

Executive Decisions in DERMATOLOGY

A D A M

**The 22nd Annual Meeting
is less than 3 months
away...will you be there?**

January/February 2014

ADAM Practice Manager of the Year Award

ADAM is proud to announce the ADAM Practice Manager of the Year Award. The award, made possible through collaboration with CareCreditSM, recognizes office professionals for their leadership qualities, management skills, customer service, and going above and beyond expectations within their practice and community.

To be eligible for this inaugural award, the nominee must be a current member of ADAM and be present at the 2014 Annual Meeting in Denver, Colorado, March 19-21, 2014. The ADAM Practice Manager of the Year receives free registration to ADAM's 23rd Annual Meeting to be held in San Francisco, CA in 2015 and a \$1,000 cash prize, courtesy of CareCredit, the founding sponsor. This award is a great opportunity for you to be acknowledged for the hard work that you do. Share this announcement with your physician.

HOW TO ENTER:

1. Have your doctor fill out the Official Nomination Form, [click here](#).
2. Have the doctor tell us why he or she feels the Practice Manager should win ADAM Practice Manager of the Year in 500 words or less.
3. Fax the completed form to 800.671.3763 by January 24, 2014 or email the form to adaminfo@shcare.net.

For more information, call ADAM Headquarters 866.480.3573.



ADAM 22ND ANNUAL MEETING IMPORTANT INFORMATION

HOW TO REGISTER

1. [Click here](#) to register online!
2. [Click here](#) to download a pdf of the registration form!

AT A GLANCE

[Click here](#) to view the At A Glance online or [click here](#) to download it as a pdf.

CONTINUING EDUCATION UNITS

AAPC has awarded ADAM with 45 CEUs, including 17 CPCD and 9 CPMA. If you would like to receive CEU credits, please be sure to select the \$25 Continuing Education option on the registration form. To see a full breakdown of credits, [click here](#) to review the CEU Matrix.

BOOK YOUR ROOM TODAY!!

Call the Reservations Line at 402.592.6464 or 1.888.421.1442 OR [click here](#) to go to the ADAM reservation page.

LOOK INSIDE FOR MORE INFORMATION ON THE MEETING AND DENVER!



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President's Corner

A series about the state of the Association and what's new with ADAM.
Do you have a question for Jayne? Email us at ADAMinfo@shcare.net

Happy New Year! As the New Year begins, and we recover from the holiday season, it is important for us to look ahead at both the challenges and opportunities that face ADAM and its members. With the 22nd Annual Meeting less than three months away, this meeting will help you face these challenges, from ICD-10 to Human Resources, head on. If you have not taken time to review the "At A Glance" and book your hotel room be sure to do so soon! Rooms are going fast!! Again, there are a variety of excellent billing and administrative sessions. You just might need to bring additional staff!

I hope to see you at ADAM's 22nd Annual Meeting.

Sincerely,



Member Spotlight

Would you like to nominate someone for the Member Spotlight? Email us at ADAMinfo@shcare.net

ADAM: What is your name and where do you work?

Crystal: My name is Crystal Holscher and I manage two Center for Dermatology & Laser Surgery clinics for Dr. Bernard Gasch and Dr. Beata Rydzik in Portland, Oregon.

ADAM: When did you join ADAM?

Crystal: I joined ADAM in 2012 after receiving the ADAM Annual Meeting brochure from Dr. Rydzik who encouraged me to sign up for the San Diego meeting. It was perfect timing, I was desperately searching for Dermatology specific resources for practice management.

ADAM: How long have you been a practice manager?

Crystal: I have been a Practice Manager since 2009. I was hired as the Doctors' accounting consultant when they opened their own practice in 2008. When there was a need to fill the Practice Manager position in 2009, I jumped at the opportunity to take on the role. In addition to the clinic accounting, I was able to expand my experience and get involved in the medical industry. After working in the CPA profession for ten years, the move pushed me out of my comfort zone and opened the door to endless possibilities. I love that I am growing and learning in a completely different industry, while still getting to perform the accounting functions that I enjoy.

ADAM: As a practice manager, what do you find to be the most challenging part of your job?

Crystal: Finding balance! In a small practice, the Practice Manager wears so many hats and it is often hard to let go of control and delegate in order to help find that balance necessary to function. I have worked hard with the Doctors to build a great team around me and am very grateful to have several strong employees with different skills that I can rely on and now delegate to. It's tough to find what

motivates each employee when you have 30 staff of varying ages, personalities and work ethic. But when you finally figure it out, it's very rewarding to provide them with goals and see them succeed.

