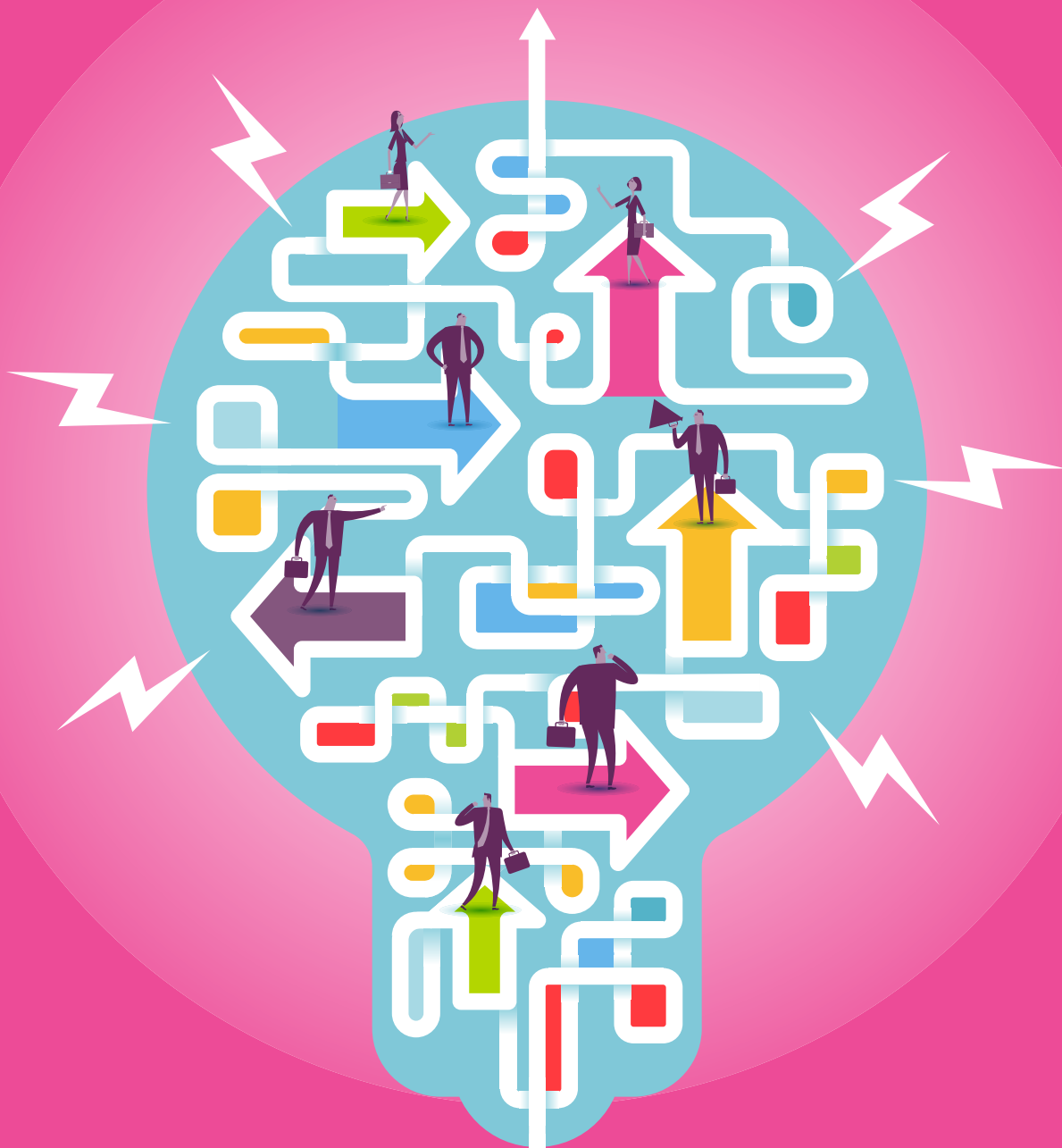




SOUTHEASTERN ASSOCIATION OF
ORTHOPAEDIC EXECUTIVES

2023 ANNUAL MEETING



NOVEMBER 1-3, 2023

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Buford | Georgia



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2023

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SOUTHEASTERN ASSOCIATION OF ORTHOPAEDIC EXECUTIVES

2023 ANNUAL MEETING



NOVEMBER 1-3, 2023

LANIER ISLANDS
Buford | Georgia

SOCIAL EVENTS

WEDNESDAY, NOVEMBER 1

FIRST TIMERS RECEPTION

Location: Game Changer

5:00 to 5:30 pm

Join your fellow newbies and the SAOE Board of Directors in Game Changer for a special reception on November 1st, from 5:00 to 5:30 pm, recognizing your participation in the Annual Meeting. This is a great opportunity to connect with your peers early in the program while learning more about the association. *This reception is invitation only.*

