

MAXIMIZING OPTOMETRY PRACTICE REVENUE THROUGH ACCURATE CODING AND BILLING

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Maximizing Optometry Practice Revenue Through Accurate Coding and Billing

- ◆ Learn an organized approach how to transform your practice to a profitable 50-75 percent medical diagnosis driven Optometry practice
- ◆ How to create an Optometry Progress Report form or EMR template that will ensure both compliant and optimal coding—the first time you submit a claim
- ◆ Understanding the differences between Vision Plans and Medical Plans, and when and how to bill to each
- ◆ Learn complex concepts such as NCCI edits, LCDs, DME-MAC, RVUs, Medical Necessity and Modifiers
- ◆ How to avoid the most common claim denials such as improper modifiers, incorrect ICD-9/CPT linking, NCCI edits, bundled codes, and Local Coverage Determination (LCD) Guidelines

Denver, CO - May 25

Phoenix, AZ - May 26

Albuquerque, NM - May 27

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Continuing education available for Coders, Medical Assistants, Optometrists and Office Managers.

Maximizing Optometry Practice Revenue Through Accurate Coding and Billing

Increasing Revenue by Adopting a Medical Diagnosis Optimized Optometry Practice

Optometry coding and billing can be a complex business. Many providers are not really sure if their documentation is adequate and don't know specifically how to meet different levels of office visits. General coding classes don't always provide the specific, detailed information needed for optimal reimbursement. Physicians and office personnel who do not know how to manage the complexities of the insurance reimbursement system run the risk of not being paid full fee for their services. Claims returned or paid only in part is revenue your practice is unnecessarily losing everyday.

This seminar will provide specific **billing, coding and documentation examples**, and a step-by-step auditing process to **ensure you never undercode just to "be safe."** As a certified medical coder and billing specialist, Jeff Restuccio's perspective and background will uncover missed billing opportunities that most OD practice management consultants miss. Included will be an organized approach to transforming your refraction/eyeglasses practice to the lucrative world of billing Medical insurance policies, post-cataract co-management, diagnostic procedures and Evaluation and Management Codes. The focus will be on the diagnoses, exams, and procedures unique to the Optometrist treating medical diagnoses: glaucoma, cataracts, dry-eye syndrome, ARMD and retinopathies. Practitioners of Optometry know that this specialty has its own exam codes, unique procedures and specific guidelines for reporting procedures, which will all be examined in detail. Attend this comprehensive one-day course to turbo charge your practice, increase your revenue and learn how to avoid the common pitfalls and errors when billing Medicare and other medical insurance plans. Whether you are new to medical billing or have been billing medical insurance for ten years, this seminar will help improve your practice's bottom line.

What You Will Learn

- ◆ Examine in-depth how to code procedures accurately and compliantly for optimal reimbursement
- ◆ Detect the top coding and documentation errors medical professionals make
- ◆ Identify essential information not found in the CPT manual but necessary for accurate coding and billing
- ◆ Outline practical ways to train your staff and keep abreast of new and ever-changing rules and guidelines
- ◆ Learn strategies to effectively manage the never-ending list of "Carrier-Specific" guidelines
- ◆ Determine which codes are billable in addition to the Medicine ophthalmology exam codes
- ◆ Outline five ways to differentiate your practice from low-cost competitors
- ◆ Create a Progress Note form that will ensure compliance
- ◆ Discuss the two most often omitted Evaluation and Management Exam elements that take just minutes to document
- ◆ Identify the five exam elements most often required for a Comprehensive Eye Exam (920x4)
- ◆ Assess how to document and report new and emerging technologies such as Optimap® Plus, Pentacam® and Peripheral Hyperacuity Perimetry (PHP)
- ◆ Examine HCPCS codes often not reported
- ◆ Identify what diagnostic test equipment is most commonly used by Optometrists, how to bill for the tests and avoid costly denials
- ◆ Recognize the top reasons Optometry medical claims are denied
- ◆ Perform hands-on auditing of actual eye care encounters for both Evaluation and Management Services and the Medicine Eye Exam codes
- ◆ Determine when, where and how to use S Codes, Time of Service Discounts and other fee-reducing strategies

What to Bring

We encourage class participants to bring a copy of the practice Fee Ticket, up to three progress notes and a list of their top 25 ICD-9 and CPT codes. Be sure to block out any patient-specific information.



