

UP TO 12 AMBA CEUS





LETTER TO THIS YEAR'S ATTENDEES!

Please join us this year for our 18th Annual National Medical Biller's Conference at Planet Hollywood Resort and Casino in Las Vegas, Nevada!

This year's conference will focus on growing your business and taking it to the next level. We want to answer all of your questions that you won't even realize you have until after you have attended our sessions. We want you to be able to work smarter, not harder! Some of the topics that will be covered are Compliance, HIPAA Changes, Shared & Split Services, Auditing, Modifier Guidelines, Training Your Physicians, Fraud Investigations, Flat Rate Billing, Contract Terms, OIG Fines, Dealing with Rejections, Telehealth, Marketing on a Budget, and More!



Our conference is a great opportunity to network with other billers, share information and ideas, and to attend our information-packed educational sessions. You will benefit tremendously from the many practical solutions to help your business grow.

You will want to attend the formal introduction of our staff, the networking social, our awards luncheon, the general sessions, breakout sessions, and our Medical Money Madness Auction. Also, with entertainment, dining, and shopping nearby, you can find plenty of activities in downtown Las Vegas!

Come to Vegas and Focus on Your Business!

Cyndee Weston, CPC, CMRS
Executive Director
AMBA





4:30 - 5:00PM

6:00 - 7:30PM

2018 CONFERENCE AGENDA

Planet Hollywood Resort & Casino 3667 Las Vegas Boulevard South Las Vegas, NV 89109 Tel: (866) 919-7472

M	CASINO	THURSDAY, OCTOBER 18 [™] , 2018
7:30 – 8:30AM	Day 1 - REGISTRATION	
8:00 – 8:30AM	GENERAL SESSION – Continental Breakfast	
8:30 – 9:00AM	MC, Jonathan Domingo, CPC, CMRS – Attendee &	Vendor Introductions
9:00 – 9:30AM	Cyndee Weston, CPC, CMRS, Executive Director –	Conference Address
9:30 – 10:30AM	GENERAL SESSION – KEYNOTE SPEAKER – I NCP, CPC, COC, CHSPA, CHSA - Avoiding the Bi and Billing Companies – The Ransomware and Cyb	ggest Threat to Medical Practices
10:30 – 11:00AM	MORNING BREAK, EXHIBITOR HALL, PRIZE	DRAWINGS
11:00 – 12:00PM	GENERAL SESSION - Robert Liles, JD, MS, MBA Device Security, Ransomware and Cloud Threats in	· •
12:00 – 1:00PM	LUNCH, PRIZE DRAWINGS	
1:00PM - 2:00PM	BREAKOUT SESSION Robert Liles, JD, MS, MBA, BS & Salma Mokbel – or Medical Practice Using Social Media	Marketing Your Billing Company
	Melody Irvine, CPC CPMA, CEMC, CFPC, CPB, C – What's Driving Your Reimbursements?	PC-I, CCS-P, CMRS, AAPC Fellow
2:00 – 2:30PM	AFTERNOON BREAK, EXHIBITOR HALL	
2:30 – 3:30PM	BREAKOUT SESSION Judy Wilson, CPC, COC, CPCO, CPPM, CPC-P, Cl Breaking into Anesthesia Billing	PB, CPC-I, CANPC, CMRS –
	Ashley Morgan, JD, CMRS, CMCO – Medicare Rev	rocations & Terminations
3:30 – 4:30PM	BREAKOUT SESSION Terri Wyman, CPC, CMRS – A Day in the Life of a	Revenue Cycle Manager

Melody Irvine, CPC CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS, AAPC Fellow –Are Your Providers Utilizing Evaluation & Management Codes to Their Advantage?

NETWORKING SOCIAL EVENT – TREASURE HUNT FOR CASH & PRIZES

FINAL ANNOUNCEMENTS FOR DAY 1 & PRIZE DRAWINGS



2018 CONFERENCE AGENDA

NATIONAL ADVISORY BOARD MEETING WEDNESDAY, OCTOBER 17TH, 2018 6-8PM LOCATION: TBA

FRIDAY, OCTOBER 19[™], 2018

8:30 - 9:00AM

Day 2 - GENERAL SESSION - Continental Breakfast, Prize Drawings MC, Jonathan Domingo, CPC, CMRS -Address the focus for Day 2, Prize drawings

9:00 - 9:30AM

Cyndee Weston, CMRS, CPC - Information About AMBA's New Courses & Credential

9:30 - 10:30AM

GENERAL SESSION – Cathy Burke, CPC – Improve Your Productivity by Improving Your Health – Code This!