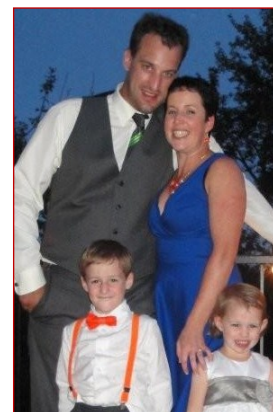
ADAM: What has been your best experience being an ADAM member?

Crystal: I have learned so much at the last two Annual Meetings, via the courses and the one-on-one conversations with other Practice Managers, who are all in the same boat and trying to stay afloat. It has been wonderful to take items from those meetings and conversations and put them all together in the clinic when I returned. Each time, it has opened up communication and understanding between the Doctors, staff and myself and resulted in great changes that have improved our clinic as a whole.

ADAM: What would you recommend to a member who is looking to be more involved?

Crystal: Attending the Annual Meeting is valuable in so many ways and I highly recommend it. The opportunity to network with other managers, consultants and experts within our specific specialty is very rewarding.

I would also strongly recommend getting involved with LinkedIn. It is a great resource and open table for bouncing ideas off of others in your same position. I joined last year, after the Miami meeting and have received great tools and ideas. I value having a venue to throw out a random question when I am troubleshooting an issue or idea.



HOT TOPICS ON



**Meaningful Use
revised
timeline**

CREDIT CARDS
Seeking a credit card
processor
& Deciding to keep credit
card information on file

**PQRS 2014
additional reporting
measures**

If you are not a member of the ADAM LinkedIn Group become one today and join the discussion.

UPCOMING GENERATIONAL WEBINARS: FROM WEDDING RINGS TO NOSE RINGS – MANAGING 4 GENERATIONS IN THE WORKPLACE

For the first time in history, four generations share the workplace. Not managing generational differences can result in a clash of communication styles, work ethics and patient care that can create office chaos. Employees from all generations must take on the responsibility of overcoming the generational differences and bridging the generation gap between not just their colleagues but their patients as well.

These webinars covers attributes of all four workplace generations. Participants will learn how to effectively communicate and work with as well as how to manage generational differences to maximize team performance, improve workplace effectiveness and patient care. Participants will discover techniques that will effectively deal with conflict among different generations and learn strategies to recruit, retain, and motivate employees of all ages.



These webinars will also teach interpersonal skills will enable your staff to overcome generational differences, that can lead to miscommunication and conflict. With those skills, participants learn how to collaborate effectively across generational differences in the workplace. They become more productive by recognizing and utilizing the strengths of the different generations within the team and the organization.

Material will be presented over two sessions, January 29 at 3:00pm EST and February 19 at 3:00pm EST. Registration will open soon.

MEMBER BENEFIT

Get access to ALL of the recorded webinars for just \$149. Purchase the ADAM Access pass and have one year of unlimited viewing to share with your staff, get additional training or brush up on information.

All upcoming new webinars will be added to the recorded webinar channel that you will get access to! Go to the ADAM Website to learn more or [click here](#) to save hundreds by purchasing the ADAM Access Pass today!



22nd Annual Meeting

March 19-21, 2014 Denver, CO



Below are some of the outstanding and timely sessions that will be presented at this year's annual meeting

If you're looking for ICD-10 sessions...Check out the following sessions on March 19

9:40-11:50 am: ICD 10 Coding & Billing Guidelines

Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

This presentation will focus on dermatology specific ICD-10 coding conventions and guidelines. Faith will discuss ICD-10 coding concepts with an easy step-by-step code crosswalk from ICD-9 to ICD-10 leading to appropriate code selection and application by using patient encounter scenarios.

1:20-2:20 pm: CPT Beginners

Peggy Eiden, CCS-P, CPC, CPCD, CPCMA & Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

CPT for beginners will introduce the attendees to CPT coding. This session will focus on presenting the basics and beyond in dermatology coding, so that at the conclusion of this session, attendees will be able to easily identify the coding concepts and guidelines for appropriate code assignment. This session is appropriate for those with little understanding of CPT coding.

2:30-3:30 pm: CPT Intermediate

Peggy Eiden, CCS-P, CPC, CPCD, CPCMA & Faith C. M. McNicholas, RHIT, CPC, CPCD, PCS, CDC, American Academy of Dermatology (AAD)

This presentation will focus on dermatology specific CPT coding conventions and guidelines as well as siting specific dermatology coding examples to assist attendees. This course is most appropriate for those with basic understanding of coding.



If you're looking to share or learn about new technology...Check out the Technology Roundtable on March 19

4:00-5:00 pm: Technology Roundtable – Simple Solutions to Reducing Cost and Enhancing Productivity

Angela Short, MHA, CPCO, CPC-D, The Dermatology Group, PC

The goal of the presentation is to introduce various types of technologies that will enhance the efficiencies of a dermatology office. Technology including: inventory management, payroll systems, general ledger (accounting systems), practice management tools, EMR best practices, kiosk, and online scheduling.