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Who Should Attend

- ◆ Optometrists
- ◆ Practice Managers
- ◆ Coders
- ◆ Reimbursement Specialists
- ◆ Billers
- ◆ Nurses

Course Hours

Registration begins at 7:30 a.m. The seminar **begins at 8:00 a.m.** and **concludes at 3:30 p.m.** Coffee/hot tea provided in a.m. One-hour break for lunch on your own. For late arrivals or early departures, please see amended certificate information under Continuing Education Credit.

Dates and Locations

DENVER - May 25, 2010

Radisson Hotel Denver Stapleton Plaza
3333 Quebec St., Denver, CO 80207 303-321-3500

PHOENIX - May 26, 2010

Phoenix Airport Marriott
1101 N. 44th St., Phoenix, AZ 85008 602-273-7373

ALBUQUERQUE - May 27, 2010

Radisson Hotel Albuquerque
2500 Carlisle Blvd. N.E., Albuquerque, NM 87110 505-888-3311

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COURSE CONTENT

FRONT OFFICE MANAGEMENT

- ◆ Financial policy/Medicare Advance Beneficiary Notice (ABN)
- ◆ Utilization baselines
- ◆ What are Stark Laws?
- ◆ Setting fees for services
- ◆ What are RVUs (Relative Value Units)?
- ◆ Utilization patterns for common optometry procedures
- ◆ Should you reduce the number of vision plans you accept?
- ◆ Working with Ophthalmologists
- ◆ Marketing your practice
- ◆ Examining your financial ratios
- ◆ Optimizing educational resources
- ◆ Working with pharmaceutical reps

BASIC CPT CONCEPTS

- ◆ Reading the CPT manual
- ◆ Surgical Package
- ◆ Separate Procedures
- ◆ Unlisted Codes

MODIFIERS

- ◆ Modifiers 22, 24, 25, 26, 32, 50, 51, 52, 54, 55, 56

HCPC CODES

- ◆ V Codes
- ◆ S Codes
- ◆ Injections
- ◆ Anatomical Modifiers

HOW TO REPORT EVALUATION & MANAGEMENT ENCOUNTERS

- ◆ New vs. established patient
- ◆ Levels of service
- ◆ Key components
- ◆ History
- ◆ Exam
- ◆ Medical Decision Making (MDM)
- ◆ Case studies

THE EYE EXAM

- ◆ The Intermediate and Comprehensive Eye Exam (920xx)
- ◆ Intermediate Exam—Required Components
- ◆ Comprehensive Exam—Required Components
- ◆ How to audit E&M Encounters
- ◆ How to audit Eye Exam Encounters
- ◆ Personal, family and social history forms
- ◆ Unilateral, bilateral and “Concept does not apply” procedures

DIAGNOSTIC PROCEDURES BILLED SEPARATELY

- ◆ Gonioscopy—92020
- ◆ Serial Tonometry (92100–92130)
- ◆ Refraction (code 92015)
- ◆ Fundus Photography (92250)
- ◆ Sensorimotor Exam (92060)
- ◆ Visual Field Exams 9208x

- ◆ Ophthalmoscopy Extended (92225 & 92226)
- ◆ OCT, GDx HRT 92135
- ◆ Corneal Pachymetry—76514
- ◆ Low vision and/or vision therapy services
- ◆ Bandage Contact lenses (92070)
- ◆ Simple repairs and foreign body removal
- ◆ Global days document—zero, 10 and 90 days

ICD-9 DIAGNOSTIC CODING

- ◆ Overview ICD-9
- ◆ Learning the ICD-9 Manual
- ◆ Case Study—Coding for Exudative senile macular degeneration
- ◆ Diabetes case study
- ◆ Late Effects, V and E codes
- ◆ Glaucoma ICD-9 Coding
- ◆ Cataract ICD-9 Coding
- ◆ DES ICD-9 Coding
- ◆ Foreign body ICD-9 Coding
- ◆ ARMD ICD-9 Coding
- ◆ Medical necessity issues
- ◆ What is ICD-10 and why should I care?