10:30 - 11:00AM

MORNING BREAK, EXHIBITOR HALL, PRIZE DRAWINGS

11:00 - 12:00PM

BREAKOUT SESSION

Brenda Edwards, CPC, CDEO, CPB, CPMA, CPC-I, CEMC, CRC, AAPC Fellow – Get Onboard with Telehealth Services

Cyndee Weston, CPC, CMRS – Collect More Money! Office Policy Strategies That Work

12:00 - 1:00PM

LUNCH, PRIZE DRAWINGS

1:00 - 2:00PM

BREAKOUT SESSION

Melody Irvine, CPC, CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS, AAPC Fellow – Identifying the Negative Impact of EHRs is Only Half the Battle

Ashley Morgan, JD, CMRS, CMCO - Negligent Credentialing

2:00 - 2:30PM

AFTERNOON BREAK, EXHIBITOR HALL, EXHIBITOR PRIZE DRAWING

2:30 - 3:30PM

BREAKOUT SESSION

Brenda Edwards, CPC, CDEO, CPB, CPMA, CPC-I, CEMC, CRC, AAPC Fellow – Communicating with Providers Effectively

Cyndee Weston, CMRS, CPC – You Need a Marketing Plan! A Step-by-Step Guide to Creating a Great Marketing Plan for Your Billing Company

3:30 - 4:30PM

GENERAL SESSION – GUEST PANEL – Ask the Experts - Robert Liles, JD, MS, MBA, BS; Judy Wilson, CPC, COC, CPC-P, CPC-I, CPCO, CPPM, CPB, CANPC, CMRS; Brenda Edwards, CPC, CDEO, CPB, CPMA, CPC-I, CEMC, CRC, AAPC Fellow; Melody Irvine, CPC, CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS, AAPC Fellow

4:30 - 5:00PM

GENERAL SESSION – Final Announcements, Certificate Handouts, Exhibitor Drawings and Final Prize Giveaways



Keynote Speaker - Kathy Jo Uecker

Avoiding the Biggest Threat to Medical Practices and Billing Companies – The Ransomware and Cyber Security Epidemic

Kathy Jo Uecker, CMPE, EFPM, NCP, CPC, COC, AAPC Fellow, CHSPA, CHSA, has been working in healthcare practice management since 1989. With a strong background in billing, coding and revenue cycle management, she brings a wide range of expertise to any medical practice or ASC. Her past experience includes medical chart auditing, development and implementation of Compliance Programs, fee schedule analysis, insurance carrier contract negotiations and practice management software conversions and implementation. Kathy Jo's passion for medical billing and revenue cycle maximization led her to become a certified coder and Fellow. She has completed certifications with AHIMA for training on ICD-10CM/PCS coding and compliance.

Kathy is active in the Michigan Medical Group Management Association (MMGMA), Medical Group Management Association (MGMA), the AAPC, the MMBA, and the American Health Information Management Association. She currently serves on the Third-Party Liaison Committee for the Michigan State Medical Society. Hear from Kathy on "Avoiding the Biggest Threat to Medical Practices and Billing Companies – The Ransomware and Cyber Security Epidemic." Attendees will learn about the latest attacks cyber criminals are using, enforcement actions, and internal threats.

Member Comments from Last Year's Conference

"I'm a first-time attendee and this was, without a doubt, the best and most fun/lively conference I've attended. I really enjoyed everything and all the people. Fantastic job! Look forward to next year!"

"Excellent conference with lots of informative information. AMBA staff [are] always helpful and very professional. Thank you for all the help!"

"This was my first AMBA conference, and I loved it. Amazing people, great learning material, just overall [a] great experience, and I hope to be back next year!"





Breakout Speaker - Salma Mokbel

Marketing Your Billing Company or Medical Practice Using Social Media

Salma Mokbel, BIT, is a Marketing and Social Media Specialist. She received her degree in BIT from University of Utara Malaysia before eventually choosing to follow her passion in Online Marketing and SEO.

