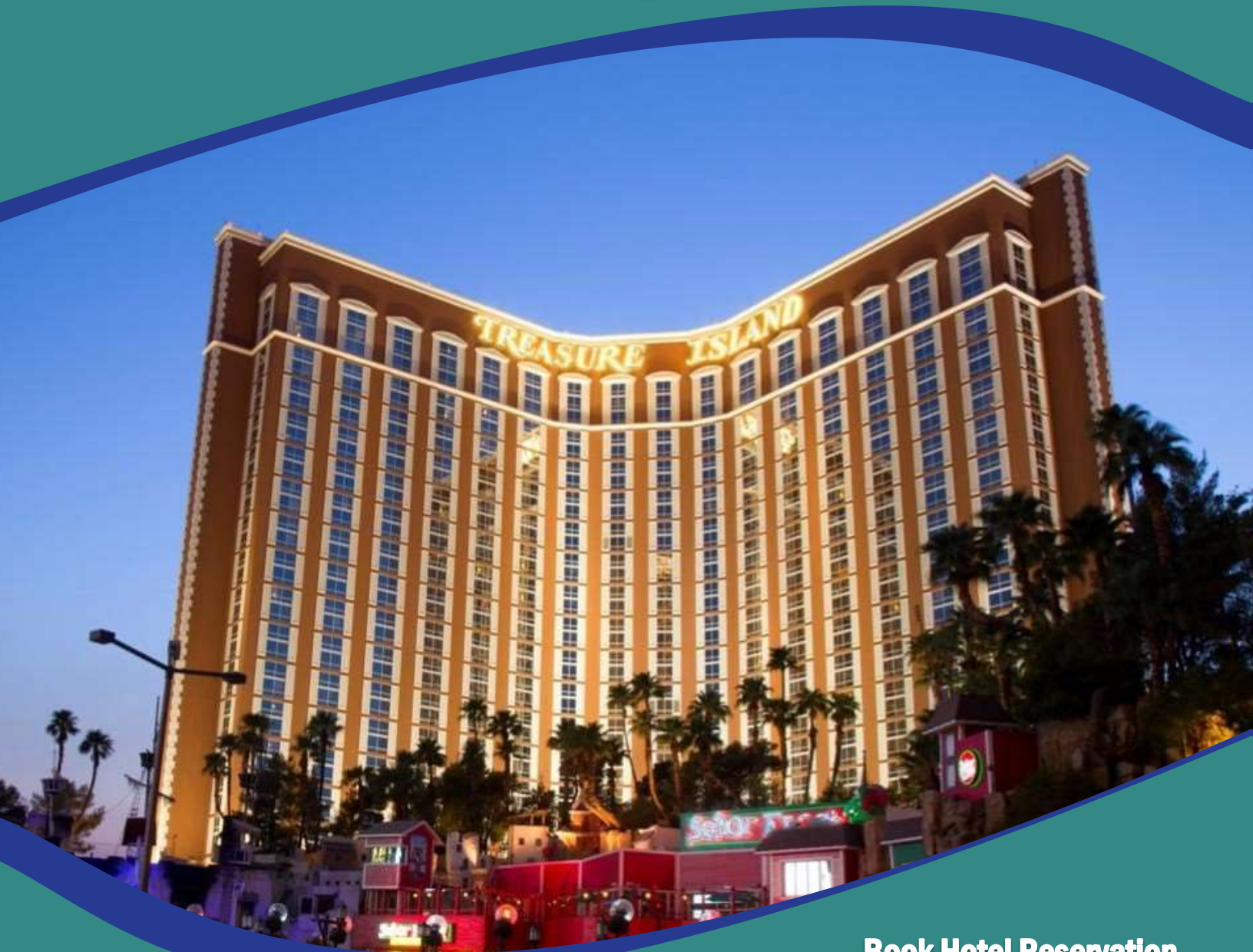


AMBA 17th Annual National Medical Billing Conference



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- Madness Auction

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LETTER TO THIS YEAR'S ATTENDEES!

OCT. 26-27, 2017
**17th NATIONAL MEDICAL
BILLING CONFERENCE**
TREASURE ISLAND RESORT CASINO, LAS VEGAS



Please join us this year for our 17th Annual National Medical Biller's Conference at Treasure Island Hotel 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 activities in downtown Las Vegas!

Come to Vegas and Focus on Your Business!