WEDNESDAY, NOVEMBER 1

WELCOME RECEPTION

Location: Game Changer

5:30 to 7:00 pm

Let's kick off the 2023 Annual Meeting in style! Gather with your colleagues on November 1st, from 5:30 to 7:00 pm, in Game Changer for conversation, refreshments and axe throwing! The first major networking opportunity of the meeting will not disappoint as we say hello to old friends and make new ones. *All attendees, vendors, family, and guests are welcome to attend. **Heads up:** you will need to drive or take a shuttle to/from the Lodge and Game Changer.*

THURSDAY, NOVEMBER 2

LUNCH WITH EXHIBITORS

Coders Location: Bullfrogs

Senior & Emerging Leaders Location: Sydney's Restaurant

12:00 to 1:00 pm

Sit down with colleagues and our exhibitors over lunch on November 2nd, at 12:00 pm. We are grateful for the support from our industry partners. Take advantage of this relaxed, seated lunch setting to learn more about them and connect with peers.

THURSDAY, NOVEMBER 2

NETWORKING RECEPTION IN EXHIBIT HALL

Location: Grand Ballroom A - D

4:30 to 6:00 pm

Join us November 2nd, beginning at 4:30 pm, in Grand Ballroom A-D as we recognize the value industry brings to the practice of orthopaedics and to the SAOE Annual Meeting. Exhibitors are encouraged to include raffle prizes to add to the fun. Bring plenty of business cards to increase your chances of going home a winner! *All attendees, vendors, family, and guests are encouraged to attend.*

SPEAKER BIOS

TIFFANY ANDERSON

Director of Human Resources | OrthoGeorgia | Macon



Tiffany Anderson completed a Bachelor of Science in Business with a concentration in Workforce Education Development from Southern Illinois University and an MBA from Columbia Southern University. Throughout her 25 years of working in Human Resources, she has worked for different industries from hospital systems, to government contracting, municipalities and her most current role as Director of HR for OrthoGeorgia. She is the CEO of Empowerment Coaching. She is married to an Air Force veteran and has three handsome boys.

JENNIFER BELL MSOLE, CPC, CPMA, CHC, CASCC

Consultant at KarenZupko & Associates, Inc.



Jennifer Bell has over 30 years of experience in all areas of the revenue cycle with a focus on prospective and retrospective auditing, coding abstraction, and telehealth billing compliance. She has delivered both coding and auditing services and education for a wide range of medical and surgical specialties. Jen's extensive knowledge and skills in successful appeals and payment recovery processes involving major payors generates positive returns for clients.

She has a passion for organizing and creating commonsense workflows. Her wide-ranging experience working in practices of all sizes and structures—from solo practices to large healthcare systems with complex governance structures. Jen understands how organizational structures and staff roles impact operational and functional workflows, which ultimately affect the bottom line.

SPEAKER BIOS

DELECE A. BROOKS

Executive Director/Chief Operating Officer

Delece A. Brooks is responsible for the administration of policy and procedure and the overall efficiency of the State Board of Workers' Compensation. While at the Board, Ms. Brooks has had the opportunity to serve as the Appellate Division Director, Legislative Liaison for the Board, served on the Chairman's Advisory Council, and as a member of the core team for the creation of ICMS I and II.

Before the Board, Ms. Brooks has held several positions in governmental relations. She has served as the Legal Advisor to the Speaker Pro Tem in the Georgia State House and has worked as a lobbyist in Washington D.C. for the American Legislative Exchange Council. After earning her Bachelor of Science degree from Arizona State University, she graduated from Syracuse University College of Law earning her Juris Doctorate degree



SARANYA CHIARAVALLOTI

Revenue Cycle Consultant | Atlanta, GA

With a passion for optimizing financial operations in the healthcare industry, **Saranya Chiaravalloti**, a dedicated Revenue Cycle Consultant. Leveraging over 30 years of experience in healthcare billing and revenue management, I am committed to helping healthcare organizations achieve peak financial performance and operational excellence.

