

# COA

California  
Orthopaedic  
Association

## 2012

ANNUAL MEETING/  
QME COURSE  
April 19 - 22, 2012

Park Hyatt Aviara Resort  
Carlsbad, CA  
(North San Diego County)

# C-Bones

Orthopaedic  
Practice  
Managers



# COLLABORATE

# Meeting at a Glance

<b>Thursday April 19</b>						
<b>9:00 am</b> <i>Annual Meeting</i>	<b>9:05</b> <i>Complex Orthopaedic Coding and Reimbursement Issues— Tips and Tricks</i>  <i>Coding Using ICD-10</i>	<b>12:30</b> <i>New Frontiers: Strategic Planning for the Success of your Practice</i> <i>Practical Information to Evaluate your Practice</i>	<i>-Co-Management Agreements</i> <i>-Shared Risk Initiatives</i> <i>-Improving Efficiency</i> <i>-Measurement Tools</i> <i>-Quality Assessment</i>	<b>16:45</b> <i>Hiring the Right Practice Manager— What's the Return on your Investment</i>	<b>17:00</b> <i>Adjournment /Exhibit Hall Drawing (You must be present to win.)</i>	
<b>Friday April 20</b>						
<b>7:00 am</b> <i>5K Run/Fun Walk</i>	<b>7:15</b> <i>C-Bones Annual Meeting (for Orthopaedic Practice Managers)</i>	<b>7:00</b> <i>Hands-On Mobile Surgical Labs/ Ultrasound Cadaver Lab and Educational Sessions</i>	<b>12:30</b> <i>Annual Meeting/ QME Course— Part I</i> <i>Grand Ballroom</i>	<b>15:30</b> <i>AAOS Specialty Day Review</i> <i>Foot/Ankle Trauma</i> <i>Spine</i>	<b>17:00</b> <i>Legislative Update</i>  <b>18:30</b> <i>Presidential Reception</i>	
<b>Saturday April 21</b>						
<b>7:00 am</b> <i>Young Orthopaedic Surgeons' Practice Symposium</i>	<b>7:30</b> <i>MOC/MOL Controversies: What is Being Done to Resolve Them?</i>	<b>8:30</b> <i>Annual Meeting Presidential Guest Speakers: National Issues and the Future of Orthopaedics</i> <i>David Teuscher, M.D.</i>	<b>9:00</b> <i>Evaluating and Negotiating Emerging Payment Options</i> <i>Catherine Hanson, AMA</i>	<b>9:30</b> <i>Health Care Reform and Medical Practice Innovation</i> <i>Peter Lee, JD</i> <i>California Health Benefit Exchange</i>	<b>10:30</b> <i>AAOS Specialty Day Review</i>  <b>13:00</b> <i>Aviara Golf Tournament</i>	<b>19:00</b> <i>Seafood Extravagana</i> <i>Palm Courtyard Restaurant</i> <i>Aviara</i>
<b>Sunday April 22</b>						
<b>7:30 am</b> <i>Annual Meeting/QME Course</i>  <b>7:30</b> <i>Business Meeting</i> <i>Open Mike with COA</i>	<b>8:00</b> <i>Blue Shield's ACO Model in Orange-County</i>  <b>8:15</b> <i>Founder's Award</i>	<b>8:30</b> <i>Electronics in Orthopaedic Practice</i> <i>Ultrasound for Smartphone Applications</i>	<b>9:00</b> <i>Quality Outcomes Measurement "OBERD"</i> <i>Outcomes Database and Patient Satisfaction Surveys</i>	<b>9:30</b> <i>Resident Awards OREF</i> <i>Presentation</i>	<b>10:10</b> <i>QME Course Part II</i> <i>Grand Ballroom</i>	<b>14:30</b> <i>Adjournment Exhibit Hall Drawing (You must be present to win.)</i>

# Meeting Agenda

## Thursday, April 19

7:00 Registration Foyer Grand Ballroom

8:00 Network with Exhibitors

Continental Breakfast

### Annual Meeting

9:00 Welcome Grand Ballroom

Tye Ouzounian, M.D., COA President  
Frank Martelli, C-Bones President  
Nicholas Abidi, M.D., Meeting Program Chair