Cyndee Weston, CPC, CMC, CMRS
Executive Director
AMBA





2017 CONFERENCE AGENDA

Treasure Island Hotel & Casino
3300 Las Vegas Boulevard South
Las Vegas, NV 89109
Tel: (800) 944-7444

THURSDAY, OCTOBER 26TH, 2017

Day 1

7:30 – 8:30AM	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, CMC, CMRS, Executive Director – Conference Address
9:30 – 10:30AM	GENERAL SESSION – KEYNOTE SPEAKER – Tim McMullen, President of HATA – Why In The *!@#% Does It Have To Be So Difficult
10:30 – 11:00AM	MORNING BREAK, EXHIBITOR HALL, PRIZE DRAWINGS
11:00 – 12:00PM	GENERAL SESSION – Robert Liles, JD, MS, MBA – The Liles Report – Compliance Updates for 2017 and Beyond
12:00 – 1:00PM	LUNCH, PRIZE DRAWINGS
1:00PM – 2:00PM	GENERAL SESSION – Steve Ryner – Insurance Fraud Investigations with Actual Case Info Part I
2:00 – 2:30PM	AFTERNOON BREAK, EXHIBITOR HALL
2:30 – 3:30PM	BREAKOUT SESSION Steve Ryner - Insurance Fraud Investigations with Actual Case Info Part II Shannon Deconda, CPC, CPC-I, CEMC, CMSCS, CPMA – You Can Code It, You Can Audit It, But How Good Can You Teach It? How Effective Are You at Training Your Physicians?
3:30 – 4:30PM	BREAKOUT SESSION Cyndee Weston, CPC, CMC, CMRS, & Terri Marohn, CMRS –Marketing on a Budget: Get Big Results with Medical Billing Marketing Ideas and Grow Your Business Kathy Stull, CPC, CMRS, CPMA CIRCC – Back to Basics: Effectively Dealing With Rejections, Denials, and Winning Appeals
4:30 – 5:00PM	FINAL ANNOUNCEMENTS FOR DAY 1 & PRIZE DRAWINGS
6:00 – 7:30PM	NETWORKING SOCIAL EVENT – TREASURE HUNT FOR CASH & PRIZES



2017 CONFERENCE AGENDA

NATIONAL ADVISORY BOARD MEETING
WEDNESDAY, OCTOBER 25TH, 2017
6-8PM LOCATION: TBA

FRIDAY, OCTOBER 27TH, 2017

Day 2

8:30 – 9:00AM

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

9:00 – 10:30AM

GENERAL SESSION – Robert Liles, JD, MS, MBA, BS – Vital Billing Contract Terms for Billers and Healthcare Providers

10:30 – 11:00AM

MORNING BREAK, EXHIBITOR HALL, PRIZE DRAWINGS

11:00 – 12:00PM

BREAKOUT SESSION

Cyndee Weston, CPC, CMC, CMRS, Executive Director of AMBA – How to Easily Change from Percentage Billing to Flat Rate

Shannon Deconda, CPC, CPC-I, CEMC, CMSCS, CPMA – Where Did all the 25's Go? Referring to the Strict Guidelines on 25 Modifier

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 – Auditing 101 for Billing Companies

Kathy Stull, CPC, CMRS, CPMA, CIRCC – Telehealth Billing: All New for 2017

2:00 – 2:30PM

AFTERNOON BREAK, EXHIBITOR HALL, EXHIBITOR PRIZE DRAWING

2:30PM – 3:30PM

BREAKOUT SESSION

Paul Weidenfield, JD, BA – Avoid OIG Fines and Penalties on Exclusions Screening Compliance

Judy Wilson, CPC, COC, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS – Incident to Billing, Shared and Split Services

3:30 – 4:30PM

GENERAL SESSION – GUEST PANEL – Ask the Experts – Coding, Billing, Auditing, Legal and Compliance Experts answer your most pressing questions - Robert Liles, JD, MS, MBA, BS; Judy Wilson, CPC, COC, CPC-P, CPC-I, CPCO, CPPM, CPB, CANPC, CMRS; Kathy Stull, CPC, CMRS, CPMA, CIRCC; 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

2017 SPEAKERS



Keynote Speaker – Tim McMullen

Why in the *!@#% does it have to be so difficult

Tim McMullen, JD, CAE has 20+ years as an Executive in the not-for-profit industry. He currently serves as Executive Director for the Healthcare Administrative Technology Association (HATA) and the national practice management System (PMS) association. Previously, Tim served as Executive Director of the Cooperative Exchange – the association for the clearinghouse industry. Before that, he was Associate Executive Director and Governmental Affairs Director for an international security trade association and Associate Regional Director for AARP Southwest Region. A graduate of the District of Columbia School of Law, Tim interned at a boutique Washington, DC lobbying firm and worked for a DC City Councilmember as a community liaison/legislative assistant. He is actively involved in Healthcare IT Strategy consulting and a much sought after thought leader and speaker.