Expertise & Experience: My journey in revenue cycle management began with my first job in high school as a medical record clerk in a small Pediatric office in Tacoma, WA. Throughout my career, I have successfully tackled complex financial challenges, implemented revenue-enhancing strategies, and improved overall efficiency for health plans and physician practices of various sizes. The last 25 years, my focus has been more specific to Orthopedic practices.

Problem-Solving Approach: I take a data-driven and patient-centered approach to my consulting. I believe in dissecting financial data to identify bottlenecks, improve billing processes, reduce denials, and increase revenue collections. My unique experience working with Anthem, healthcare providers, and medical billing systems has provided me with unique insights into the intricacies of the revenue cycle.

Client Success: I have had the privilege of collaborating with numerous healthcare institutions, from small clinics to large hospital networks. My clients have consistently witnessed significant improvements in revenue performance, reduced A/R days, and increased cash flow.

Educator & Advocate: Beyond consulting, I am a strong advocate for education in revenue cycle management. I regularly conduct workshops and training sessions to empower healthcare professionals with the knowledge and skills needed to navigate the evolving healthcare financial landscape.

Connect with Me: If you are seeking to optimize your organization's revenue cycle or simply interested in connecting with me, please feel free to reach out. You can also follow my insights on LinkedIn or <https://www.revcycleiq.com/>



XAVIER DURALDE, MD

Peachtree Orthopedics | Atlanta

Dr. Xavier Duralde earned his A.B. from Harvard University in 1979 and his M.D. from Columbia University College of Physicians and Surgeons in 1983. He remained at Columbia University for his orthopedic training and fellowship in shoulder and elbow surgery.

Dr. Duralde served his country as a major in the United States Air Force from 1988 to 1992. While in the Air Force, he served as chief of surgical services and chief of the department of orthopedics at the 20th Tactical Fighter Wing Hospital at RAF Upper Heyford, Oxfordshire, England. As an active member of Peachtree Orthopedics' volunteer team, Dr. Duralde visits Haiti annually to offer his services at the Hospital Albert Schweitzer and outlying clinics. He has authored many publications regarding the shoulder, including primary research papers and book chapters. Dr. Duralde is regularly invited to speak nationally and internationally on various subjects of the shoulder.



DON HARKEY

Engagement Specialist | People Centric Consulting Group
Springfield, MO

Don Harkey is sought-after for his business insights in multiple industries.

As a former engineer, Don brings a unique perspective to every organization he works with; he views every business as a machine and that machine is perfectly designed to get the results that it is currently getting. As the CEO of People Centric, Don loves to help people adjust their machine to produce better results. He is highly strategic, process driven, and an engaging Keynote Speaker.



SPEAKER BIOS

GERALD B. HICKSON, MD

Founding Director of the Center for Patient and Professional Advocacy (CPPA) | Vanderbilt University Medical Center | Nashville

Dr. Gerald B. Hickson is the Joseph C. Ross Chair of Medical Education and Administration, Professor of Pediatrics, and Founding Director of the Center for Patient and Professional Advocacy (CPPA) at Vanderbilt University Medical Center. Since 1990, Dr. Hickson's research has focused on why certain physicians attract a disproportionate share of malpractice claims, how disrespect impacts team performance and outcomes of care and how to identify and support high-risk clinicians. Dr. Hickson serves as Chair of the Board of Directors of the Institute for Healthcare Improvement (IHI). He also serves on the Board of Directors of Keck (USC) Health System and is a member of the International Regulatory Expert Advisory Group to the Australian Health Practitioner Regulation Agency (AHPRA). Dr. Hickson previously served as Chair of the Board of Directors of the National Patient Safety Foundation (NPSF). Dr. Hickson received a BS from the University of Georgia and MD from Tulane University School of Medicine.



FRANK R. MCKAY

Director and Appellate Judge | Georgia State Board of Workers' Compensation | Atlanta

Judge Frank R. McKay came to the Board in 2013 from private practice where he was a partner in the Stewart, Melvin and Frost law firm in Gainesville, Georgia. His practice was concentrated in workers' compensation, and he tried and presented many cases before the Administrative Law Judges and the Appellate Division of the State Board, and appeals to the Superior Courts and the Georgia Court of Appeals. He was a former Special Assistant Attorney General handling workers' compensation claims for the State of Georgia. He was on the State Board's Advisory Council prior to being appointed the Chairman by the Governor of Georgia in 2013 and reappointed in 2017.