Salma has been working as a Marketing and Social Media Specialist for 7 years. She is an accomplished and creative Social Media professional, experienced in content writing, creating social media channels and setting online marketing strategies for successful branding and online awareness. Highly skilled in Search Engine Optimization, Pay per Click Advertising, Online Marketing Campaigns and Social Media Marketing Strategy. Hear from Salma, along with attorney Robert Liles, on "Marketing Your Billing Company or Medical Practice Using Social Media." You will learn little to no cost ways to improve your SEO to drive traffic to your website, increase website ranking, use social media to increase ranking and traffic, use google analytics, and much more!





Breakout Speaker - Cyndee Weston

Collect More Money! Office Policy Strategies That Work
You Need a Marketing Plan! A Step by Step Guide to Creating a Great Marketing Plan

Cyndee Weston, CPC, CMRS, is a speaker, author, strategist, and trainer. She is known for embracing emerging technologies. She is a social media lover, as evidenced by her drive to bring medical billers of influence together to interact and learn from each other. She is passionate about encouraging entrepreneurship and creativity among the billers and coders she works with through the American Medical Billing Association, where she serves as the Executive Director. She has been instrumental in the development and promotion of medical billing certification and in creating a national movement to ascribe to higher professional standards.

Weston has established herself as a reimbursement expert with over 30 years of medical billing, compliance, and coding experience. Particularly, she has substantial experience in identifying practice cash-flow leaks and in implementing policies that resolve issues that affect reimbursement. She thrives on the constant changes in billing and compliance, has extensive knowledge in fraud and abuse detection and prevention, as well as, HIPAA compliance. Weston is a CMRS through the AMBA and a CPC through AAPC. Cyndee's first presentation teaches how to "Collect More Money! Office Policy Strategies That Work." This session will cover how to help make office forms available to new patients, information patients should bring to appointments, how to communicate better, and collect more copays/coinsurance at the appointment. This session will help you address the critical, "need to know" information and ways you can communicate your policies with patients. Her second presentation is titled "You Need a Marketing Plan! A Step by Step Guide to Creating a Great Marketing Plan for Your Billing Company." In this session, you will learn how to identify the marketing methods you will use, building a target marketing list, tips on delivering your marketing information, and steps you can take to sign doctors.

Participate in the Medical Money Madness Auction & bid on great prizes & giveaways!

Download the Medical Money Madness Rules & Redemption Form

To Donate a Product or Service to This Auction, Please Contact: katie@ambanet.net



General Session Speaker - Robert Liles

The Liles Report/Mobile Device Security, Ransomware and Cloud Threats Marketing Your Billing Company or Medical Practice Using Social Media Guest Panel

Robert Liles, J.D., M.S., MBA, B.S., is the Managing Member of Liles Parker, PLLC, one of the nation's leading law firms. Mr. Liles' background is somewhat unique. In addition to a law degree, he holds a Master's in Health Care Administration. Robert has worked on the provider side, as a federal prosecutor and now represents physician practices around the country in connection with Medicare and private payer audits and investigations. While working as a federal prosecutor, he was asked to serve as the first National Health Care Fraud Coordinator for the DOJ's, Executive Office for U.S. Attorneys. Since entering private practice, Robert has continued to build on his health care background and experience.

He currently represents third-party billing companies, physician practices, home health agencies and other providers in connection with Medicare, Medicaid and private payer audits and investigations. Robert currently serves as Compliance Counsel for AMBA. He has been rated "AV" by Martindale-Hubbell and "10 out of 10" by AVVO, the highest ratings that may be awarded to an attorney by these organizations.

Hear from Attorney Liles on "The Liles Report/Mobile Device Security, Ransomware, and Cloud Threats in Billing Workplaces: Risks and Challenges" which will provide attendees with an update on the OIG's Annual Work Plan, changes and risks you need to be aware of, and other areas of concern for medical practice, billers, and billing companies. Robert will also present, alongside Salma Mokbel, on "Marketing Your Billing Company or Medical Practice Using Social Media." He will also participate in our Guest Panel and answer your most pressing legal and compliance questions.

Return on Investment!

