

The Texas Pediatric Society, Texas Chapter of the AAP, Brings You

PRACTICAL MANAGEMENT FOR A FULFILLING PRACTICE

Embassy Suites • 6100 Gateway East • Acapulco/Cuernavaca Room  
 El Paso, Texas  
 July 31, 2009 • 7:30am – 12pm

*This program has been designed to help primary care physicians and office staff improve upon various aspects of their practice. Sessions will provide concrete tools to address challenges in today's healthcare marketplace while maintaining business viability and quality healthcare services.*

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| 7:30 AM     | <b>Continental Breakfast and Registration</b>  |
| 8-9 AM      | <b>Revvng Your Revenue: Coding, Billing, and New Revenue Opportunities</b><br><i>Stephen Whitney, MD, MBA, Houston</i><br>Participants will refresh their knowledge of the standard coding and billing rules and regulations as well as discover new approaches to coding and billing for commonly denied services. Before the end of the session, participants will be able to identify at least 2 new opportunities for revenue enhancement in their practices.  |
| 9-10 AM     | <b>Running On All Cylinders: Tuning Up Your Practice to Thrive in a New Era of Healthcare Reform and Competition</b><br><i>Stephen Whitney, MD, MBA, Houston</i><br>In this session, participants will become familiar with new competitive threats to the traditional practice of pediatrics and current proposals for healthcare reform that may impact their practices. In order to prepare to meet these challenges, participants will be equipped with tools for prioritizing changes they choose to make in their practices.   |
| 10-11:30 AM | <b>Exorcising the Detail Devils: Case Studies of How Successful Practices Have Designed Their Administrative Systems to Deliver Good Results Consistently</b><br><i>Stephen Whitney, MD, MBA, Houston</i><br>Participants will compare their practices with those of benchmark practices in an effort to identify opportunities for improvement. Participants will design a systems improvement plan and receive critique and support from the workshop leader as well as others in attendance. Ultimately, participants will analyze the investments of time and money needed for the plan they develop, and the likely return on investment. |
| 11:30-12 PM | <b>Cocooning Messages for the Practicing Pediatrician</b><br><i>Laura Sally, MPH, Austin</i><br>Participants will receive up to date information on the increasing prevalence of pertussis in the population and gain insight on their role in providing information to the public to help control the disease. Participants will obtain access to tools and resources that will help them provide appropriate guidance to parents/caregivers.   |

**Registration only \$50!**  
 Includes Breakfast and 4 hours of CME

Register online or download a registration form at:  
[www.txpeds.org](http://www.txpeds.org)

To register by fax or mail, please return this form to:  
**401 W. 15<sup>th</sup> Street  
 Suite 682  
 Austin, TX 78756  
 FAX: 512- 473-8659**

Name: \_\_\_\_\_  Physician  Allied Health  Administrator  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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| <input type="checkbox"/> CHECK (included)<br><input type="checkbox"/> VISA<br><input type="checkbox"/> MasterCard<br><input type="checkbox"/> Discover | Name on Card _____   |
|  | Card # _____ 3-digit verification # _____ Expiration _____ |