



# 2009 Annual Convention Las Vegas – April 20, 2009

## Integrating Occupational Medicine - AGENDA Location: Tiberius Ballroom 6

### Monday, April 20

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