He obtained his law degree (J.D.) from Walter F. George School of Law, Mercer University, and his undergraduate degree (B.A. Economics) from Clemson University.



ROBERT B. SNYDER, M.D.

Medical Director | TN Bureau of Workers' Compensation | Nashville

Dr. Robert Snyder was appointed Medical Director for the Bureau of Workers' Compensation in January, 2014 after 37 years of Orthopaedic private practice.

A graduate of Wayne State University School of Medicine in Detroit, he completed two years of general surgery training at the University of Pittsburgh before coming to Nashville to complete a residency in Orthopaedics and Rehabilitation at Vanderbilt University.

Special activities have included Associate Team Physician for Vanderbilt and Tennessee State University Athletics, Volunteer Orthopaedic Consultant at Fort Campbell during Desert Storm, Orthopaedics Overseas (an affiliate of Health Volunteers Overseas) in Peru, church related mission activities in Honduras, and the 1996 Hospital Strategic Planning Symposium in Prague, Czech Republic. He served as President of the Medical Staff at St. Thomas Hospital in Nashville from 1997 through 1999, and on the Medical Care Cost Containment Committee for Workers' Compensation from its inception in 1992 until 2014.

Dr. Snyder has presented lectures for the American Academy of Orthopaedic Surgeons, Arthroscopy Society of Peru, the American Orthopaedic Society for Sports Medicine, the National Workers Compensation and Disability Conference, the National Association of Workers Compensation Judges, and in Tennessee: the Tennessee Chiropractic Association, the Tennessee Orthopaedic Society, the Tennessee College of Occupational and Environmental Medicine, the Tennessee Pain Society, the Tennessee Neurosurgical Society, the Tennessee Medical Society, and Tennessee Attorney Memo. He has made numerous other presentations to attorneys, case managers, employers, adjusters and insurers. He is the course director for the Bureau's physician education program and an instructor for the new Certified Physician Program.

His activities with the Bureau include Medical Treatment Guidelines, Utilization Review, Case Management, Fee Schedules and physician/provider communications and staff support for the Medical Advisory Committee and the medical Payment Committee.



2023 SAOE

ANNUAL MEETING

November 1-3 , 2023 | Lanier Islands | Buford, GA

AGENDA

■ Senior Leaders ■ Emerging Leaders ■ Coders

Wednesday, November 1, 2023

- 2:00 - 4:00 pm **Board of Directors' Meeting**
Facilitator: *Don Harkey* | *People Centric Consulting*
Location: Boardroom
- 4:00 pm **Exhibit Hall Set Up**
Location: Grand Ballroom A - D
- 5:00 - 5:30 pm **First Timers Reception**
Location: Game Changer | Shuttle provided.
- 5:30 - 7:00 pm **Welcome Reception**
Location: Game Changer | Shuttle provided.

Thursday, November 2, 2023

- 7:30 - 8:15 am **Breakfast with Exhibitors**
Location: Grand Ballroom A - D
- Opening General Session for All Attendees**
Location: Veranda
Moderator: *Andrew Wade* | *OrthoSC* | *Conway, SC*
- 8:15 am **Opening Remarks**
Andrew Wade | *OrthoSC* | *Conway, SC*
- 8:30 - 9:30 am Creating a People Centric Culture
Don Harkey | *People Centric Consulting Group* | *Springfield, MO*
- 9:30 - 10:30 am **Senior & Emerging Leaders** | **Coders**
Location: Veranda | Location: Conference III, IV, V
- A Reliable Plan to Address Team Members (including Docs) Who Don't Work Well with Others
Gerald Hickson, MD | *Vanderbilt Center for Patient & Professional Advocacy*
- E/M Levels of Service: Office, Outpatient, Inpatient, Observation, Consultation & Emergency Dept
Jennifer Bell, MSOLE, CPC, CPMA, CHC, CASCC | *KarenZupko & Associates, Inc* | *Chicago*
- 10:30 - 11:00 am **Break with Exhibitors** | **Break with Exhibitors**
Location: Grand Ballroom A - D | Location: Grand Ballroom A - D

Thursday, November 2, 2023 (continued)