Continue to the next page for more session options...

***If you're looking to improve your practice's efficiency...
Check out Financial Benchmarking on March 21***

1:20-2:20 pm: Financial Benchmarking for Dermatology Practice

Laurie Mercier, Allergan

Laurie will discuss the importance of benchmarking a dermatology practice and looking at practice efficiency and provider productivity as well as key operating expense ratios. She will share the results of Allergan's financial benchmark database that has been collected from dermatology practices for over 20 years.



If you're looking to increase your understanding of audits...Check out the following sessions focused on audits

Thursday, March 20

1:20-3:30 pm: Medicare Audits: Audit Risks, Successful Appeal Strategies and Compliance

Kevin Miserez, JD, Wachler & Associates, P.C.

Whether providers have undergone an audit, either pre-payment or post-payment, or have not yet defended an audit, the existing reality is that all dermatology providers should be prepared for increased attention from a Medicare contractor.

The program will address the various contractors tasked with protecting the Medicare trust fund. Specifically, the program will briefly explain the various contractors and also specific risk areas that contractors target during Medicare audits.

After addressing common audit issues, the program will explain successful strategies for defending an audit, including strategic arguments and examples of successful practical approaches during the appeals process.

Finally, attendees will learn successful compliance measures that dermatology providers should implement into their day-to-day processes to proactively prepare for an audit. This presentation will identify specific vulnerabilities within dermatology practices that should be addressed prior to an audit, including thorough documentation methods.

Friday, March 21

1:20-2:20 pm: Audits Part 1: Types and Processes

Raemarie Jimenez, CPC, CPB, CPMA, CPPM, CPC-I, American Association of Professional Coders (AAPC)

During this session, attendees will review the types of audits and steps to complete an audit and will also discuss development of an audit plan and monitoring of the effectiveness of the audit plan.

