

# The Business of Today's Anesthesia Practice

*An Anesthesia Practice Seminar Sponsored by BCS, Incorporated*

November 30-December 2, 2007

*Walt Disney World®*

Swan and Dolphin Resort

*Approved by the AANA for 12 CE credits Code Number: 29968 Expires: 12-02-2007*

**800-433-1439**

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

**Self Employed Entrepreneur CRNAs Nationwide** "...learn how you can participate in the growing opportunities that exist for CRNAs" "...identify your professional liability needs..." -

*Larry Hornsby, CRNA, BSN, President, Anesthesia Solutions, Inc.*

**Hospital Employed and Independent CRNAs**—" Discover 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** "Malignant Hyperthermia (MH)... Does not Discriminate... Are you prepared in your office, your ambulatory surgery setting to treat according to the most current guidelines? Sugammadex's introduction into clinical practice may change the face of clinical neuromuscular pharmacology... make sure you are aware of this new agent."

*-Mary Golinski, CRNA, PhD*

**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."

*-Frank Purcell, Senior Director, AANA DC Office*

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

Assistant Professor Wayne State University  
Eugene Applebaum-College of Health Sciences  
2007-08 AANA Practice Committee  
2006-07 AANA Treasurer  
2004-06 AANA Board of Directors  
Chief Nurse Anesthetist—Detroit, MI

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

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

## **Frank Purcell, BS**

Senior Director Federal Government Affairs  
AANA - American Association of Nurse Anesthetists  
AANA Anesthesia Payment and Advisory Panel member  
Washington D.C.

## **Lee S. Broadston**

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

# The Business of Today's Anesthesia Practice

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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 2007-08 Practice Committee, 2006-07 AANA Treasurer, and 2004-06 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 Senior Director, Frank Purcell, and Anesthesia Practice Management Consultant, Lee S. Broadston, President, BCS, Incorporated.

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## Seminar Agenda and Session Outline

### Friday, November 30, 2007

- 12.00 - 1.00 pm Registration
- 1.05 - 2.05 pm A Complex Business and Economic Environment  
*-Presented by Lee S. Broadston*
- 2.05 - 3.05 pm Medicare as A Second Language-  
An Overview of Medicare Part B-Enrollment / Payment  
Processes / Compliance  
*-Presented by Lee S. Broadston*
- 4.15 - 6.30 pm Private Complimentary Consulting Sessions *with*  
*Lee S. Broadston / Debra Larson / Mary Johnson of BCS, Incorporated. To insure a*  
*consulting session make an appointment at the time of your seminar registration.*

### Saturday, December 1, 2007

- 6.25 - 7.00 am Hot Breakfast Buffet featuring-Coffee / Danish / Muffins / Fresh Fruit / Juices
- 7.00 - 8.00 The Economics of Today's Anesthesia Practice  
*-Presented by Lee S. Broadston, President & CEO*
- 8.00 - 9.00 Independent Private Practice for the CRNA  
*Presented by Guest Speaker Larry Hornsby, CRNA, BSN*
- 9.00 - 10.00 Liability Insurance 101-Your Professional Liability  
*Presented by Guest Speaker Larry Hornsby, CRNA, BSN*
- 10.00-10.20 Refreshment Break Courtesy of BCS Coffee / Sodas / Snacks
- 10.20 -11.20 Making a Difference: Strategic Advocacy for CRNAs  
*-Presented by Guest Speaker Frank Purcell, BS*
- 11.30-12.55 pm **Luncheon Sponsored by BCS**

*Be sure to join us for lunch hosted by BCS featuring key BCS staff members and seminar faculty Debra Larson, Mary Johnson, Lee S. Broadston, Mary Golinski, CRNA, PhD, Frank Purcell, BS, and Larry Hornsby, CRNA.*

# The Business of Today's Anesthesia Practice

## Seminar Agenda and Session Outline

- 1.00-2.00 pm Malignant Hyperthermia: Exploring the disease and managing the risk during ambulatory surgery.  
*-Presented by Guest Speaker Mary Golinski, CRNA, PhD*
- 2.00 - 3.00 pm Responding to Anesthesia Practice Opportunities  
Preparing a Response to an RFP ... *Defining an RFP*  
*-Presented by Lee S. Broadston, President & CEO BCS*
- 3.00 - 3.20 pm Refreshment Break-Courtesy of BCS-Soda / Snacks / Coffee
- 3.20 - 4.20 pm The Unique Perspective of Today's CRNA  
Healthcare Executive  
*-Presented by Guest Speaker Mary Golinski, CRNA, PhD*
- 5.00 - 7.00 pm *Cocktail and Hors Devours Reception-hosted by BCS*

