

The Wisconsin Association of Medical Equipment Services presents.....



Facing The “Perfect Storm:” Legal Tools to Succeed in 2006 and Beyond

**Tuesday, April 11th, 2006
at the Quality Inn & Suites in Madison
10:00 am - 2:15 pm**

with Jeffrey S. Baird, Esq.
Chairman of the Health Care Group
Brown & Fortunato, P.C.

10:00 a.m. - 10:15 a.m.	Welcome and Opening Remarks by Cindy Ciardo, WAMES Education Committee Chairperson
10:15 a.m. - 11:00 a.m.	Protect Your Bottom Line: Tools to Negotiate Managed Care Contracts
11:00 a.m. - Noon	Marketing Programs and Joint Ventures: Innovative Ways to Grow While Staying Within Legal Parameters
Noon - 12:45 p.m.	Lunch
12:45 p.m. - 1:30 p.m.	Panic is Not an Option: How to Successfully Respond to an Audit or Investigation
1:30 p.m. - 2:15 p.m.	Increase Your Revenue by Marketing Upgrades: Effective Use of ABNs
2:15 p.m.	Adjourn

Jeffrey S. Baird, Esq., is the Chairman of the Health Care Group of the Amarillo, Texas-based law firm of Brown & Fortunato, P.C. The firm's Health Care Group has a large national health care practice with clients throughout the United States. The Health Care Group represents durable medical equipment companies, pharmacies, drug wholesalers and repackagers, long term care facilities, home health agencies, hospitals, physicians and other health care providers.

The Health Care Group works closely with the Department of Justice, Office of Inspector General, Centers for Medicare and Medicaid Services, National Supplier Clearinghouse, Durable Medical Equipment Regional Carriers, Food and Drug Administration, and other federal and state regulatory agencies. Mr. Baird has authored numerous articles and is a frequent lecturer throughout the country. He earned a B.B.A. from the University of Iowa and received his law degree from the University of Tulsa College of Law. Mr. Baird is Board Certified in Health Law by the Texas Board of Legal Specialization.

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Registration Form

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Attendee Names

1. Name _____ Title _____ Email _____
2. Name _____ Title _____ Email _____
3. Name _____ Title _____ Email _____
4. Name _____ Title _____ Email _____
5. Name _____ Title _____ Email _____
6. Name _____ Title _____ Email _____
7. Name _____ Title _____ Email _____
8. Name _____ Title _____ Email _____

Company _____

Address _____

City, State, Zip _____

Telephone/Fax _____

Registration Fees:

\$95.00 member rate for seminar

x _____ people = _____ (includes lunch)

\$150.00 non member rate for seminar

x _____ people = _____ (includes lunch)

TOTAL _____



Make check payable to WAMES and mail to: PO Box 389, Wild Rose, WI, 54984 or use Mastercard or Visa below and **fax** to WAMES at 715-366-4501 with credit card information. _____ VISA _____ MasterCard

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*Cancellation Policy - You may cancel up to April 6, 2006 for a full refund minus a \$25 processing fee.
No refunds after April 6, 2006*

Questions? - Call Ann Barrett at WAMES at 715/366-7500

Session Title:**Protect Your Bottom Line: Tools to Negotiate Managed Care Contracts - 10:15 am****Abstract:**

Entering into managed care contracts can be an intimidating process for any health care provider. Providers are faced with negotiating and entering into an agreement using language prepared by the managed care organization to protect the managed care organization from responsibility. As expected, many managed care contracts do not contain the same comprehensive protection for providers. It is in this area that managed care contracting becomes an important process for all providers. This program will discuss the techniques that the provider should use in order to negotiate a fair and balanced managed care contract.

Learning Objectives:

1. The provider will understand how to prepare for the negotiation process.
2. The provider will learn about the contract terms that will benefit the provider.
3. The provider will learn about the contract terms that will impose unacceptable risk on the provider.
4. The provider will learn about the reimbursement methodologies that are fair and those that need to be avoided.

Session Title:**Marketing Programs and Joint Ventures: Innovative Ways to Grow While Staying Within Legal Parameters - 11:00 am****Abstract:**

The laws governing health care are akin to "Alice in Wonderland." What applies in the real world often does not apply in the health care arena. This program will discuss the innovative marketing programs, joint ventures, contracts and other "arrangements" into which HME providers can enter. At the same time, this program will discuss the unique legal parameters that govern these types of arrangements and the legal pitfalls that the provider must avoid.

Learning Objectives:

1. The attendee will learn about the different types of marketing programs, joint ventures, contracts and other arrangements into which it can enter.
2. The attendee will understand the legal parameters that govern marketing programs, joint ventures and other arrangements.
3. When implementing a marketing program or entering into a joint venture or other type of arrangement, the attendee will learn about the legal pitfalls to avoid.

Session Title:**Panic Is Not an Option: How to Successfully Respond to an Audit or Investigation - 12:45 pm****Abstract:**

Every provider will be audited by a fiscal intermediary/regional carrier ("carrier") on a periodic basis. If the provider does not take the audit seriously, or responds in a cavalier manner, then the provider may be surprised with an overpayment demand or find out that the audit has evolved into a government investigation. This program will set out the steps a provider should take to successfully respond to an audit. In addition, this program will describe the steps a provider should take to respond to a government investigation.

Learning Objectives:

1. The provider will learn how providers are chosen for audits.
2. The provider will understand the ramifications of responding to an audit in a cavalier fashion.
3. The provider will understand how it might be targeted for a government investigation.
4. The provider will learn those steps that are necessary to successfully respond to an audit.
5. The provider will understand the steps it should take to respond to a government investigation.

Session Title:**Increase Your Revenue by Marketing Upgrades: Effective Use of ABNs - 1:30 pm****Abstract:**

The health care provider continually faces a core problem in its business - how to get paid for the products it sells and the services it provides. The provider must complete and maintain a wide array of documentation and must be able to show evidence of medical necessity. In addition, the provider faces the challenge of receiving payment for products and services when the patient already has the same or similar products and services. The provider also faces the challenge of a patient who wants a product or service that is a higher level than what the payor will pay for. The provider has several tools that it can use to meet these challenges: Advance Beneficiary Notices ("ABNs"), procedures to collect deductibles and co-payments and other practical steps to collect for claims submitted.

Learning Objectives:

1. The provider will understand the different scenarios where it will face difficulty in collecting for claims submitted.
2. The provider will learn how ABNs work and how to properly implement an ABN policy.
3. The provider will understand the steps it can take to successfully collect deductibles and co-payments.
4. The provider will learn about other practical steps it can take to collect for claims submitted.



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at the Quality Inn & Suites in Madison
2969 Cahill Road, Madison, WI 53711

WAMES has a block of rooms on Monday, April 10th for \$78 single or double.
Call the hotel directly for reservations at 608/274-7200.
www.qualitysuitesmadison.com