Tim will share with you valuable insights on how to overcome some of today's technology challenges ensuring you can create the most successful workflow for your office and your clients. Learn how HATA has been working with the major Payers and Clearinghouses and what they are doing to solve important electronic transaction challenges that exist in the industry for transactions like Eligibility, Prior Authorization and ERA's. You will walk away with a checklist of important questions to ask your vendor to ensure you get the most from your system. Hear from Tim on "Why in the *!@#% does it have to be so difficult: An Insider's View on the Future of Prior Authorizations, Eligibility Verification, and EDI Transactions and a Checklist on What to Look for in a Billing Software Program."

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2017 SPEAKERS



Shannon DeConda

Where Did All the 25's Go?

You Can Code it, You Can Audit it, but How Good Can You Teach it?

Guest Panel

Shannon DeConda, CPC, CPC-I, CEMC, CMSCS, CPMA, is the Founder and President of the National Alliance of Medical Auditing Specialists (NAMAS) as well as the President of Coding & Billing Services and a Partner at DoctorsManagement, LLC. Ms. DeConda has over 16 years of experience as a multi-specialty auditor and coder. She has helped coders, medical chart auditors, and medical practices optimize business processes and maximize reimbursement by identifying lost revenue. Since founding NAMAS in 2007, Ms. DeConda has developed the NAMAS CPMA Certification Training, written the NAMAS CPMA Study Guide, and launched a wide variety of educational products and web-based educational tools to help coders, auditors, and medical providers improve their efficiencies. Ms. DeConda is an experienced presenter and educator and a sought-after speaker. She has her Coding Certification through both the AAPC and PAHCS.

Hear from Shannon on two very interesting topics. She will be presenting on “Where Did all the 25s Go: Referring to the Strict Guidelines on Modifier 25.” Her second presentation topic is “You Can Code it, You Can Audit it, But How Good Can You Teach It? How Effective are you at Training Your Physicians.” She will also sit on our Guest Panel.

**CEU Codes must be
recorded after each
General/Breakout Session
to receive CEU Credits**

**Play Operation during
breaks to earn extra
conference bucks for the
Medical Money Madness
Auction!**



2017 SPEAKERS



Cyndee Weston

Marketing on a Budget

How to Easily Change from Percentage Billing to Flat Rate

Cyndee Weston, CPC, CMC, 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 Certified Medical Reimbursement Specialist (CMRS) through the American Medical Billing Association (AMBA), a Certified Professional Coder (CPC) through the American Academy of Professional Coders (AAPC), and a Certified Medical Coder (CMC) through Practice Management Institute (PMI). Cyndee will be presenting on “Marketing on a Budget: Get Big Results With These Medical Billing Marketing Ideas from the Trenches and Grow Your Billing Business.” Her second presentation will cover “How to Easily Change from Percentage Billing to Flat Rate.” In this session, you will learn how to change over your clients from a percentage rate to an hourly or flat rate. You will learn: how to calculate an hourly and a flat rate, factors to consider when pricing your services, value added and other considerations, and transitioning your providers smoothly to a flat rate.

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

To Donate a Product or Service to This Auction, Please Contact:

cyndeew@brightok.net

2017 SPEAKERS



Robert Liles

The Liles Report – Compliance Updates for 2017 and Beyond
Vital Billing Contract Terms for Billers and Healthcare Providers
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 – Compliance Updates for 2017 and Beyond" 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 on "Vital Billing Contract Terms for Billers and Healthcare Providers." 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!

2017 SPEAKERS



Paul Weidenfeld

Avoid OIG Fines and Penalties on Exclusions Screening Compliance

Paul Weidenfeld, J.D., B.A., is nationally recognized for his work in both the prosecution and defense of Healthcare Fraud investigations, False Claims Act cases and qui tam, or whistleblower, litigation. He has earned numerous awards including the prestigious Attorney General Award for Fraud Prevention and the Nightingale Outstanding Healthcare Litigator. A former Health Care Fraud Coordinator for the Executive Office of the Department of Justice, Paul has been representing providers and individuals in Healthcare Fraud matters since leaving the DOJ.

Whether serving as mediator, litigation consultant, or legal representative, Paul draws upon a broad range of experiences as a lawyer/litigator that includes over 50 trials, 25 appellate arguments, and appearances before the United States Supreme Court, Federal and State Appellate Courts, and Federal and State trial courts.

Member Comments from Previous Conferences

"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!"

