

# The Business of Today's Anesthesia Practice

*An Anesthesia Practice Seminar*



**December 1–3, 2006**

**Embassy Suites Hotel - Minneapolis  
International Airport  
Bloomington, Minnesota**

***Holiday Shopping at the Mall of America***

*Approved by the AANA for 9 CE credits Code Number: 29096 Expires: 12-03-2006*

***Call Today 800-433-1439***

**An excellent opportunity for Anesthesia Department Managers,  
Staff CRNAs, and Independent CRNAs**

- **Hospital Employed and Independent CRNAs**—"Learn how to Maximize Reimbursement, Negotiate with Managed Care, and Understand the Importance of Coding, Billing, Charge Methodology, and Reimbursement for CRNA services in ALL practice environments."  
*-Lee S. Broadston, President & CEO, BCS, Incorporated*
- **Urban and Rural CRNAs** "Approximately one third of patients undergoing non-cardiac surgery have coronary artery disease (CAD). Are you prepared, as a CRNA, to minimize the risk of peri-operative morbidity and mortality related to CAD and/or hypertension?"  
*-Mary Golinski, CRNA, PhD, AANA Treasurer*
- **Medicare Policies Impact All CRNAs** "CRNAs, you are your own best advocate. Knowing how anesthesia payment and federal regulations work are the keys to having a voice in your financial future, how you practice, and in the quality of care patients receive."  
*-Pamela M. Kirby, JD, Associated Director, AANA DC Office*
- **Self Employed Entrepreneur CRNAs Nationwide** "...realize and find how you can participate in the growing opportunities that exist for CRNAs" "...identify your professional liability needs..." *-Larry Hornsby, CRNA, BSN, President, Anesthesia Resources, Inc*

## **Mary Golinski, CRNA, PhD**

Assistant Professor Wayne State University  
Eugene Applebaum-College of Pharmacy and Health  
Sciences  
AANA Treasurer  
Past AANA Board of Directors  
Chief Nurse Anesthetist—Detroit, MI

## **Larry Hornsby, CRNA, BSN President**

Anesthesia Solutions, Incorporated  
Past AANA President and Board Member  
Anesthesia Payment and Advisory Panel member  
Birmingham, AL

## **Pamela M. Kirby, JD**

**Associate Director**  
Federal Regulatory & Payment Policy  
AANA/American Association of Nurse Anesthetists  
Anesthesia Payment and Advisory Panel member  
Washington D.C.

## **Lee S. Broadston**

**President & CEO**  
BCS, Incorporated  
Healthcare Practice Consultants and  
Practice Management Services  
Anesthesia Payment and Advisory Panel member

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An Anesthesia Practice Seminar

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## Attention All Certified Registered Nurse Anesthetists...

*"...It is no longer "optional" for CRNAs to be involved in reimbursement issues and policy making as it relates to anesthesia reimbursement. We must stay abreast of third party payer structure and processes; which really means being contributory to the fullest extent not only in changes, but in the development of new and innovative methods."*

*—Mary Golinski, CRNA, PhD.*

*Experienced urban healthcare executive, Assistant Professor, CRNA, AANA Treasurer, Executive Committee Member and former AANA Region 3 Director.*

## Reimbursement / Coding Compliance / Payer Policy Impact

*"...often times anesthesia coding error rates are found to be as high as 25% when hospitals attempt to manage the coding, billing, and reimbursement aspects of CRNA services... reimbursement for anesthesia services is often not understood and therefore money –reimbursement- is left on the table...CRNAs must understand that they are a separately reimbursable service and they should be encouraged to negotiate with payers in order to make certain their reimbursement is maximized..."*

*"...in order to excel in today's healthcare business environment, each CRNA must understand the meaning of Anesthesia Practice Environments, the power of the casemix/payermix of an anesthesia practice, and be able to identify the economic components that equate to success of today's anesthesia practice..."*

*"...CRNAs must be able to identify anesthesia practice opportunities, present themselves as a solution to anesthesia services needs, be able to respond to an RFP with professionalism and completeness..."*

*"...if nothing more than a matter of survival, CRNAs must be able to work with the payer community to recognize the value of their services and achieve reimbursement equal to their MD counterparts."*

*—Lee S. Broadston, President & CEO, BCS, Incorporated  
Nationally recognized Anesthesia Practice Management Consultant, lecturer,  
author and editorial staff member.*

You can get the solutions to these important issues and more by attending this educational event featuring nationally recognized speakers and clinicians, Mary Golinski, CRNA, PhD, Larry Hornsby, CRNA, BSN, AANA DC Associate Director, Pamela Kirby, JD and Anesthesia Practice Management Consultant, Lee S. Broadston, President, BCS, Incorporated.