9:05 Complex Orthopaedic Coding and Reimbursement Issues: Tips and Tricks Coding Using ICD-10 - Part I

Stephanie Ellis, R.N., CPC  
Ellis Medical Consulting

10:30 Coffee Break/Network with Exhibitors

10:45 Complex Orthopaedic Coding and Reimbursement Issues: Tips and Tricks Coding Using ICD-10 - Part II

Stephanie Ellis, R.N., CPC  
Ellis Medical Consulting

12:00 Lunch/ Network with Exhibitors

**New Frontiers: Strategic Planning for the Success of your Practice**

Moderator: Robert O'Hollaren, M.D.

12:30 Health Care Reform and Strategic Planning—The Private Payor Perspective

Keith Emmons, M.D., Medical Director  
United Healthcare

12:50 Q&A

1:00 Health Care Reform- Private Practice Perspective and Delivery Model Impacts

Mike McCaslin- Somerset CPA

1:20 Q&A

1:30 Co-management agreements: What's Happening in California

Nicholas Colyvas, M.D.

1:50 Orthopedics Co-management, Joint Ventures and Hospital Employment: The Pros and Cons of Physician-Hospital Integration

Greg Waters – CEO Tucson Orthopedics

2:10 Q&A

2:30 Coffee Break/Network with Exhibitors

3:00 Shared Risk Initiatives: Bundled Payment, Private Payor ACOs

**Narrow Network Provider Panels - Is this the future?**

John Cherf, M.D., MPH, MBA  
Neurologic & Orthopedic Institute of Chicago

3:15 Q&A

3:20 Efficiency and the Progressive Orthopedic Office Communication, Information Access and Patient Flow—The Key to Enhanced Productivity and Revenue —Physician and Employee Efficiency

**Improving Accountability in the Medical Business Model Adding Value: Aligning Quality Care, Patient Satisfaction, and Cost Containment**

Eric Worthan—CEO—Panorama

3:35 Q&A

3:40 Understanding Medical Necessity in the Eyes of CERTs, MACs and RACs

John Cherf, M.D., MPH, MBA  
Neurologic & Orthopedic Institute of Chicago

3:55 Q&A

4:00 Improving and Protecting Practice Viability Non-Surgical Providers in the Orthopedic Office Innovative Marketing Solutions: Where is the Bang for Your Buck?

**Office Efficiency and Emergency Call Management—a PA based Trauma Program**

Eric Worthan—CEO—Panorama

4:20 Q&A

4:30 Integration and Networking: Working Together to Improve Patient Care

**Orthopedic Practice Viability—The Regional Orthopedic Forums Experience 2007-2011**

Mike McCaslin—Somerset CPA

4:40 Q&A

4:45 Hiring the Right Practice Manager—What's the Return on your Investment

Frank Martelli, RRT, MBA/Nabil Razzouk, Ph.D.

4:55 Q&A

5:00 Adjournment

Exhibit Hall Drawing

(You must be present to win.)

5:45 COA Board of Directors Meeting

Avocet Room (By invitation only)