2017 SPEAKERS



Melody Irvine

**Auditing 101 for Billing Companies
Guest Panel**

Melody S. Irvine, CPC, CPMA, CEMC, CFPC, CPB, CPC-I, CCS-P, CMRS, AAPC FELLOW, has 37 years of experience in the medical profession. She is the founder of Career Coders Online Medical Billing and Coding School. She specializes in physician auditing, education, curriculum development and is an approved Instructor with AAPC. Her extensive background includes Director of Coding, Auditing, Compliance, and Urgent Care for a forty-eight multi-specialty physician practice and contract auditor for State of Colorado Attorney General.

Melody started her local AAPC chapter and has served as president, vice-president and currently as education officer of her local AAPC Chapter. She is the past member and officer of the AAPC National Advisory Board and is currently serving on the AAPC Board of Directors as well as an AAPC Fellow. She also serves on American Medical Billing Association National Advisory Board. Her true passion is teaching and motivated by career challenges. She resides in Loveland, Colorado. Ms. Irvine will be presenting on “Auditing 101 for Billing Companies.” She will also be participating in our guest panel.

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2017 SPEAKERS



Kathy Stull

Telehealth Billing: All New for 2017

**Back to Basics: Effectively Dealing with Rejections, Denials, and Winning Appeals
Guest Panel**

Kathy Stull, CPC, CMRS, CPMA, CIRCC, has been the owner of Superior Resource, Inc. since 2007. She has nearly 30 years of billing and coding experience, including 10 years working at a major insurance company as a claims processor, claims analyst, customer service representative and supervisor. She has worked for small private practices, as well as, large hospital based physician networks as a biller, trainer, and auditor.

Kathy will be presenting on “Telehealth Billing: All New for 2017.” Her second presentation will cover “Back to Basics: Effectively Dealing with Rejections, Denials, and Winning Appeals.” Kathy will also be sitting on our Guest Panel.



Terri Marohn

Marketing on a Budget

Terri Marohn, CMRS, has been in the medical billing field for over 18 years and is president of TerMar Billing, Inc., a Michigan company, specializing in Mental Health Billing. Terri has earned her CMRS credential and currently serves as an administrator for many of the AMBA Facebook groups. She is also a member of AMBA’s National Advisory Board and has represented AMBA at the Michigan Medical Billers Association (MMBA) 2011-2017 Billing Expos. and MGMA Conferences in recent years. Terri will be presenting, along with Cyndee Weston, on “Marketing on a Budget: Get Big Results with These Medical Billing Marketing Ideas from the Trenches and Grow Your Billing Business.”

NETWORKING SOCIAL EVENT

THURSDAY, OCTOBER 26TH, 2017

6:00-7:30PM LOCATION: TBA

2017 SPEAKERS

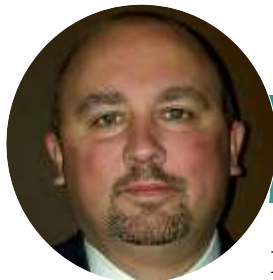


Judy Wilson

**Incident to Billing, Shared and Split Services
Guest Panel**

Judy A. Wilson, CPC, COC, CPCO, CPPM, CPC-P, CPB, CPC-I, CANPC, CMRS, has been doing medical coding and billing for over 35 years. For the past 24 years, she has been the Business Administrator for Anesthesia Specialists, a group of eleven cardiac anesthesiologists who practice at Sentara Heart Hospital. She has served on the Board of Directors of the AAPC Chapter of Associations from 2010 to 2014. She is currently on the AAPC-CA Board of Directors for 2015-2017. She serves on the NAB for the AMBA. She is an Expert ICD-10-CM/PCS Trainer for the AAPC and a PMCC instructor.

She has presented at several AAPC regional and national conferences, at the AMBA National Conference for our general sessions, and at the University of Tulane Anesthesia Conference in 2013. She has written several articles, including ones for HCPRO/Just Coding and the AAPC's Healthcare Business Monthly. Judy will be presenting on "Incident to Billing, Shared and Split Services." will also be participating in our Guest Panel.



Steve Ryner

Insurance Fraud Investigations with Actual Case Info

Steve has been with the Corporate and Financial Investigation's (CFI) Department of Blue Cross Blue Shield of Michigan for 6 years. The primary function of CFI is to investigate allegations of fraud, waste, and abuse on behalf of the enterprise. During the last 4 years, Steve has managed 2 different investigative teams. His current team focuses on our Federal Employee Program and Medicare Advantage products. Blue Cross of Michigan is the largest insurer in Michigan, serving 4.5 million members within the state and 1.6 million more in other states. Blue Cross has the largest network of doctors and hospitals: 152 hospitals, and more than 33,000 doctors.