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## Seminar Agenda and Session Outline

### Friday, December 1, 2006

- 3.00 - 3.15 pm Welcome to *The Business of Today's Anesthesia Practice*
- 3.15 - 4.05 pm A Complex Business and Economic Environment  
*-Presented by Lee S. Broadston*
- 4.15 - 6.30 pm Private Complimentary Consulting Sessions *with*  
*Lee S. Broadston / Debra Larson / Mary Johnson / Lisa Klaustermeier of BCS, Incorporated. To insure a consulting session make an appointment at the time of your seminar registration..*

### Saturday, December 2, 2006

- 6.25 - 7.00 am Breakfast Buffet featuring-Coffee / Danish / Muffins / Fruit / Juices
- 7.00 - 7.50 The Economics of Today's Anesthesia Practice  
*-Presented by Lee S. Broadston*
- 7.55 - 8.45 Independent Private Practice for the CRNA  
*Presented by Larry Hornsby, CRNA, BSN*
- 8.50 - 9.40 Liability 101 -Your Professional Liability Requirements?  
*-Presented by Larry Hornsby, CRNA, BSN*  
*Sponsored by AANA Insurance*
- 9.40-10.00 *Refreshment Break Courtesy of BCS Coffee / Sodas / Snacks*
- 10.05 -11.00 Medicare as A Second Language—Policy and Payment Issues  
for CRNAs  
*-Presented by Guest Speaker Pamela M. Kirby, JD*
- 11.30-12.30 pm **Luncheon In the Atrium**

*Be sure to join us for lunch hosted by BCS featuring key BCS staff members and seminar faculty Debra Larson, Lisa Klaustermeier, Mary Johnson, Lee S. Broadston, Mary Golinski, CRNA, PhD, Pamela M. Kirby, JD, and Larry Hornsby, CRNA, BSN.*

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- 1.00-1.50 pm      Peri-Operative Beta Blockade in Non-Cardiac Surgery: What Every CRNA Should Know.  
*-Presented by Guest Speaker Mary Golinski, CRNA, PhD*
- 1.55 -2.45 pm      Current Trends in Treating Hypertension During Surgery  
*-Presented by Guest Speaker Mary Golinski, CRNA, PhD*
- 2.45 - 3.05 pm      Refreshment Break-Courtesy of BCS-Soda / Snacks / Coffee
- 3.10 - 4.00 pm      What to do with an Anesthesia Practice Opportunity-Preparing a Response to an RFP ... What is an RFP?  
*-Presented by Lee S. Broadston, BCS, Incorporated*
- 5.30 - 7.00 pm      *Cocktail and Hors Devours Reception-hosted by BCS*

### Sunday, December 3, 2006

Be certain to join us for our closing session Sunday morning as this weekend's faculty participate in a Breakfast Round Table Discussion with open dialogue from the seminar participants.

- 07.30-8.45 am      Breakfast Round Table Discussion-Issues Facing Today's CRNA Practice—*Featuring Mary Golinski, CRNA, PhD, Pamela M. Kirby, JD, Larry Hornsby, CRNA, and Lee S. Broadston, BCS, Incorporated.*

### Tuition and Seminar Location

Seminar Location: **Embassy Suites Hotel—Minneapolis Airport-800-362-2779  
7901 34th Avenue—Bloomington, MN  
Friday, December 1—Sunday, December 3, 2006  
Contact BCS at 800-433-1439 [www.BCSConsult.com](http://www.BCSConsult.com)**