# Meeting Agenda

## Friday, April 20

6:30	<b>5K Run/Fun Walk</b>	Meet in hotel lobby	12:30	<b>Annual Meeting/QME Course</b>	<b>Grand Ballroom</b>
7:00	<b>Registration</b> <b>Network with Exhibitors</b> <b>Continental Breakfast</b>	Foyer Grand Ballroom		<b>QME Course—Part I</b> Moderator: Lesley Anderson, M.D.	
7:15 - 5:00	<b>C-Bones Annual Meeting</b>	Aviara Salon B Meeting for Orthopaedic Practice Managers.		<b>Comprehensive Review Upper Extremity Controversies</b> Moderators: Lesley Anderson, M.D./Charles Resnick, M.D.	
7:00	<b>Mobile Surgical Labs/ Educational Sessions</b> <i>Labs accredited for CME hours noted with an *.</i>		1:00	<b>Update Current Carpal Tunnel Treatment Guidelines</b>	George Balfour, M.D.
	<b>Lab #4 Advanced Ultrasound Techniques</b> 7:00—8:00 Lecture—Ben DuBois, M.D.—Grand Ballroom 8:30—10:00 Cadaver Lab Session 1 10:00-11:30 Cadaver Lab Session 2 Lab equipment will be from: Carticept and Advisor Medical (Meet in hotel lobby to be transported to cadaver lab.)			<b>What Treatment Works, What Does Not, When is ENOUGH enough?</b>	
	<b>Lab #1 Mobile Surgical Lab—Tornier *</b> Total Ankle Reverse Shoulder Sports Medicine (Located in front entrance of the hotel.)		1:10	Hand and Elbow Injuries	Dori Cage, M.D.
	<b>Lab #2 Mobile Surgical Lab –Biomet *</b> <b>Reconstructive and Sports Medicine Products</b> (Located in front entrance of the hotel.)		1:30	Shoulder Injuries	Mark Ganjianpour, M.D.
	<b>Lab #3 Shoulder/Knee/Foot/Ankle—</b> Arthrex *- Avocet Room		1:50	Q&A	
	<b>Lab #5 Key Issues Impacting ASCs in 2012</b> Physician-Owned Surgical Center— <b>Goldfinch Room</b>		1:55	<b>How to Avoid Utilization/Peer Review</b> What to do When the UR Doc Calls Paul Wakim, DO	
	<b>Lab #6 Negotiating the Best Contracts for your Practice—Learn How It's Done</b> Susan Charkin, Healthcents— <b>Aviara Salon A</b>		2:10	Q&A	
	<b>Lab #7 Clavicle Fracture Solutions— Acumed Locking Clavicle Plate &amp; Dual-Trak Clavicle Screw System *</b> Dr. Brian Magovern, Acumed— <b>Blue Heron Room</b>		2:25	<b>DWC Priorities for the DWC in 2012</b> Rebecca Moran, AD, Division of Workers' Compensation	
11:30	<b>Lunch</b>	<b>Exhibit Hall</b>	2:45	Q&A	
			3:00	<b>Coffee Break/Network with Exhibitors</b>	
			3:30	<b>AAOS Specialty Day Review</b> Moderator: Nicholas Abidi, M.D.	
				<b>Foot/Ankle</b>	David Thordarson, M.D.
				<b>Trauma</b>	Jeffrey Smith, M.D.
				<b>Spine</b>	Yu-Po Lee, M.D.
			5:00	<b>Legislative Update</b> Moderators: Tim Shannon/Tye Ouzounian, M.D. State Senator Juan Vargas—San Diego (D) Elizabeth McNeil, CMA Tim Shannon, COA Lobbyist	
			6:30	<b>Presidential Reception</b>	<b>Palm Courtyard</b>

# Meeting Agenda

## Saturday, April 21

7:00 **Registration** Foyer Grand Ballroom  
**Network with Exhibitors**  
**Continental Breakfast**

### **Optional Educational Sessions**

7:00 **Young Orthopaedic Surgeons' Practice Symposium** Blue Heron Room  
Moderator: Basil Besh, M.D.

**COA Flashcards—OKU-10—Another Study Tool**  
Jeffrey Bogosian, M.D.

7:30 **MOC/MOL Controversies: What is Being Done to Resolve Them?** Grand Ballroom  
James Luck, Jr., M.D.

8:15 **Exhibit Hall Drawing** Grand Ballroom  
(You must be present to win.)

**Annual Meeting** Grand Ballroom  
**Presidential Guest Speakers**  
Moderators: Peter Mandell, M.D./Tye Ouzounian, M.D.