- 11:00 - 11:30 am **Senior & Emerging Leaders** | **Coders** (11:00 am - 12:00 pm)
Location: Veranda | Location: Conference III, IV, V
- A Reliable Plan to Address Team Members (including Docs) Who Don't Work Well with Others
Gerald Hickson, MD | *Vanderbilt Center for Patient & Professional Advocacy*
- Modifier 25: It is in or is it out? 2024 CPT Ortho Updates
Tips on GSD, AAOS and NCCI Guidelines
Tips on NCCI and Modifier 59
New Information on Patient Optimization
Jennifer Bell, MSOLE, CPC, CPMA, CHC, CASCC | *KarenZupko & Associates, Inc* | *Chicago*
- 11:30 am - 12:00 pm Effective Orthopaedic Practice Leadership: A Surgeon's Perspective
Xavier Duralde, MD | *Peachtree Orthopedics*
- 12:00 - 1:00 pm **Lunch with Exhibitors**
Location: Sydney's Restaurant (Senior & Emerging Leaders) & Bullfrogs (Coders)
- 1:00 - 2:00 pm **Senior Leaders** | **Emerging Leaders** | **Coders** (1:00 - 3:00)
Location: Veranda | Location: Conference II | Location: Conference III, IV, V
- Successfully Navigating the Transition from Operational to Executive Decision-Making I
Steve Walton, PhD | *Professor, Goizueta Business School at Emory University*
- HR Dos and Don'ts
Tiffany Anderson | *Macon, GA*
- Most Common Global Surgical Modifiers: 58, 78 and 79 Fracture Coding Concepts & Updates
Arthroplasty Infection Updates: Revision or Replacement?
Jennifer Bell, MSOLE, CPC, CPMA, CHC, CASCC | *KarenZupko & Associates, Inc* | *Chicago*
- 2:00 - 3:00 pm Successfully Navigating the Transition from Operational to Executive Decision-Making II
Steve Walton, PhD
- Intro to Practice KPIs
Saranya Chiaravalloti | *Atlanta, GA*
- 3:00 - 3:30 pm **Break with Exhibitors**
Location: Grand Ballroom A - D
- 3:30 - 4:30 pm **General Session for Senior & Emerging Leaders** | **Coders**
Location: Veranda | Location: Conference III, IV, V
- Moderator: *Pam Swicord* | *Optim Orthopaedics* | *Statesboro, GA*
- Leadership Lessons Learned Panel Discussion
SAOE Senior Leaders and
Xavier Duralde, MD | *Peachtree Orthopedics* | *Atlanta*
Gerald Hickson, MD | *Vanderbilt Center for Patient & Professional Advocacy* | *Nashville*
- Hand Surgery: Common Procedures and Modifiers
Jennifer Bell, MSOLE, CPC, CPMA, CHC, CASCC | *KarenZupko & Associates, Inc* | *Chicago*
- 4:30 - 6:00 pm Networking Reception in Exhibit Hall
Sponsored By: *M. B. Kahn Construction Co* ➤

AGENDA CONTINUED

Friday, November 3, 2023

7:30 - 8:00 am **Breakfast with Exhibitors**
Location: Grand Ballroom A - D

8:00 - 8:30 am **Business Meeting**
Location: Veranda
Andrew Wade, CEO | OrthoSC | Conway, SC

8:30 - 9:30 am **Senior & Emerging Leaders**
Location: Veranda

Helping TN & GA Medical Providers Navigate the Complexities of Workers' Compensation

TN Location: Conference I
*TN Bureau of Workers' Compensation
Robert B. Snyder, MD, Medical Director*

GA Location: Veranda
*GA State Board of Workers' Compensation
Judge Frank McKay, Director
Delece A. Brooks, Executive Director/
Chief Operating Officer*

People Centric Practices for SC
Location: Conference II
Don Harkey | People Centric Consulting Group

9:30 - 10:00 am **Break with Exhibitors**
Location: Grand Ballroom A - D

10:00 - 11:00 am **Senior & Emerging Leaders**
Location: Veranda

Networking by State
GA Location: Veranda
TN Location: Conference I
SC Location: Conference II

Closing General Session for All Attendees
Location: Veranda

11:00 - 12:00 pm Partnering with Physicians to Make Your Practice Better: Tangible Takeaways!
Don Harkey | People Centric Consulting Group