Payment can be made by VISA/MC/American Express/Discover and should be received by the reservation cut off date of **11-30-2006**. Payment includes all Seminar Materials, Saturday Luncheon, Sunday Breakfast and a private Social Hour on Saturday evening with the Seminar Faculty. Hotel room rates include a complimentary breakfast buffet each morning and complimentary beverages each evening, shuttles to the Mall of America, and full hotel amenities. A limited block of rooms are available for the special rate of \$139 night-king. Hotel reservations should be made directly with the hotel **-800-362-2779 or 952-854-1000-** indicating this event. The Embassy Suites Hotel—Minneapolis Airport is located 7901 34th Avenue South, Bloomington, MN, just one mile from the Minneapolis International Airport-*Complimentary shuttles are available at baggage claim.*

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### Call BCS to Register Today

and reserve your seat and complimentary consulting session with  
BCS at 800-433-1439.

- **\$399.99 (Full Weekend) \$499.99 Onsite Registration**
  - **\$299.99 (Saturday only and/or Students)**

or

Register Online, review sessions and schedules at

**[www.BCSConsult.com](http://www.BCSConsult.com)**

### About this Event's Nationally Recognized Faculty

**Mary Golinski, CRNA, PhD** - Mary Golinski, CRNA, PhD joins us this weekend from Detroit, Michigan. Dr. Golinski most recently became the Treasurer of the AANA following her term as District 3 Director serving on the AANA Board of Directors. Dr. Golinski is Assistant Professor at Wayne State University—Eugene Applebaum College of Pharmacy and Health Sciences. Dr. Golinski has extensive background and experience in participating in the demanding role as a healthcare executive in one of the nation's largest urban health systems educating her colleagues on the important role CRNAs have in the delivery of anesthesia. Dr. Golinski continues to deliver anesthesia as she travels the US speaking to CRNAs she also teaches in the Wayne State University Nurse Anesthesia Program. Dr. Golinski's background and experience afford her the ability to connect very well with CRNAs in all practice settings sharing her expertise. Dr. Golinski is currently the Chief Nurse Anesthetist at Bon Secours Health System located in Grosse Pointe, Michigan, which will now be a clinical site for the Wayne State Nurse Anesthesia students.

**Larry G. Hornsby, CRNA, BSN** - Larry G. Hornsby, CRNA, BSN - Nationally recognized speaker and leader in the field of nurse anesthesia, Larry Honsby, CRNA, BSN, joins us this weekend from Birmingham, Alabama. Larry is currently the president of Anesthesia Solutions, Incorporated, providing anesthesia and consulting services across the southeastern US. Larry brings a wealth of CRNA leadership to this weekend's sessions drawing from his vast experiences as President of Anesthesia Solutions, President of the AANA, Director of Region 7 of the AANA, member of numerous AANA Committees including AANA Strategic Planning, Communication and Technology, and serving on the AANA Insurance Board of Directors. Larry also shares his expertise with the AANA, by chairing the AANA's National Anesthesia Payment and Advisory Panel. Larry is with us this weekend via a joint sponsorship between BCS and the AANA Insurance Agency.

**Pamela M. Kirby, JD** – Pamela M. Kirby, JD joins us this weekend from Washington, DC. Pamela is the AANA Associate Director for Federal Regulatory and Payment Policy. Ms. Kirby travels the country speaking to CRNAs about Medicare and governmental payment policy and its development. When not on the road, Ms. Kirby can be located inside 'the beltway' as an active participant in federal agency meetings,

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reviewing Capitol Hill legislation and federal regulations, developing CRNA-friendly federal policies, and fielding inquiries from AANA membership. All in an ongoing effort to closely monitor the Federal agencies' policies and determining if and how these policies will impact CRNAs on both the clinical and the economic practice levels. Ms. Kirby continues working intently, shaping Federal policy in such a way as to most effectively benefit the profession of Nurse Anesthesia and the AANA membership.

