

The Business of Today's Anesthesia Practice

An Anesthesia Practice Seminar

March 23—25, 2007

Bellagio Resort Hotel—Las Vegas

Enjoy the Luxury and Excitement of the Vegas Strip

Approved by the AANA for 10 CE credits Code Number: 29277 Expires: 03-25-2007

Presented by BCS, Incorporated 800-433-1439

**Due to the popularity of this event, registration
has been extended until March 10, 2007**

**Additional Rooms have been added. Register today at
www.BCSConsult.com**

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

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

Steven R. Wooden, CRNA, MS

President
Boone County Anesthesia, LLC
Past AANA and NANA Board of Directors, AANA Treasurer
Albion, NE

Frank Purcell, BS

Senior Director Federal Government Affairs
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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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, Steve Wooden, CRNA, MS, 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, March 23, 2007

- 2.00 - 3.15 pm Welcome to *The Business of Today's Anesthesia Practice*
- 3.15 - 4.15 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, March 24, 2007

- 6.25 - 7.00 am 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 The Business of Anesthesia: Fundamentals
Presented by Guest Speaker Steve Wooden, CRNA, MS
- 9.00 - 10.00 Rural Anesthesia Practice
-Presented by Guest Speaker Steve Wooden, CRNA, MS
- 9.40-10.05 Refreshment Break Courtesy of BCS Coffee / Sodas / Snacks
- 10.05 -11.05 Making a Difference: Strategic Advocacy for CRNAs
-Presented by Guest Speaker Frank Purcell, BS

11.30-12.30 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, Lisa Klaustermeier, Mary Johnson, Lee S. Broadston, Mary Golinski, CRNA, PhD, Frank Purcell, BS, and Steve Wooden, CRNA.

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- 1.00-2.00 pm Peri-Operative Beta Blockade in Non-Cardiac Surgery: What Every CRNA Should Know.
-Presented by Guest Speaker Mary Golinski, CRNA, PhD
- 2.00 - 3.00 pm Current Trends in Treating Hypertension During Surgery
-Presented by Guest Speaker Mary Golinski, CRNA, PhD
- 3.00 - 3.20 pm Refreshment Break-Courtesy of BCS-Soda / Snacks / Coffee
- 3.20 - 4.20 pm What to do with an Anesthesia Practice Opportunity-Preparing a Response to an RFP ... What is an RFP?
-Presented by Lee S. Broadston, President & CEO BCS
- 5.30 - 7.00 pm *Cocktail and Hors Devours Reception-hosted by BCS*

Sunday, March 25, 2007

- 07.00-8.00 am The Unique Perspective of Today's CRNA Healthcare Executive
-Presented by Guest Speaker Mary Golinski, CRNA, PhD
- 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.
- 08.00-9.15 am Breakfast Round Table Discussion-Issues Facing Today's CRNA Practice—*Featuring Mary Golinski, CRNA, PhD, Frank Purcell, Steve Wooden, CRNA, MS, and Lee S. Broadston, BCS, Incorporated.*

Tuition and Seminar Location

Seminar Location: Bellagio Resort Hotel Las Vegas, NV www.Bellagio.com
3600 Las Vegas Boulevard South 888-987-3456
Friday, March 23, 2007— Sunday, March 25, 2007

Payment can be made by VISA/MC/American Express/Discover and should be received by the reservation cut off date of **03-10-2007**. 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 \$249-\$299 night—king **hotel cut off date of 03-10-2007**. Hotel reservations should be made directly with the hotel -- indicating this event. The Bellagio Hotel is an experience all its own, located in the heart of the famous Las Vegas Strip and home to Cirque Du Soleil and the finest dining and accommodation experiences imaginable. Your stay in this AAA Five Diamond contemporary European-styled enclave will be unmatched to any you have experienced in the past. **Don't miss out, this seminar will sell out fast.**

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Call BCS to Register Today

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

- \$475 (Full Weekend) \$599 Onsite Registration
- \$325 (Saturday only and/or Students)

Register Online, review sessions and schedules at
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.

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

Steve R. Wooden, CRNA, MS joins us this weekend from Albion, Nebraska where Steve is a managing partner and the President of his private anesthesia practice, Boone County Anesthesia. Steve graduated from The University of Nebraska Medical Center Anesthesia Program in 1982 and the Kansas University Medical Center Anesthesia program in 1993 with a Masters of Science in Anesthesia. Steve is also the honored recipient of the American Association of Nurse Anesthetist's Clinical Practitioner of the Year Award for 2001. Steve has served both on the Nebraska Association of Nurse Anesthetists and the American Association of Nurse Anesthetists Board of Directors and just concluded serving as the AANA Treasurer. Mr. Wooden has also served as a member on the Council for Recertification of Nurse Anesthetists.

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.

Escape...and enjoy... The Bellagio Experience The Famous Las Vegas Strip And a Excellent Educational Event

Bellagio is located in the heart of the fabulous Las Vegas strip. Honored with the AAA Four Diamond Award rating, Bellagio is the most elegant address in Las Vegas. Spacious meeting rooms, beautifully appointed guest rooms, several dining options on property and within walking distance throughout the heart of Las Vegas. Each evening Lake Bellagio comes alive with an orchestrated water and light spectacular that is awe inspiring.

Bellagio is also the home of the famous Cirque Du Soleil with performances nightly. Tickets for this event can be purchased at the time you make your hotel reservations.

Bellagio is conveniently located at 3600 Las Vegas Boulevard less than 10 minutes from the Las Vegas International airport. BCS is excited to bring The Business of Today's Anesthesia Practice to this great location. Space is limited and will fill fast, register online at www.BCSConsult.com

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Presented by

BCS, Incorporated

Broadston 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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A Weekend Educational Seminar

Bellagio Resort Hotel Las Vegas, Nevada

BCS, Incorporated

233 West First Street

Waconia, MN 55387-1302

800-433-1439

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Back by Popular Demand and Traveling the USA

The Business of Today's Anesthesia Practice is arriving in Las Vegas March 23-25, 2007

Don't Miss Out! Reserve your seat today!