnosis and intake, patients who are tracked through survivorship services are showing higher compliance rates in treatment, improved nutrition and increased long-term follow-up.

This presentation will spotlight one University's patient-centered approach to improving the cancer care experience for this fragile population along the cancer continuum.

Tricia Thompson-Leland has served as the Administrator for the Department of Radiation Medicine at Oregon Health & Science for the past six years. With the largest Head and Neck cancer hospital-based program in the region, she has had ample opportunity to focus on this unique patient population. Tricia has previous experience in opening a freestanding cancer and research center, physician relations and sales for Hospital Corporations of American (HCA) as well as serve as a regional Vice President for the American Cancer Society.

#022 The Social Media Explosion

Speaker Kyle Schmanke

The social media explosion is changing how the cancer patient manages their care. We will show how your cancer center can survive and thrive in this new environment.

Facebook, twitter and many other social media services have changed the way the cancer patient investigates and makes decisions on their healthcare. The onslaught of new smart phone applications is rapidly progressing and will soon directly affect the way your patient interacts with all radiation oncology professionals. We will show an overview of the present state of social media for radiation oncology as well as prepare you for what's to come. With the proper preparation your center can harness and benefit from the social media explosion.

12:15PM-2:00PM

Quality Luncheon

Entertainment: Cliff Holcombe Dueling Pianos

2:00PM-3:00PM

Concurrent Workshops

#023 Revenue Circle Best Practices - How to Achieve Success in Challenging Times

Speaker: Anna Joy Godby, Jana Grienke, Alex Khariton, Brenda Marie Palo, Francinna Scott-Jones, & Kim Sevensing

The challenges impacting radiation oncology administrators in the revenue continuum continue to grow. The issues are widespread and impact daily operations, at times mean the delay of initiation of patient care and can have a significant impact on the bottom line. Identifying best practices in coding, documentation, pre-authorization, medical necessity and compliance processes and implementing those practices can result in significant improvement in revenue capture, reduction of rework and minimization of staff time to complete the process.

In late 2012, a survey was sent out by the Reimbursement and Economics Committee to the membership of SROA to gather data on the landscape of current practices in coding and

billing. The goal was to identify best practice models to share, via tools and resources, to the membership. More than 33% of members participated in the survey.

The respondents shared current practices as well as many challenges they are experiencing. These ranged from the time it takes to obtain an authorization to top reasons for denial of claims. Best Practices in the revenue circle continuum, which members could implement in their facility, were identified. Best practices in three key areas will be presented: Front End Operations; Coding, Billing & Documentation; and Revenue Cycle Continuum. Tools to implement each best practice will be provided and will outline the right staff to perform each step of the process.

#024 ICD-10-CM, Will Your Practice be Ready?

Speaker: Ashley Miller, CPC, CHONC & Teri Bedard BA, R.T.(R)(T)

This talk is intended to educate attendees on the importance and the requirements for the ICD-10 transition that will take place on October 1, 2014. Throughout this talk, a brief background regarding the upcoming ICD-10 changes will be discussed along with resources and guidelines as well as identifying the steps to a transition action plan. This should allow the attendees to assess their current plan to assure they are target or to prepare an action plan to follow. Additionally, this talk will address and help attendees to understand any documentation challenges that may take place with ICD-10 coding. Many of the important principles of ICD-10 coding will also be discussed. Lastly, timelines and tips will be reviewed as an attempt to help attendees prepare for ICD-10 successfully. This talk will also briefly touch on the many different ways to stay in touch and up to date with the latest information and education on ICD-10.

#025 Pearls on the Pathway to Leadership

Speaker: Louise Ashburn

Drawing on interviews with people who have already made the transition from staff member to leader, this session will examine strategies for overcoming the obstacles inherent in moving to a position of authority over one's coworkers. We will examine available resources, communication and leadership styles, and strategies for promoting cooperation and acceptance from your team. And finally, we will offer advice from successful managers on continuing adjustments as your experience grows.

#026 Meaningful Use in the Everyday Clinical Environment

Speaker: Amanda Thomas MBA, RT(T), ROCC

Meaningful Use has become common language in just about every hallway in every radiation oncology office but implementation can be a cumbersome challenge. Capturing all the necessary codes and documenting compliance needs attention and a well laid out plan. Capturing meaningful use data should be as minimally impactful to clinic flow and patient care as reasonably achievable.

Capturing meaningful use data in a minimally impactful manner will be discussed in this presentation. Meaningful use in the Everyday Clinic Environment will be demonstrated utilizing ARIA, however the concepts can be transitioned to other systems as users see fit.

3:00PM-3:30PM

Break/Exhibits/ Vendor Drawing

3:30PM-4:30PM

Concurrent Workshops

#027 American Cancer Society Cancer Action Network

Speaker: Eric Bailey

The American Cancer Society Cancer Action Network (ACS CAN) is the nation's leading voice advocating for public policies that are helping to defeat cancer. As the advocacy affiliate of the American Cancer Society, ACS CAN works to encourage elected officials and candidates to make cancer a top national priority. Defeating cancer is as much a matter of public policy as scientific discovery. Lawmakers play a critical role in determining how much progress we make as a country to defeating cancer.

