



2009 Annual Convention Las Vegas – April 20, 2009

Integrating Occupational Medicine - AGENDA Location: Tiberius Ballroom 6

Monday, April 20

7:00-8:00am	Registration and Breakfast	1:00-2:00pm	Building a Sales Organization <i>Frank Leone</i>
8:00-9:30am	Integration of Occupational Medicine <i>Frank Leone</i>		<ul style="list-style-type: none"> • Sizing Up the Opportunity • Sales Messages • Materials Development • Sales Leads & Calls • Proposals & Closing Sales • Municipal RFP's • ROI on Sales • Account Management
	<ul style="list-style-type: none"> • Occupational Health Service Overview • Benefits to Urgent Care Providers • Market Potential • SWOT Analysis • Competitive Threats 	2:00-2:15pm	Break
9:30-9:45am	Break	2:15-3:15pm	Integrating Evidence Based Therapy <i>Gary Zigenfus</i>
9:45-10:45am	Clinical Practice of Occupational Medicine <i>Nathan Newman</i>		<ul style="list-style-type: none"> • Evidence-Based Practice Components • Treatment Guidelines • State Practice Act Implications • Outcome Measures • Client Presentation Models • Practice Challenges
	<ul style="list-style-type: none"> • Defining Scope of Practice • Training/Certification Requirements • Clinical Implementation • Diagnostics • Coding & Documentation • Regulatory/Legal Issues • Working with Employers 	3:15-3:30pm	Break
10:45-11:00am	Break	3:30-4:30pm	Managing Downstream Referrals <i>Rick Rankin</i>
11:00am-12:00pm	Workers Compensation Billing <i>Don Kilgore</i>		<ul style="list-style-type: none"> • Spectrum of Care • Types of Ancillary Services • Types of Specialist Services • Partnership/referrals • Hospital/ER partnerships • Payer/Employer/MCO issues • Revenue Sharing • Stark Laws and other Regulations
	<ul style="list-style-type: none"> • State-by-State Rules • Fee Schedules • Contracting, Networks • Billing Processes • Third Party Administrators 		
12:00-1:00pm	Group Lunch	4:30pm	Program Adjourns
		5:00-6:00pm	PreConference Reception and Opening of Exhibit Hall