**Lee S. Broadston, President & CEO** —Lee joins us this weekend from Waconia, Minnesota. Lee S. Broadston brings over 22 years of healthcare practice management experience to BCS and to the practices BCS manages across the US. A leader in anesthesia practice management, Mr. Broadston has lectured on practice management and analysis, reimbursement issues, and the issues of healthcare reform, for state and national healthcare professional organizations; and has provided practice consulting services to some of the nation's well known academic and private health centers. Mr. Broadston has served as an Editorial and Advisory Panel Member for McGraw Hill HealthCare Publications of New York, Context Publications, and PMIC, and has authored BCS publications on pertinent issues in today's healthcare marketplace. Mr. Broadston also serves as a member of AANA's National Anesthesia Payment and Advisory Panel. BCS is a corporate affiliate member of the American Health Information Management Association, the American Academy of Professional Coders, and the Healthcare Compliance Association of America. Mr. Broadston and the 40 staff members of BCS are headquartered 18 miles west of Minneapolis, Minnesota in the city of Waconia, Minnesota.

### About Minneapolis and the Surrounding Area

**M**inneapolis is not just where General Mills was born, but Minneapolis and the surrounding communities feature entertainment selections for nearly every interest. Minneapolis is the home of the **Minnesota Vikings**, the world famous **Guthrie Theatre**-featuring the holiday presentation of *A Christmas Carol*, **The Nicollet Mall** in Downtown Minneapolis hosts the annual **Holidazzle Parade** each evening—a night time parade extravaganza, **The Minnesota Orchestra**, the **Walker Arts Center**, and of course the world known **Mall of America** hosting more annual visitors than Walt Disney World. And do not forget the Mall of America's seven acre indoor amusement park featuring 26 complete rides and attractions from two high speed roller coasters to a Paul Bunyan Log Chute ride. For those who wish to get wet, be sure to plan to visit the recently opened, **Waterpark of America**, the largest indoor waterpark in America. Minneapolis is also the home of the world's first indoor shopping mall, **Southdale Shopping Center**, located just 5 miles west of the Embassy Suites Hotel. This seminar is hosted on the well known "494 strip" of hotels and restaurants, satisfying just about every desire.

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Presented by

# BCS, Incorporated

**B**roadston Consulting Services, Incorporated was founded by Lee S. Broadston in 1984. In 1984, Lee developed a proven On-Site Hospital Business Consulting Service with emphasis on the rural based hospital. The overall results were quite beneficial which returned hundreds of thousands of dollars to the hospital clientele, yet with minimal use of an outside collection agency. Lee developed and provided BCS's On-Site Hospital Business Office Consulting Services - Educational Seminars and Workshops which stressed the same basic concepts that BCS Management Services are built upon today, that of focused Consulting Services and Patient Account Management Services. This goal is then coupled with effective and accurate solutions for success.

In 1987, Broadston Consulting Services, Incorporated, became known as **BCS, Incorporated**, and in addition to our overall HealthCare Consulting Services, BCS added the first full scale Practice Management Service which was dedicated to the *Certified Registered Nurse Anesthetist* in private practice. In 1993, BCS announced our second full scale Practice Management Service which is dedicated to the Patient Account Management needs of the *Physician Practice*. BCS now provides hospital and healthcare Practice Consulting Services, Practice Management Services for all anesthesia providers, and physician specialists in surgery, pediatrics, and psychiatry in over 40 states nationwide. In 1998, BCS introduced its exclusive anesthesia practice analysis software, known as **MedProvider Scenario™**.

The key factors in the success of your practice with BCS are clear; our Consulting Services are in-depth, detailed, well planned, and results oriented. Our Practice Management Services are based upon focused patient account management concepts and ideas that are geared to your individual facility or practice. The end results with BCS are effective, accurate, and intensive solutions to your practice needs that are backed by our proven success in the industry.

Lee S. Broadston brings over 22 years of HealthCare Practice Management experience to BCS and your practice. Mr. Broadston has lectured on practice management and analysis, reimbursement issues, and healthcare reform issues, for state and national healthcare professional organizations; and provided practice consulting services to some of the nation's well known academic and private health centers. Mr. Broadston has served as an Editorial and Advisory Panel member for McGraw Hill HealthCare Publications of New York, Context Publications, and PMIC, and has authored BCS publications on pertinent issues in today's healthcare marketplace. Mr. Broadston and the 40 staff members of BCS are headquartered 18 miles west of Minneapolis, Minnesota in the city of Waconia, Minnesota.

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*Embassy Suites Hotel-Minneapolis Airport —Bloomington, MN*

BCS, Incorporated

233 West First Street

Waconia, MN 55387-1302

800-433-1439

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