ACS CAN's work has resulted in enormous progress through increased funding for cancer research and prevention programs; stronger tobacco control policies nationwide and improved access to the full range of cancer care for people diagnosed with the disease and their families. However, there is still much work to be done on the federal level and in many states around the country.

Today, I want to discuss the ongoing challenges we still face in eradicating cancer as a major health problem in regard to research, access to care and treatment, tobacco control, and nutrition and physical activity. In addition, we will have a brief overview of the CAN advocacy volunteer structure.

#028 Reimbursement Denials: Impact on Revenue

Speaker: Roxana Taveira MHSA, CMD, RT(T)(R) & Robert Beecher MBA, RT(T)(R)

Over the last several years Temple University Hospital has been challenged with an increase in reimbursement denials for Outpatient Services. A hospital wide initiative to reduce the amount of denials was launched in January 2011. The Radiation Oncology department at the time was faced with \$64,000 in payer denials for various types of radiation treatments and procedures. This was symptomatic of various problems, including scheduling incorrectly, obtaining an incorrect authorization or performing a procedure different from what was scheduled and authorized. To overcome these challenges, a workgroup was formed that incorporated Lean Six Sigma methodologies to help process map the current workflow. Once the breakdowns in the current process were identified, brainstorming sessions were conducted to evaluate, improve and implement solutions. A new process was implemented to streamline and remove waste from the current authorization process. The results for the past 21 months have shown zero denials for outpatient services.

#029 Doctor, Was It Something I Said?

Speaker: Cindy Parman, CPC, CPC-H, RCC

This session will address the role of body language, voice tone and listening skills in providing constructive feedback to physicians and/or other staff members.

Ineffective communication can significantly lessen an individual's impact within an organization. A well rounded individual should be able to not only utilize their clinical, coding or technical skills to perform the job but also provide effective communication. Participants in this session will leave with a raised awareness of how their communication style may be perceived by physicians or other key staff and will receive useful tips on how to improve their daily interactions.

This session will help equip beginners and experienced individuals with the confidence they need to provide feedback related to documentation, coding and performance to even the most difficult staff member. Effectively communicating negative facts, figures or other information to physicians is a challenge that even the most seasoned professional may find challenging.

#030 Overview of Accreditation Programs for Radiation Oncology

Speaker:

ACR: Patrick Conway, MD, FACR

ACRO: Jim Sinicki, MBA, RT(R)(T)

ASTRO: Richard Emery, MS MBA DABR

Three accreditation bodies perform or are creating practice review programs specific for radiation oncology: ACR, ACRO, and ASTRO. The history and process/procedures for accreditation of these three organizations will be presented. In addition, this course presents the state activities for requiring accreditation. Finally, a discussion of administrative surveyor requirements will take place.

4:30PM – 5:00PM	Sponsor Wrap Up Meeting (By Invitation Only)
5:00PM – 7:00PM	Early Exhibitor Breakdown
7:30PM-11:30PM	President's Party Live Entertainment: A Blast Band Entertainment!

Wednesday, September 25

7:00AM-Noon	Registration Desk
7:30AM-8:30AM	Continental Breakfast w/ Exhibitors
7:30AM-Noon	Exhibits
8:30AM-9:30AM	Concurrent Workshops

**#031 Basics of Brachytherapy
Speaker: Deborah Churchill, RTT**

In radiation oncology, brachytherapy may be used with external beam or as a stand alone modality. This seminar will discuss coding for both types of courses, stressing which elements are only reported once per course, even when that course includes external beam and brachytherapy.

This session will discuss the three main steps that are involved in a brachytherapy regimen. Place It: Learn the various surgical placement codes that may be reported, understand the reporting of devices, needles and/or the catheters that are 'placed', and become knowledgeable about what image guidance codes may be reported during this phase.

Plan It: Compare reporting standard simulation and brachytherapy planning to the reporting of 3D brachytherapy planning, understand the requirements and limitations of reporting planning in a regimen with multiple applications.

Treat It: Understand the brachytherapy treatment codes based on low dose rate and high dose rate applications and be aware of reportable imaging when multiple applications are performed.

**#032 Organizing Multiple Cancer Programs in a Healthcare System to Succeed in the Value World: The Institute Model
Speaker: Joseph Spallina**

The national wave of hospital mergers leads to the development of healthcare systems with multiple cancer programs, most of which maintain their individual clinical and operational orientation. The primary purpose of these transactions is for enhanced market positioning, competitive performance and, significantly improved financial performance. Yet, when systems complete their transactions, little attention is paid to clinical program integration, alignment with oncology practices and, assessing the combined strengths of multiple (and typically different) cancer programs in the new system. This coupled with the insurance product transitioning to value orientation in many markets creates an imperative to view the multiple cancer programs in a system differently than a system's sole program.

Market demands for expense reductions, quality performance, and value are quickly intensifying nationally. As part of system formation negotiations and within newly formed systems, there is an understandable reluctance to discuss making many and drastic changes to clinical programs. Yet, the very nature of this reluctance is contrary to the strategic goal of expanding a health system, to develop a stronger, more successful and, regionally oriented position.