This conference is RISK FREE! Designed with your bottom line in mind, you will take away new billing and reimbursement techniques & strategies that will pay your cost of tuition on the first day back at work!



Breakout Speaker - Ashley Morgan

Medicare Revocations & Terminations
Negligent Credentialing

Ashley Morgan, JD, BS, CMCO, CMRS, is an Associate Attorney in Liles Parker's Washington, DC office where she focuses on regulatory health care compliance matters, fraud and abuse, and reimbursement issues. Ashley represents health care providers across the country in connection with a wide variety of health law issues including coverage disputes, documentation concerns, compliance, medical board complaints, and exclusion/termination issues.

Ashley has handled claims disputes with major payors including Medicare, Medicaid, various BlueCross BlueShield entities, and UnitedHealthcare. She has extensive experience working on administrative appeals of large alleged extrapolated overpayments assessed by the Centers for Medicare and Medicaid Services' (CMS) contractors.

Ashley helps clients implement effective compliance programs and provides counsel on mandatory state and industry-specific policies and procedures. Ashley earned her Juris Doctor, cum laude, from the American University Washington College of Law in Washington, DC. Ashley received a Bachelor of Science from James Madison University in Harrisonburg, Virginia. Hear from Attorney Morgan on "Medicare Revocations & Terminations: Tips on Avoiding and Responding to Adverse Enrollment Actions." After this session, attendees will understand enrollment and reporting obligations, the reasons a provider's enrollment may be revoked, and how to appeal a revocation. Her second presentation will cover "Negligent Credentialing."

Book Your Hotel Reservation Here Or Reserve by Phone: (866) 317-1829 Use Group Code: SMAMB8 NETWORKING SOCIAL EVENT THURSDAY, OCTOBER 18TH, 2018 6:00-7:30PM LOCATION: TBA



Breakout Speaker - Melody Irvine

What's Driving Your Reimbursements?

Are Your Providers Utilizing Evaluation and Management Codes to Their Advantage? Identifying the Negative Impact of EHRs is Only Half the Battle Guest Panel

Melody S. Irvine, CPC, CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS, AAPC FELLOW, has 38 years of experience in the medical profession. She is the founder of Career Coders Online Medical Billing and Coding School with a specialty in physician auditing. She also works for Optum as a Medicare Consultant. Her extensive background includes Director of Coding and Billing, Auditing, Compliance, Urgent Care and Billing for a forty-eight multi-specialty physician practice as well as a previous contract auditor for the State of Colorado Attorney General.

She is a past member/officer of the AAPC National Advisory Board, currently serving on the AAPC Board of Directors, American Medical Billing Association National Advisory Board and honored with the AAPC Fellow designation. Her true passion is teaching, and she is motivated by career challenges. She resides in Loveland, Colorado. Ms. Irvine will be presenting on "What's Driving Your Reimbursements? Maximize Reimbursement Using Data Mining & Analytics to Identify Denials and Implement." Later, she will cover "Are Your Providers Utilizing Evaluation and Management Codes to Their Advantage?" On day 2 she will discuss how "Identifying the Negative Impact of EHR's on Documentation, Billing and Coding is only Half the Problem." She will also be participating in our guest panel.

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Breakout Speaker - Terri Wyman

A Day in the Life of a Revenue Cycle Manager

Terri Wyman, CPC, CMRS has been in the medical field her entire career. She started out as a CMA, later transitioning to medical billing (CMRS) and coding (CPC). For 15 years, Terri was a billing and coding instructor and program director for several schools in New England. For 10 years, Terri was the Systems Financial Analyst at Baystate Wing Hospital. During this time, she completed the 4010 to 5010 claim conversion and the ICD-9 to ICD-10 conversion. She is currently the Revenue Management Coordinator for Baystate Health Systems Eastern Region. She is the liaison between providers, department heads, coders, and the revenue advisory and finance team. Her main objective is circumventing and troubleshooting issues that disrupt cash flow and the revenue cycle. Terri's presented at AAMA, AAPC and AMBA events and conferences. She looks forward to sharing with and learning from the AMBA conference attendees.

Terri will present on "A Day in the Life of a Revenue Cycle Manager." During this session, learn about the revenue cycle and the pitfalls and hold-ups that affect office cash flow. Share your RCM issues and let us help you obtain the reimbursement you and your provider deserve.