12:00 pm **Meeting Adjourns**

Coders
Location: Conference III, IV, V

Sports Medicine: Knee and Shoulder Arthroscopy
Jennifer Bell, MSOLE, CPC, CPMA, CHC, CASCC | KarenZupko & Associates, Inc | Chicago

Coders
Location: Conference III, IV, V

PA/NP Billing: Medicare Updates
Radiology Coding in Orthopaedics
*Jennifer Bell, MSOLE, CPC, CPMA, CHC, CASCC
KarenZupko & Associates, Inc | Chicago*

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6. Shoal Creek Campgrounds

DINING

1. Legacy Lodge -Sidney's
3. Bullfrogs Bar & Grille
8. LandShark Bar & Grill
7. Game Changer Gaming Center & Restaurant
8. LandShark Bar & Grill
9. Peachtree Pointe Amphitheater
10. Peachtree Green
11. Peachtree Falls
12. Oliver Pointe

EVENT/WEDDING VENUES

1. Legacy Lodge -Conference Center -Ballrooms
9. Peachtree Pointe Amphitheater
10. Peachtree Green
11. Peachtree Falls
12. Oliver Pointe
13. Legacy Pointe
14. The Grand Hall
15. The Carriage House
16. Summer House
17. Venetian Pier
18. Harbor Pavilion
19. Harbor Tent
20. Beachview Pavilion

ACTIVITIES

1. Legacy Lodge -Tranquility the Spa
7. Game Changer Gaming Center & Restaurant
21. Legacy Golf Course
22. Lanier Islands Boat Ramp
8. LandShark Bar & Grill at LandShark Landing
23. Harbor Landing
24. The Water Park -Family Fun Zone
25. Port of Indecision Marina
26. Port of Indecision Dry Storage

Lanier Islands venues indicated in Brown. Margaritaville venues indicated in Blue.

THANK YOU

The Southeastern Association of Orthopaedic Executives would like to recognize & thank the following companies who have registered to participate in the 2023 Annual Meeting.

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2023 SAOE ANNUAL MEETING

EXHIBIT SHOW HOURS

SET-UP

WEDNESDAY, NOVEMBER 1
3:00 - 5:30 pm

SHOW HOURS

WEDNESDAY, NOVEMBER 1
5:30 - 7:00 pm
Welcome Reception

THURSDAY, NOVEMBER 2
7:30 - 8:15 am (Breakfast)

10:30 - 11:00 am (Break)

12:00 - 1:00 pm (Lunch) ****

3:00 - 3:30 pm (Break)

4:30 - 6 pm (Reception in exhibit hall)

FRIDAY, NOVEMBER 3
7:30 - 8 am (Breakfast)

9:30 - 10 am (Break with raffles)

BREAK DOWN

FRIDAY, NOVEMBER 3
10:00 am - 1:00 pm

- Lunch on Thursday will be a seated lunch for everyone from 12noon to 1:00pm. Location: Sidney's Restaurant.

- There are no dinner events after the receptions. Please feel free to make individual plans to have dinner with attendees.

- The reception on Thursday is in the Exhibit Hall. This is our major event in the exhibit hall.

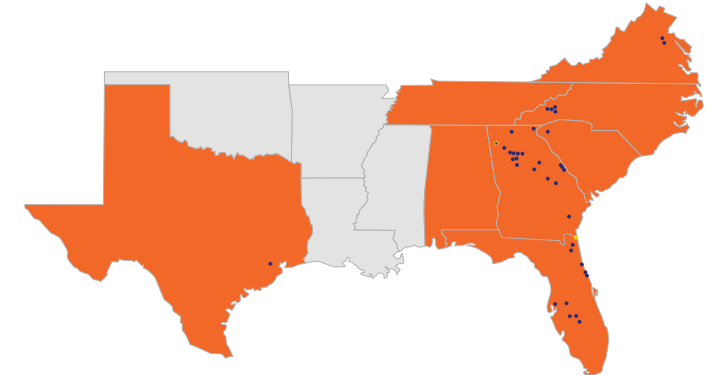
- The Welcome Reception on Wednesday evening is a social event. Location: Game Changer



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Compliance	<ul style="list-style-type: none"> Coordination w/facility compliance officer Assistance w/creation of Medicare compliance programming Chart and document review Compliance benchmarking Protocol development 	Physical Plant	<ul style="list-style-type: none"> Building design & layout Equipment selection & negotiation Space lease procurement Upfit of space Construction oversight
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Creditors Bureau Associates

People

CBA has a new training class every 4 weeks and we maintain a staff of employees who are thoroughly trained in all aspects of the collection industry. Our motto is "You catch more bees with honey." We have a 0-tolerance policy for abrasive or abusive collections tactics. This has credited us with a 4.8-star rating on Google as well as back-to-back recognitions for the Bulldog 100 award. The leadership at CBA exemplifies our core value of "Serving Others" and we want this to pour into the consumers our collectors speak to. Because of this, there is no harm of CBA hurting the brand of your practice in the communities you serve.