Prior to working at Blue Cross, He enjoyed a 20-year career in local law enforcement. He worked in Waterford Township, which is a suburb of Detroit. He served in this community of 70,000 residents and retired as a sergeant in 2010. The most rewarding years were the 6 that he spent in the detective bureau, where he was responsible for major crimes investigations. Steve will be presenting on "Insurance Fraud Investigations with Actual Case Info."

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Additional Information

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**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.

[More Info](#)



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 Las Vegas Sign

Guests can park their cars right next to Las Vegas' 50-year-old iconic sign and take plenty of memorable photos. [More Info](#)

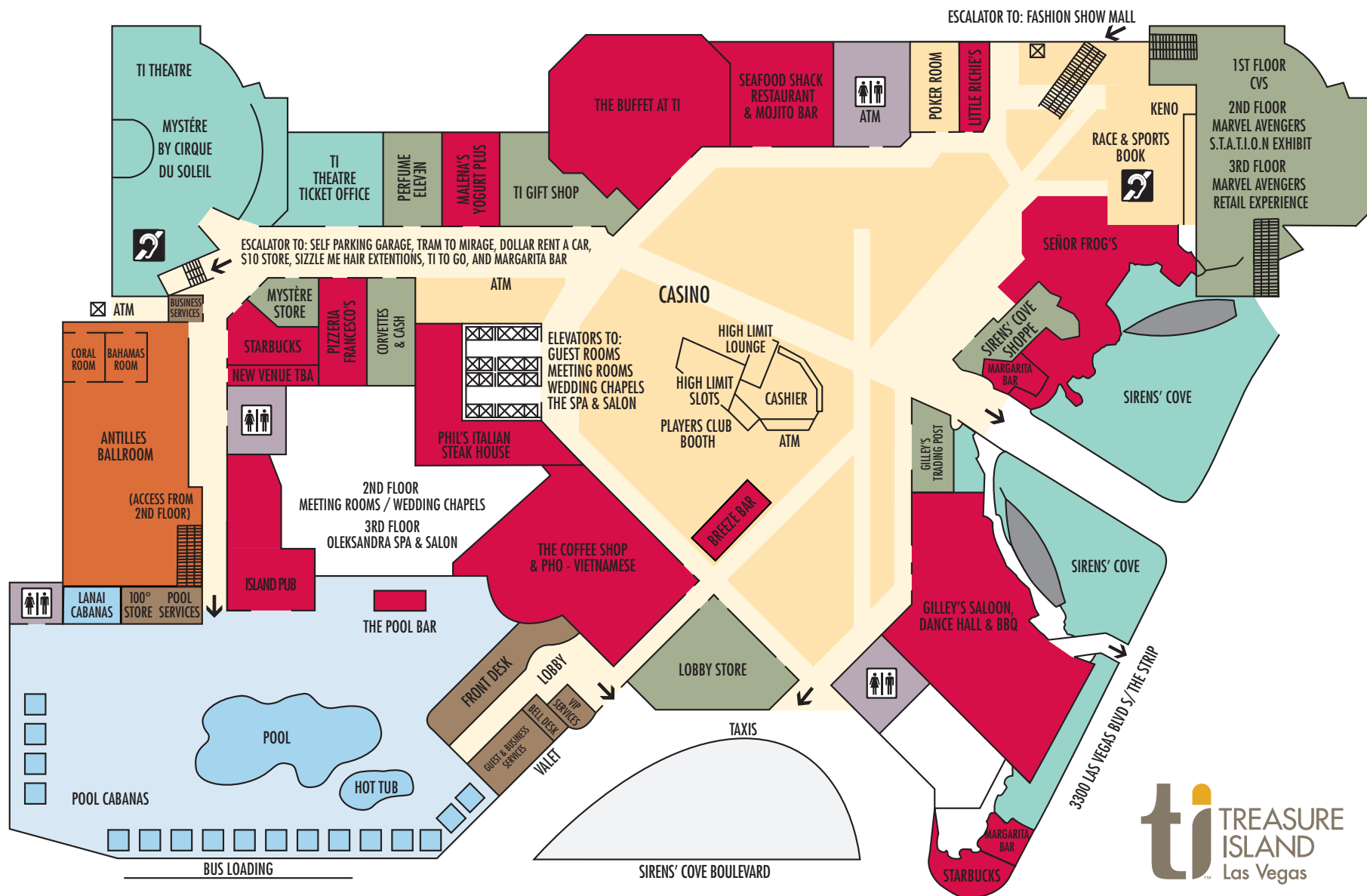
Fountain Shows at Caesars

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](#)



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