Breakout Speaker - Judy Wilson

Breaking into Anesthesia Billing: A New Source of Revenue for Billing Companies Guest Panel

Ms. Judy A. Wilson, CPC, COC, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS, has been coding/billing for over 38 years. For 26 years she was the Business Administrator for Anesthesia Specialists, a group of eleven cardiac anesthesiologists at Sentara Heart Hospital. Ms. Wilson is now a self-employed educator of coding/billing and auditing. Ms. Wilson served on the Board of Directors of the AAPC-Chapter Associations from 2010- 2014 and 2015 - 2017. She is on the Board of Directors of Bryant & Stratton College in Virginia Beach. She is a PMCC instructor, AAPC Approved CD-CM/ PCS instructor, and teaches classes in the Tidewater area.

She serves on the National Advisory Board for the AMBA. Ms. Wilson's presented at several AAPC regional and national conferences, AMBA conferences, and the University of Tulane Anesthesia Conference. She's written several articles for HCPRO/Just Coding, the AAPC's Healthcare Business Monthly, and the AAPC Blog monthly. Ms. Wilson will present on "Breaking into Anesthesia Billing: A New Source of Revenue for Billing Companies." Attendees will learn the types of anesthesia, why they are used, and what medications may be given with each one. You will leave with an understanding of anesthesia services and be able to better bill for anesthesia. She will participate in our Guest Panel.





Breakout Speaker - Brenda Edwards

Get Onboard with Telehealth Services Communicating with Your Providers Effectively Guest Panel

Brenda Edwards, CPC, CDEO, CPB, CPMA, CPC-I, CEMC, CRC, AAPC Fellow, has over 25 years of experience in chart auditing, coding and billing, education, consulting, practice management and compliance.

Brenda has written many articles for national publications including Healthcare Business Monthly, American Academy of Family Physicians, and BC Advantage. Her speaking experience with the AAPC includes both national and regional conferences, local chapter meetings, workshops, and webinars.

Brenda has helped countless students obtain their coding credentials through the AAPC. She is also an AAPC ICD10-CM/PCS Training Expert. She served on the AAPC Chapter Association Board of Directors from 2010-2014. She is co-founder of the northeast Kansas (NEKAAPC) AAPC chapter and has served many offices. Brenda will be presenting on "Getting Onboard with Telehealth Services" and "Communicating with Your Providers Effectively." Attendees will learn the basics of Telehealth – services that can be billed, documentation used to bill, requirements for telecommunication systems, and more! In her second session, she will discuss communicating with various personality types and initiating difficult conversations. Brenda will also participate in our Guest Panel.



General Session Speaker - Cathy Burke

Improve Your Productivity by Improving Your Health

Cathy Burk, BS, CPC, RYT, has been working in the Medical Field for over 25 years with a focus on Revenue Cycle Management. Prior to starting DC Medical Billing in 2008, she has worked as a Physician Recruiter, Marketing Director, Regional Director, Clinic Director, and Insurance Billing Manager.

She became a certified yoga instructor in 2010 and has been teaching yoga since then. Cathy will be presenting on "Improving Your Productivity by Improving Your Health." Attendees will learn about improving work station set up, incorporating more movement throughout the day, improving nutrition, and simple exercises to improve quality of life. Win conference bucks with coding fun during this session!

CONFERENCE PREFERRED PARTNERS Practice Admin



































































*Each Sponsor listed will be giving away a prize drawing.

Additional Information

Learn More About the Conference!

Download Registration Form

Register Online!

This conference has been pre-approved for 12 AMBA CEUs!



THINGS TO DO IN VEGAS

MIRACLE MILE SHOPS

Miracle Mile Shops at Planet Hollywood Resort & Casino is a 1.2 mile retail/entertainment complex in the center of the Las Vegas Strip. It features crystal chandeliers, a multi-million dollar fountain show, contemporary, color-coded kiosks, as well as, 170 specialty stores.





HIGH ROLLER

The biggest observation wheel in the world (550 feet.) Its 28 pods can hold 40 passengers each. The Grand Opening was March 31, 2014.