### Sunday, December 2, 2007

- 6.25 - 7.00 am *Hot Breakfast Buffet featuring-Coffee / Danish / Muffins / Fresh Fruit / Juices*
- 07.00-8.00 am Sugammadex: A modern day approach to neuromuscular blockade reversal  
*-Presented by Guest Speaker Mary Golinski, CRNA, PhD*
- 08.00-9.00 am Meeting HIPAA Compliance within Your Anesthesia Practice  
*-Presented by Lee S. Broadston, President, BCS*
- 09.00-10.15 am Round Table Discussion-Issues Facing Today's CRNA Practice  
*Featuring all the weekend faculty.*

### Tuition and Seminar Location

Seminar Location: Walt Disney World® Swan and Dolphin Resort  
1500 Epcot Resorts Blvd, Lake Buena Vista, Florida  
Friday, November 30, 2007— Sunday, December 2, 2007  
Hotel Reservations 1-800-227-1500

Payment can be made by VISA/MC/American Express/Discover and should be received by the reservation cut off date of **11-15-2007**. Payment includes all seminar materials, Saturday Luncheon, Saturday and Sunday Breakfast and a private Social Hour on Saturday evening with the Seminar Faculty. A limited block of rooms are available for the special rate of \$189 night—king hotel cut off date of 10-31-2007. Hotel reservations should be made directly with the hotel -- indicating BCS and this event at 800-227-1500. The Swan and Dolphin Resort are located in the heart of Epcot on Disney property. All the fun and entertainment of Disney awaits you only steps away. Discounted theme park tickets are available from the BCS website BCSConsult.com look for the link to this meeting and then follow the links to the BCS exclusive Disney Theme Park site.

## The Business of Today's Anesthesia Practice

Call BCS to Register Today  
and reserve your seminar seat and complimentary consulting  
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- **\$325 (Saturday only and/or Students)**

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 served as Treasurer of the AANA 2006-07, Region 3 Director 2004-06, and most recently was appointed to the 2007-08 AANA Practice Committee. 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.

**Frank Purcell, BS Frank Purcell, BS** joins us this weekend from Washington, DC. Frank is the Senior Director of Federal Government Affairs for the American Association of Nurse Anesthetists. He manages all aspects of the AANA's federal presence in Washington DC, including CRNA advocacy, healthcare policy research and development, and communication to and from AANA members on federal issues critical to the nurse anesthesia profession. As a member of the AANA Washington staff since June 2000, Frank has specialized in Medicare, CRNA education programs, antitrust and member publications, helping to land significant increases in federal funding for CRNA schools. He and his staff manage the work of the CRNA-PAC Committee, Federal Services Adhoc Committee, and Anesthesia Payment Advisory Panel, and maintain a close relationship with the AANA Board of Directors through the AANA Executive Director. Previously, he worked on Capitol Hill for eleven years in communications, politics and legislation, serving three members of the U.S. House of Representatives, with accomplishments in appropriations, tax, education, health care and workplace policy. In 2006, the most recent edition of "Policy and Politics in Nursing and Healthcare" (5th ed, Mason, Leavitt, Chafee,eds.) included a chapter he updated on the subject of CRNA reimbursement and supervision legislation and regulation.

## The Business of Today's Anesthesia Practice

**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.

**Lee S. Broadston, President & CEO** -Lee joins us this weekend from Waconia, Minnesota. Lee S. Broadston brings over 23 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.

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## The Business of Today's Anesthesia Practice

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 23 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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*A Weekend Educational Seminar*

*At the Walt Disney World® Resort Swan and Dolphin*

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The Business of Today's Anesthesia Practice at the Walt Disney World® Resort  
November 30—December 2, 2007 Don't Miss Out! Reserve your seat today!

Featuring Larry Hornsby, CRNA; Mary Golinski, CRNA, PhD,

Frank Purcell, AANA DC Director, and Lee S. Broadston, BCS, Incorporated