



# Practice Administrator

## BIMONTHLY NEWSLETTER

September/October 2011

Click here to visit the Practice Management pages on [CardioSource.org](http://CardioSource.org) for more information and resources for the management of your practice. Also click here for tools and resources.

### Cardiovascular Care Summit: Solutions for Thriving in a Time of Change

January 12-14, 2012

Join program director Howard T. Walpole, Jr., MD, FACC and get the knowledge and tools you need to enhance your knowledge of the evolving health care environment and ensure the clinical and business success of new practice models and clinical care program designs. New agenda updated online! Visit [www.CardioSource.org/CVSummit](http://www.CardioSource.org/CVSummit) to access a full agenda, find out more and register today.

### ACC Sponsoring Special Webinar Focused on 2012 Coding Changes

November 30 at 3:30 p.m. EST

Gain knowledge of the many cardiology code changes for 2012 from the experts that help create the CPT codes! Please join ACC leaders Robert Piana, MD, FACC; Amit Shanker, MD, FACC; and James Blankenship, MD, FACC, for a special webinar focusing on the latest information regarding new



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## Deadline to Apply for E-Prescribing Hardship Exemptions is Nov. 1

Under the Centers for Medicare and Medicaid Services (CMS) final e-prescribing rule, the deadline to apply for additional hardship exemptions and avoid the 2012 e-prescribing penalty is Nov. 1. The ACC is encouraging eligible professionals to apply for exemptions via the CMS web-based portal. Meanwhile, it is important to note that these exemptions are very limited; the majority of cardiologists who did not report e-prescribing activity during the first half of 2011 will receive reduced payments in 2012. As background, the ACC, along with the AMA and others, have had significant concerns regarding the implementation of the 2012 penalty and have urged CMS to reconsider the details and timing and to thoroughly consider the effects of this position on specialists such as cardiologists. The final rule, while not extending the reporting time, did address many of these concerns and make it easier for more physicians to be eligible for hardship exemptions. Additional information

coding changes for Pacemaker and ICD services, as well as revisions to renal angiography CPT codes that take effect on Jan. 1, 2012. The presentation will run for 90 minutes and feature a live Q&A session. **Register today!**

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Check out the new [Cardiology Buyers Guide](#) For questions or more information contact us at (800) 816-6710 or [acc@multiview.com](mailto:acc@multiview.com).

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#### ACC PQRI Wizard

The PQRIwizard is an easy to use, CMS PQRS qualified registry to help physicians and other eligible professionals quickly and easily participate in the PQRS program. Similar to online tax preparation software, the PQRIwizard helps guide professionals through a few easy steps to rapidly collect, validate, report and submit their results to CMS for payment.

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on the e-prescribing incentive program is available at [CardioSource.org/healthIT](http://CardioSource.org/healthIT).

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## ACC Submits Comments on Proposed 2012 Medicare Physician Fee Schedule

The ACC submitted formal comments to the Centers for Medicare and Medicaid Services on its proposed 2012 Medicare Physician Fee Schedule. The letter addresses coding of certain services; expansion of the multiple procedure payment reduction policy; physician quality reporting (including future payment adjustments under the Physician Quality Reporting System); Maintenance of Certification program incentives; e-prescribing; and the Physician Compare website. [Read the full letter](#). The final rule is expected in late October.

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## Cardiologists on the EMR Incentive Uptake

Fifty-five percent of cardiologists who responded to an [American College of Cardiology \(ACC\)](#) survey are either participating or planning to participate in the Centers for Medicare and Medicaid Services' (CMS) Electronic Health Record (EHR) Incentive Program. Thirty-four percent have already registered, according to the survey published in the College's [Cardiology](#) magazine. CMS reported that in July, cardiology was the third highest specialty to participate in EHRs. The ACC's July survey of a 152 randomly selected panel of members found that 34 percent of participants reported that they have registered for the EHR Incentive Program, and about half of that group—18 percent of total respondents—have met the requirements for the program and have attested to doing so. [Read more about this topic in Cardiovascular Business](#) and in [Cardiology](#) magazine.

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## Join the Practice Administrator Member Community

Interested in connecting online with your peers? Join the Practice Administrator Community on [CardioSource](#), where you can start and participate in discussions about timely developments in the practice administrator industry, gather insight from your peers and explore the benefits of your membership. Here's how to get started:

1. Log in to [CardioSource](#).
2. [Click here](#) to visit the Practice Administrator Community page.
3. Request to join the group. The Practice Administrators group is private to ensure the confidentiality of our discussions, which means you must request to join and then be approved.