Process

Our goal is to help increase YOUR self-pay revenue. The collection process starts when the consumer receives

service from your business. CBA works with you from the beginning of this process to make sure we create accountability from the consumer back to your organization. We scrub new placement accounts for various data points to help increase collections throughput bringing money back to your practice.

Technology

CBA invests in technology that will allow our employees the most efficient workflow. We're constantly looking for ways to stay with the new and upcoming technology trends in our systems by bringing on new vendors, installing new equipment, and maintaining safety and security throughout our company.

Automated dialing, online consumer payments and the implementation of a multi-vendor "waterfall" skip trace

process are a few examples of these new systems. For clients, we have a web portal that allows you to manage your collection accounts through our website at cbamacon.com. Our current clients find great value in the ability to pull reports, load accounts, send payments securely and view their detailed consumer information.

Compliance

We train collectors thoroughly in all areas pertaining to the Fair Debt Collection Practice Act (FDCPA), Fair Credit Reporting Act (FCRA), Health Insurance Portability and Accountability Act (HIPAA) and are updated continuously on laws put in place by the new Consumer Financial Protection Bureau (CFPB). This assures our clients of our reputation and ethics in our collection process. Our collectors are trained to comply with these laws are they are constantly tested on their knowledge of these laws every day.



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—SafeWorks Illinois

DISPENSING PROGRAM HIGHLIGHTS

PAYMENT

ezDispense reduces workload and takes on the risk of collections by purchasing your prescription medication claims and paying you within 60 days from the end of the week in which the claim is purchased. This helps you stabilize and maintain clinic cash flow and bring added value to your practice.

WEEKLY CHECKS & REPORTS

After initial 60 days; and detailed reports outlining claim payments so your office can reconcile reimbursements/payments.

PRE-PACKAGED MEDICATIONS

Choosing and working with a qualified and reputable medication repackager makes in-office dispensing convenient and easy. Efficiencies gained through reduction in prep time allows you to spend more time with your patients. Repackagers are held to the highest standards by both the DEA and FDA, reducing the physician's liability risks and improving patient safety.

INVENTORY CONSULTATION

It is recommended that you develop a formulary based on your prescribing habits and the specific needs of the patient population you routinely treat. Our proprietary software and work flow support will assist you with efficient inventory control, maintaining par levels, and eliminating waste associated with expired medications.

ELIMINATE PHARMACY CALLS

Removes time consuming communication between your practice and the pharmacy.

AUTOMATED SYSTEM

Provides the tools needed to stay compliant with applicable local, state, and federal regulations and makes the act of dispensing almost effortless.

WHAT IS PROVIDED FOR START UP

Our program includes the use of our proprietary dispensing and inventory management software, printer, handheld scanner, toner, Rx labels, and laptop computers if needed.

CUSTOMER SERVICE

Dedicated Account Manager assigned to your practice to provide comprehensive initial and ongoing training and support. Our dedicated IT team will also be available for technology support troubleshooting.

BRAND & GENERIC

Medications available through your repackager. No need to change prescribing habits.

FOR PATIENTS

- Patient convenience
- Eliminates the risk of out-of-pocket expenses and delays associated with filling prescriptions at the pharmacy
- Improved therapy compliance that can lead to faster return to work
- Treatment begins immediately
- Ensures patient's prescription is filled
- Time consuming calls between the physician's office and pharmacy are eliminated

FOR PAYORS

- Commitment to a win/win relationship with our physician partners and the carriers, employers and state and local entities with whom we do business
- Drives utilization of cost-effective generics at the point-of-care
- Reduces litigation expense associated with patients being forced to pay out of pocket for medications
- Reduces indemnity and medical costs through its high quality physician network that return patients to work more quickly
- Supports faster MMI because patients leave the clinic with their medications so they can start their regimen right away

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