The institute model is an organizational strategy to configure multiple cancer programs in a system and position them to achieve their full competitive potential in value-oriented markets. A number of cancer programs across the country call themselves "Institute" without developing the components, processes, systems and, leadership elements that a viable institute requires. As an organizational strategy, the institute design provides the

basis to connect cancer programs within a multi-program system and link their integral components. As a clinical integration strategy, it helps create a platform for comprehensive disease specific models of care where all program participants, regardless of system hospital affiliation, site of practice or, alignment structure, can participate in a meaningful fashion.

#033 Radiation Therapy Safety and the Role of the Administrator

Speaker: Sue Merritt, Kimberly Gehrin, Kevin Rush, & Sandra Hayden

This presentation on Radiation Therapy Safety and the role of the Administrator is designed to highlight how the Radiation Therapy administrator, therapist, vendor and professional associations can all contribute to a culture of safety. This presentation is collaboratively presented by Elekta and Varian applications training leadership with 2 key clinical leaders in the radiation therapy community. The basis for this presentation is the white paper created by the Health Care Advisory Committee called Radiation Therapy Safety: the Critical Role of the Radiation Therapist, however significant components in this white paper impact administrators. The ongoing focus of safety required by all continues to impact the overall delivery of patient care and potential revenue and costs to radiation therapy departments. This presentation will provide SROA member's tools to assist them with discussions at higher levels of their organization to garner support for staffing levels, safety reporting mechanisms and models for adopting new technology.

#034 Appreciating the Role of the Nurse in the Oncology Setting

Speaker: Terri Bedard BA, R.T.(R)(T) & Georgina Price RN, OCN, CHONC

This presentation will discuss various roles provided by nurses in the oncology setting, importance of documentation and understanding which services are billable. Focus will be on services included in care of the disease and side effects, counseling, crisis management and assistance to the physician.

9:30AM-9:45AM

Breaks/Exhibits

9:45AM-10:45AM

#035 Cooperative Group Research for Radiation Oncology; A 2014 Primer

Speaker: Walter Curran, Jr, MD

Executive Director

Winship Cancer Institute of Emory University

Lawrence W. Davis Professor and Chairman

Department of Radiation Oncology

Emory University School of Medicine

Walter J. Curran serves as Executive Director of the Winship Cancer Institute of Emory University and the Lawrence W. Davis Professor and Chair of Emory's Department of Radiation Oncology. He also serves as Group Chairman and Principal Investigator of the Radiation Therapy Oncology Group (RTOG), a National Cancer Institute (NCI)-funded cooperative group, a position he has held since 1997. Beginning in 2014, he will serve as one of three inaugural Group Chairs and Principal Investigators of NRG Oncology, an NCI-supported cancer cooperative group.

Dr. Curran is a Georgia Cancer Coalition Distinguished Cancer Scholar and has been a principal investigator on over a dozen NCI-supported grants. He is considered an international expert in the management of patients with locally advanced lung cancer and malignant brain tumors. He has led several landmark clinical and translational trials in both areas and is responsible for defining a universally adopted staging system for patients with malignant glioma. He has authored or co-authored more than five hundred abstracts and scholarly papers. He has been chairman or co-chairman of more than 40 clinical trials and a reviewer for twelve national/international journals. He serves as the Founding Secretary/Treasurer of the Coalition of Cancer Cooperative Groups and a Board Member of the Georgia Center for Oncology Research and Education (Georgia CORE). Dr. Curran is the only individual currently serving as director of an NCI-designated cancer center and as group chairman of an NCI-supported cancer cooperative group.

Dr. Curran is a Fellow in the American College of Radiology and has been awarded honorary memberships in the European Society of Therapeutic Radiology and Oncology and the Canadian Association of Radiation Oncology.

Dr. Curran graduated cum laude from Dartmouth College, received his MD degree from the Medical College of Georgia, and is a Board Certified Radiation Oncologist. He completed his residency in the Department of Radiation Therapy at the University of Pennsylvania Medical Center and his internship in internal medicine at Presbyterian University of Pennsylvania Medical Center in Philadelphia.

10:45AM-11:15AM

Break/Exhibits/Vendor Drawing

11:15AM-12:45PM

#036 Billing Panel

Moderator: Craig McNabb, , MBA, BSN, Radiation Coding Specialties, LLC

Panelists:

David C. Beyer, MD, ASTRO

Deborah Churchill, RTT, Churchill Consulting Inc.

Ron DiGiaino, MBA, Revenue Cycle, Inc.

William F. Hartsell, MD, ASTRO

James Hugh, III MHA, American Medical Accounting and Consulting, Inc.

Susan K. Vannoni, M.S., R.T.(R)(T) ROCC, Radiation Oncology Consulting, LLC

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.

12:45PM-1:00PM

**Closing Remarks & Complimentary Registration Drawing (2014 Annual Meeting)
Adjournment – 2013 Annual Meeting**

Noon-3:00PM

Exhibits Breakdown

1:00PM-3:00PM

Board of Directors Meeting (Board of Directors and Invited Guests)