4. Once your request has been approved, make sure to set your e-mail preferences to receive group update. To do this, click "Edit Message Prefs" and then check both boxes.
5. For either access to the Community, you can add the page to your favorites or create a shortcut on your desktop.

The Community can only serve as an effective discussion tool if each of you contribute content on an on-going basis. With your active engagement, this Community will become the go-to source for networking, sharing knowledge and learning from others in practice management. In order to post a blog or discussion, please scroll down to Recent Conversations. You can then either click on "View All" or click the conversation bubble with the plus sign. Both will take you to the same place, on which you click "New Post."

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## PINNACLE Network/Paragon Health Webinar Series to Focus on Advancing the Business of CV Care

The ACC's PINNACLE™ Network has partnered with Paragon Health to present a six-part webinar series focused on "Advancing the Business of Cardiovascular Care." The webinars, all of which will take place from 4-5 p.m. (ET), are free to ACC members and feature key health care and/or physician leaders addressing hot topics related to the evolving models of cardiovascular practice. Registration is open for the two remaining webinars. In addition, archives of the previous webinars are also available. Register today at [CardioSource.org/Webinars](http://CardioSource.org/Webinars)!

- **Private Practice Success Strategies: How to Optimize Revenue Cycle Management** - Focus on the best practices necessary for developing a meaningful revenue cycle management function within physician practices and learn what common pitfalls to avoid. (Nov. 8)
- **Aligning Incentives Through Co-Management Models** - Understand the key elements of clinical co-management structures through case study presentations and expert commentary. (Nov. 29)

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## The New Practice Performance, Improvement & Administration Pathway at ACC.12

Managing a cardiology practice has never been more challenging and ACC.12's new Practice Performance, Improvement & Administration pathway will help you navigate those challenges better than ever before. At ACC.12 you'll find everything you need to succeed — world-class educational opportunities, practical advice from experts, case studies, and more! Early bird registration ends Nov. 8! [Register now to save and get the best hotels available!](#)

At ACC.12, you'll find programming that gets to the heart of the challenges you face today, while preparing you for the cardiology practice of tomorrow.

- Bread-and-butter sessions on coding and reimbursement
- Learn what's new in physician compensation models
- Explore the ins and outs of data collection for quality reporting
- Take a close look at academic medicine under a changing healthcare system, as you and your peers lay out a vision for the future
- Hear the latest strategies for successful HIT implementation in cardiology
- Get an in-depth analysis of "meaningful use," and in-the-trenches advice on electronic health records

Plus, don't miss the ACC/MedAxiom/ACCA series on physician-hospital integration. Offered over three days, it delivers critical tips for success in negotiating contracts, defining physician value, avoiding pitfalls, and making it all work.

The Practice Performance, Improvement and Administration pathway at ACC.12 will help you run your cardiology practice efficiently, so the focus stays on clinical quality and patient-centered care. It's all waiting for you in Chicago! Don't forget — early bird registration ends Nov. 8! [Register now to save and get the best hotels available!](#)

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## The Importance of RUC Surveys

Annual updates to the physician work relative values are based on recommendations from a committee involving the AMA and national medical specialty societies—the RUC. The RUC is an expert panel of the AMA and specialty societies charged with developing relative value recommendations to Medicare. A key part of the [RUC process](#) is the completion of relative value surveys. Data from these surveys are used to establish the physician work that determines Medicare reimbursement. This November surveys will be distributed related to percutaneous coronary intervention, ablation, and extremity artery/vein ultrasound. If you are randomly selected and receive a survey, please take 15-20 minutes to thoughtfully complete it. Contact James Vavricek at 202-375-6421 or [jvavricek@acc.org](mailto:jvavricek@acc.org) if you have questions or would like to receive a survey.

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## Medicare Provider Enrollment Revalidation Under the Affordable Care Act

Under the new risk screening criteria required by the Affordable Care Act, Medicare contractors will be alerting providers enrolled in the Medicare program regarding revalidation of their enrollment. The revalidation process has four steps. Upon notification, providers will need to:

1. update enrollment through the online Provider Enrollment, Chain and

- Ownership System (PECOS) or complete the 855;
2. sign the certification statement on the application;
3. pay any fees through [pay.gov](http://pay.gov); and
4. mail supporting documents and certification statement to their MAC. To help providers better understand and prepare for this process, the Centers for Medicare and Medicaid Services is holding a national provider call on Thursday, Oct. 27 from 12:30-2 pm (ET).

To register for the call, [click here](#). You can also review the [Medicare Learning Network's fact sheet](#) for more information..

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