



AUA2021 Practice Management Program

Saturday, May 22, 2021

(All times are EDT and subject to change)

9:00 – 9:10 am Welcome and Introduction
Micheal Darson, MD, FACS; Angela Gilfillan, CMPE, CASC

Session I: Patient-Centered Care

9:10 – 9:55 am Best Practices in Management of Patient Care: A Case Discussion

- Moderator: *Micheal Darson, MD, FACS*
- Panelists: *Simone Thavaseelan, MD; Kenneth Berger, MD*

9:55 – 10:40 am Your Front Desk Can Make or Break Your Practice
Michele Krohn

10:40 – 10:55 am Podium Presentation: Online Reputation Management – How to Handle Negative Online Reviews
John C. Lin, MD

10:55 – 11:40 am Improving Care Delivery Through Electronic Patient Communication
Jeffrey Daigrepoint

11:40 – 11:55 am Podium Presentation: *Patient Attrition, Recovery, and Retention in Prostate Cancer*
Jason L. Biddy; Shailendra Sharma

11:55 am – 12:05 pm **Break**

Session II: Federal Law, Regulations & Advocacy

12:05 – 12:35 pm Politics in a Pandemic: What the 2020 Election means for Healthcare
Eugene Rhee, MD

12:35 – 1:05 pm AUA Health Policy Update
Robert Bass, MD, MBA

1:05 – 2:05 pm **Lunch**

Session III: Financial Management

2:05 – 2:50 pm Traps and Tricks of the Trade "Leveling the Playing Field - Audits, Appeals, Compliance and Medical Necessity"
Sean Weiss



2:50 – 3:35 pm	Physician Compensation Strategies - The Why's, What's, How's and How Much's <i>Alex Kirkland, MBA, MS</i>
3:35 – 3:45 pm	Break
3:45 – 5:00 pm	The Big Changes for 2021: Coding & Reimbursement Update <i>Jonathan N. Rubenstein, MD, FACS/Edna Maldonado, CPC, AHIMA ICD-10 Trainer</i>
5:00 – 5:30 pm	2021 Coding Challenges: A Hands-On Case Discussion <i>Jonathan N. Rubenstein, MD, FACS/Edna Maldonado, CPC, AHIMA ICD-10 Trainer</i>
5:30 pm	Closing Remarks and Course Adjourns <i>Micheal Darson, MD, FACS; Angela Gilfillan, CMPE, CASC</i>

Sunday, May 23, 2021

(All times are EDT and subject to change)

9:00 – 9:05 am	Welcome <i>Micheal Darson, MD, FACS; Angela Gilfillan, CMPE, CASC</i>
----------------	--

Session IV: Professional Development & Leadership

9:05 – 9:45 am	Developing an Inspired Leader: Maximizing Human Talent and Operating Results <i>Aimee Greeter, MPH, FACHE</i>
9:45 – 10:25 am	Practice Staff Management: Establishing a Culture of Ownership & Accountability <i>Brandt Jewell</i>
10:25 – 10:40 am	Podium Presentation: New Onboarding Programs for Medical Personnel at the Hartford Healthcare Medical Group Urology Practices <i>Lisa Hook, MA; Melisa Cormier; Zul Mendoza</i>
10:40 – 10:55 am	Podium Presentation: Back Office Staff Onboarding Orientation (RN, LVN/LPN, MA) <i>Liza Hoffman, BSN, RN</i>
10:55 – 11:35 am	Home for Dinner: Improving the Efficiency of the Urologic Practice <i>Neil H. Baum, MD</i>

Session V: Strategy & Planning

11:35 am – 12:15 pm	To PE or Not PE, That is the Question! <i>E. Scot Davis</i>
12:15 – 1:15 pm	Lunch



- 1:15 – 1:55 pm Maximizing and Streamlining Staff Efficiency & Office Flow
Jesse Overbay, JD
- 1:55 – 2:35 pm What Doctors Expect from Practice Administrators but Don't Always Communicate
Max Reiboldt, CPA

Session VI: Best Practices in Operations

- 2:35 – 3:15 pm Lessons Learned and Opportunities Revealed from Pandemic
Rick Rutherford, CMPE
- 3:15 – 3:30 pm Podium Presentation: A Contactless Registration Process for Urology Patients
Lisa Hook, MA
- 3:30 – 3:40 pm **Break**
- 3:40 – 4:20 pm Incorporating Telehealth into Your Practice
Jennifer Bepple, MD
- 4:20 – 4:50 pm AUA's APP Census: What the Data Reveals and Its Application to the Urologic Practice
Tricia Zubert, APRN
- 4:50 – 5:30 pm Panel Discussion: How to Maximize APPs for Optimal Patient Care
- Moderator: *Angela Gilfillan, CMPE, CASC*
 - Panelists: *Dan Schonwald, BA; John Lacy, MD; Tricia Zubert, APRN*
- 5:30 pm Closing Remarks and Course Adjourns
Micheal Darson, MD, FACS; Angela Gilfillan, CMPE, CASC