IMPORTANT DOCUMENTATION CONCEPTS

- ◆ What should be included with your claims

BILLING AND INSURANCE OVERVIEW

- ◆ Finding the best insurance plan in your practice area
- ◆ NCCI edits
- ◆ Rejections vs. denials
- ◆ Working with EOBs
- ◆ Working appeals
- ◆ Medicare jurisdictions
- ◆ Medicaid guidelines by state
- ◆ Private carriers
- ◆ Tips to ensure your claim is processed in a timely manner

ADDITIONAL RESOURCES FOR INFORMATION

- ◆ Resources on the Internet
- ◆ RVUs and the Medicare Lookup table
- ◆ Associations
- ◆ Billing and insurance issues
- ◆ Creating your own carrier-specific manual
- ◆ How to stay abreast of rules and guideline changes

WHAT IS PQRI?

- ◆ Short introduction and discussion of PQRI
- ◆ Should I participate in PQRI?
- ◆ What are the statistics?

BILLING FOR POST-CATARACT GLASSES AND CONTACTS

- ◆ Overview of DME-MAC
- ◆ Reporting issues
- ◆ Common errors

Course Director

JEFFREY P. RESTUCCIO, CPC, CPC-H, MBA, is a certified professional coder with over 15 years of experience as a coding and reimbursement consultant. Since 2007, Jeff has taught over 100 seminars on coding, documentation and billing for eyecare in 45 states to hundreds of Optometrists and their staff. Jeff's "class-participation" style is unique in that he encourages questions, discussion and engages the class every session. For the last 15 years, he has provided consulting services to local and national health care companies, specializing in coding and reimbursement for physician practices. Jeff frequently conducts chart audits, operational assessments and software selection and implementation of new billing systems. Most recently he has worked on several diverse projects, including: teaching medical coding and reimbursement courses via the Internet, reviewing training manuals for a major coding/billing publisher, serving as an interim Coding Auditor for the United States Air Force, and conducting chart audits for clinics and hospitals nationwide. He is currently working with several eye care-specific Electronic Medical Record (EMR) companies helping them update their E&M coding logic.

In addition to his speaking and consulting, Jeff is the principal owner of Ritecode.com, an online training site that offers online coding and billing modules. He is a member of the American Academy of Professional Coders and is also on the advisory board of the *Optometry Coding Alert* newsletter. To learn more about Jeff or his consulting services, please visit www.ritecode.com or www.eyecodingforum.com.

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"I found this seminar to be very helpful and it also helped me to understand why I had numerous claims being denied."

Lisa Jacobsen, Office Manager
Little Rock, AR

Continuing Education Credit

Coders: This program has the prior approval of the American Academy of Professional Coders (AAPC) for 6 continuing education hours. Granting of prior approval in no way constitutes endorsement by the AAPC of the program content or the program sponsor. AAPC approval good thru 3/31/2011.



Optometrists: COPE Approval Pending.

Medical Assistants: This program/activity has been submitted to the American Association of Medical Assistants (AAMA) for 6.0 Continuing Education Units.

Office Managers: *Maximizing Optometry Practice Revenue Through Accurate Coding and Billing* has been submitted to the Professional Association of Health Care Office Management for approval of 6 CEUs.

Other professions: This seminar qualifies for 6 continuing education hours as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific filing requirements.

All professionals: In order to process continuing education, please bring the appropriate license/certification number to the seminar.

Amended certificates: Please note that the credit hours listed above are offered by Cross Country Education and/or boards/associations for a full day's attendance. In the event of late arrival and/or early departure, amended certificates indicating the actual number of credit hours earned will be provided upon calling Cross Country Education.

ADA: If you require ADA accommodations, please contact Cross Country Education at least two weeks before the seminar date so that arrangements can be made.

Confirmations & Cancellations

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Registrants will not receive a certificate until payment has been received and course has been successfully completed. If payment is not received ten (10) days prior to the seminar, the certificate may not be present at the seminar. If your payment is returned marked NSF it will be represented electronically and a processing fee will be charged as allowed by law.

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