8:30 **National Issues and The Future of Orthopaedics**  
David Teuscher, M.D., Chair AAOS Board of Councilors  
8:50 Q&A

9:00 **Evaluating and Negotiating Emerging Payment Options**  
Catherine Hanson, AMA Practice Management Center  
9:20 Q&A

9:30 **Health Care Reform and Medical Practice Innovation—The National & California Perspective**

**How the Health Benefit Exchange May Change the Health Care Market in California**  
Peter Lee, JD, Executive Director  
California Health Benefit Exchange

9:50 Q&A

10:00 **Coffee Break/Network with Exhibitors**

10:30 **AAOS Specialty Day Review**  
Moderator: Nicholas Abidi, M.D.  
**Hand** Amy Ladd, M.D.  
**Sports Medicine** Benjamin Ma, M.D.  
**Hip/Knee** James Huddleston III, M.D.  
**Pediatrics** Harish Hosalkar M.D.

12:30 Adjournment

1:00 **Aviara Golf Tournament** Meet at Golf Course  
Steven Ross, M.D., Moderator

7:00 **Seafood Extravaganza**  
**California Bistro Restaurant—Park Hyatt Aviara**  
**Cocktails/Dinner**



# Meeting Agenda

## Sunday, April 22

**7:00 Registration** Foyer Grand Ballroom  
**Continental Breakfast**

**7:30 Business Meeting** Grand Ballroom  
*Open Microphone with COA Leaders*

**7:40 Update on California Joint Replacement Registry—What Data Is Being Reported**  
Kevic Bozic, M.D.

**7:45 Blue Shield Forming an ACO with Physicians and Hospitals—What's the Model in Orange County**  
James Caillouette, M.D.

**8:15 Avoiding Pitfalls in Choosing an In-Office EHR System** - Amir Jamali, M.D.

**8:45 Quality Outcomes Measurement "OBERD" Outcomes Database and Patient Satisfaction Surveys**  
Bill Plummer, Ph.D., Universal Research Solutions

**9:15 Founder's Award**

### **Resident Awards**

**9:30 Lloyd W. Taylor, M.D. Resident Award**  
Properties of Distal Femoral Defects with a Cortical Breach  
Derek Amanatullah, M.D. — UC Davis

**9:37 Orthopaedic Hospital Resident Award**  
Mouse Model of Chronic Post-Arthroplasty Infection:  
Noninvasive in Vivo Bioluminescence Imaging to Monitor  
Bacterial Burden for Long Term Study  
Jonathan Pribaz, M.D.—UCLA

**9:44 J. Harold LaBriola, M.D. Resident Award**  
Comparison of Cartilage T1rho MRI Values Between  
ACL-Reconstructed Knees and Contralateral Uninjured  
Knees One Year After Surgical Repair  
Alexander Theologis, M.D.—UC San Francisco

**9:51 OREF Update—Ramon Jimenez, M.D.**  
**OREF Resident Award**  
Thermal Stress Potentiates Bupivacaine Chondrotoxicity  
Samantha Piper, M.D.—UC San Francisco

**10:00 Coffee Break**

**10:10 QME Course – Part II**  
Moderator: Lesley Anderson, M.D.  
Co-Moderator: Peter Mandell, M.D.

**10:00 Whole Body Vibration Syndrome – Imaginary or is it Real?** Literature Review  
Dan Spengler, M.D.

**10:10 Q&A**

### **What Treatment Works, What Does Not, When is ENOUGH enough?**

**10:15 Lumbar Spine** Marjorie Eskay-Auerbach, MD, JD

**10:35 Knee and Hip** Lesley Anderson, M.D.

**10:50 Foot and Ankle** Glenn Pfeffer, M.D.

**11:05 Cervical Spine** James Talmage, M.D.

**11:20 Attendees are invited to submit cases for discussion.**

**12:10 Lunch** Foyer Grand Ballroom

**1:00 Defending Your Opinion  
Advice from the Experts  
CA Workers' Compensation Law Update**  
Moderator: Peter Mandell, M.D.  
James Talmage, M.D.  
Carl Jacobs, Esq., Defense Attorney  
Mark Edelstein, Esq., Applicant Attorney

**2:30 Adjournment**

**Exhibit Hall Drawing**  
(You must be present to win.)