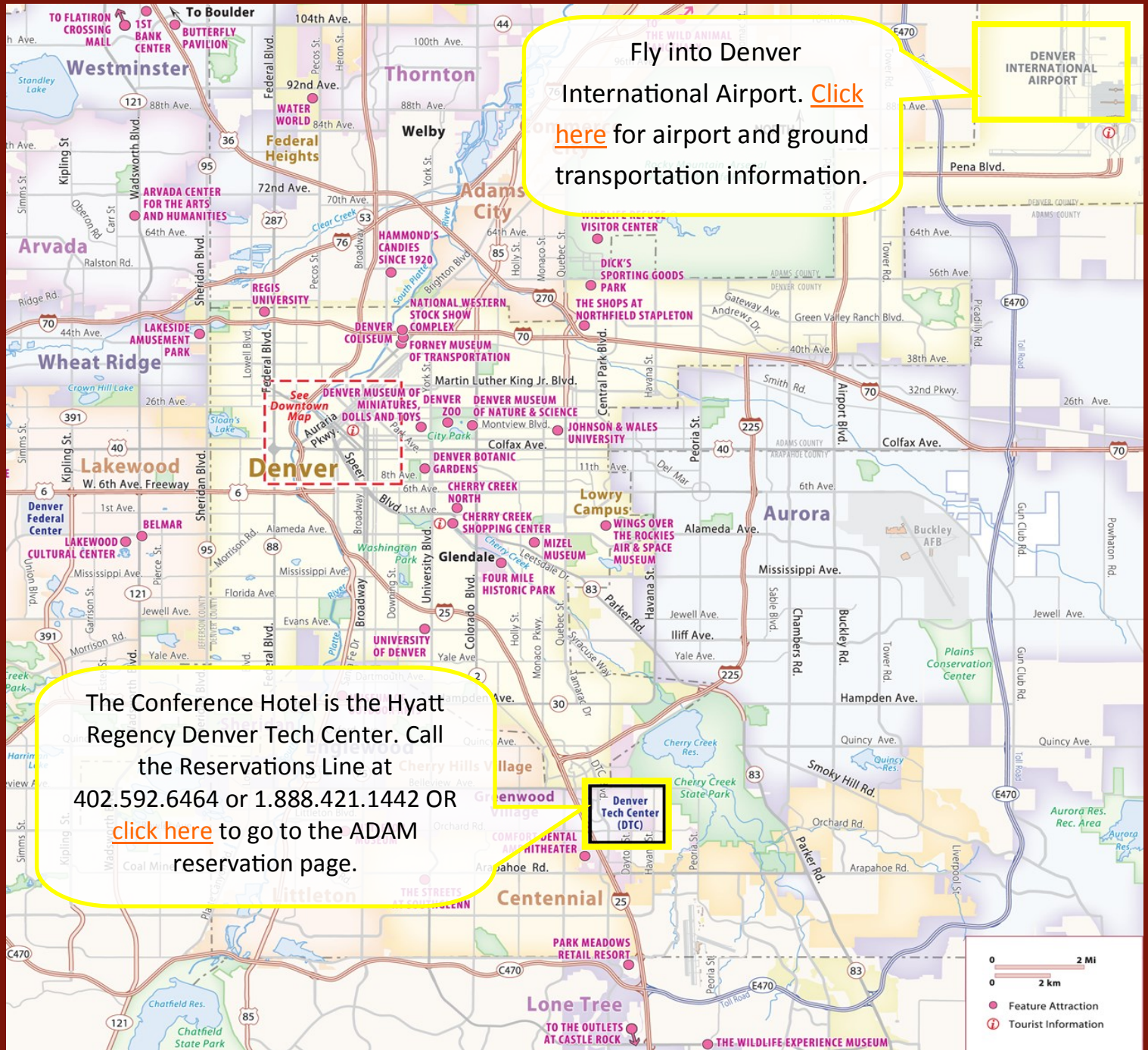


4:00-5:00 pm: Audits Part 2: Case Studies

Raemarie Jimenez, CPC, CPB, CPMA, CPPM, CPC-I, American Association of Professional Coders (AAPC)

During this session, attendees will apply what they learned during the Audits Part 1 session and review progress notes and procedures notes and walk through the audit process. Provider communication of audit findings will also be discussed.

PLAN YOUR TRIP TO DENVER!



Here are a Few More Helpful Links:

- To learn more about Denver and begin planning your trip, go to <http://www.denver.org/>.
- For public transportation options, go to <http://www.rtd-denver.com/>.



Entitled Patients: 6 Ways to Respond

Use these strategies to make patients feel good and to ease your stress

By Susan Keane Baker

You probably know patients who present with entitled attitudes and you may think there's not much you can do about them.

Entitled patients often demand excessive attention and may question your competence when they are not satisfied with how important you make them feel. By using one or more of the following approaches, you can manage entitled patients respectfully while reducing your risk of stress and burnout.

1. Be on the same side. When an entitled patient brags about knowing your CEO, your best strategy is to praise your CEO with a lot of specifics. For example, you might say: "You know our CEO George Doria? Isn't he amazing? At our weekly meetings, he's the most down-to-earth guy. He never fails to ask how my son is doing in baseball." The entitled person immediately sees that threatening to complain to the CEO is not going to intimidate you. And it may dawn on your patient that you're in a position to complain to the CEO about the entitled attitude he presented.
2. Use empathy to absorb tension. George Thompson and Jerry Jenkins, authors of *Verbal Judo*, suggest that empathy absorbs tension. Without an obvious demonstration of empathy, the entitled patient will view you as the obstacle to what he or she wants. So you might say: "I'm sure being here is taking time away from important things you need to do. I don't like waiting either and know it's frustrating. As soon as the doctor is available, I will immediately let you know." Subtle emphasis of "immediately" will convey that you understand the need for urgency.
3. Take patients as you find them. Patients will be annoying 10% of the time. If you allow the 10% to control your entire day, you're at greater risk for stress and burnout. Consider acceptance as part of the patient's treatment plan, say Marian Stuart and Dr. Joseph Lieberman, authors of *The Fifteen Minute*



Hour: Therapeutic Talk in Primary Care. Your tone of voice conveys how you really feel, so focus on making it non-judgmental. Use this phrase: "Let's see what we can do to make this better."

4. Focus on the person, not the personality. Make it a point to listen when you have time. Everyone wants to feel unique and special. What does the entitled person do when he or she is not there being your patient? If the patient drops the names of the hottest restaurants, could you ask for advice on a special occasion coming up? It isn't easy to do this, but it may be just the technique that turns the entitled person into an easier patient.
5. Use the million-dollar phrase. Entitled people believe that what they want is fair, and when they cannot have whatever they want, they often react with criticism that is hurtful rather than constructive. You need a safety net response to prevent situations from escalating out of control. Focus on slowing down your responses. Pause before answering. Listen to the criticism without interrupting or objecting. Then with all the sincerity and respect you can muster, pull out your million-dollar phrase: "Mr. Forbes, thank you for telling me."
6. Find a team member to step in for you. It can be interesting to learn that patient behavior that drives your colleague crazy doesn't bother you in the least, and vice versa. Consider a non-verbal signal to alert a colleague to come over and help the entitled patient. Remember to do the same for your colleague when his or her version of the difficult patient arrives!

Susan Keane Baker, MHA, speaks about physician-patient relationships. Additional resources can be found on her website at www.susanbaker.com.

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