FrightFest at Fremont

Experience

Free live entertainment and specials at this ultimate festival that combines Oktoberfest and Halloween. More Info





Mandalay Bay Shark Reef

Home to over 1,200 species of marine life including sharks, exotic fresh and saltwater fish, a 300-pound sea turtle, and more. *More Info*

THINGS TO DO IN VEGAS

Fright Dome at Circus Circus

Located inside the Adventuredome at Circus Circus, Fright Dome features 25 rides & attractions, live shows nightly, 6 new haunted houses, & 4 new scare zones. *More Info*



WELCOME TO Fabrillous LAS VEGAS

Welcome to Las Vegas Sign

Guests can park their cars right next to Las Vegas' 50-year-old iconic sign and take plenty of memorable photos. Mare Influ

Fountain Shows at Caesars

No civilization put on a greater show than ancient Rome, and now you can witness the glory yourself at Caesars Palace's fountain shows. More Info



O by Cirque du Soleil

"O" is Cirque meets Water Ballet. The show highlights world class high divers, contortionists, flame twirlers, and more. More Info

PLANET HOLLYWOOD MEETING FACILITIES



PLANET HOLLYWOOD PROPERTY MAP

RESTAURANTS/BARS

- Starbucks
- 10. Koi Restaurant and Lounge
- 11. Strip House
- 22. Gallery Nightclub
- 24. BurGR
- 25. EXTRA Lounge
- 26. Starbucks
- 27. Planet Dailies
- 28. Spice Market Buffet
- 34. Heart Bar
- 38. Earl of Sandwich
- 40. Pink's Hot Dogs
- 41. Yolös Mexican Grill
- 43. P.F. Chang's China Bistro

CASINO

- 29. Main Casino
- 32. High Limit Slots
- 33. Poker Room
- 35. The Pleasure Pit
- 36. High Limit Tables
- 37. Cashier
- 39. The Playing Field Race And Sports Book & Lounge
- 42. Total Rewards

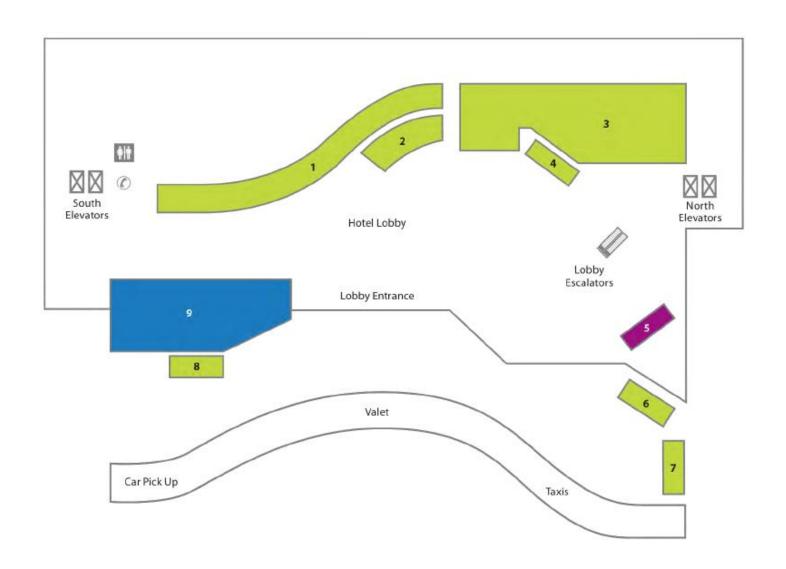
SHOPPING

- PH The Store
- 23. Miracle Mile Shops
- 30. PH Stuff
- 31. PH This & That

FACILITY

- 1. Front Desk
- 2. Car Rentals & Golf Reservations
- 3. Diamond Registration
- 4. Concierge
- 6. Bell Desk
- 7. Bag Check
- 8. Valet Desk
- 12. Showroom
- 13. Box Office
- 14. Business Center
- 15. Conference Center
- 16. Mezzanine
- 17. Sin City Theatre
- 18. The Chapel at Planet Hollywood
- Spa by Mandara,
 Fitness Center & Salon
- 20. Diamond Lounge

PLANET HOLLYWOOD LOBBY LEVEL



PLANET HOLLYWOOD MEZZANINE LEVEL



PLANET HOLLYWOOD CASINO LEVEL

