



WISCONSIN ATHLETIC
TRAINERS' ASSOCIATION

2010 National Conference on Revenue & the Business of Athletic Training

Thursday- Saturday, November 11-13, 2010

Crowne Plaza Milwaukee Airport, Milwaukee, WI

Tentative Program Schedule Thursday, Nov 11, 2010

5:30 – 8:00 p.m .	Registration
6:00 – 8:50 p.m.	<i>Workshop A: Documentation Essentials</i> Jill Murphy, DPT, ATC, LAT, CSCS

Tentative Program Schedule Friday, Nov 12, 2010

8:00 – 1:00 p.m.	Registration & Continental Breakfast (until 9 a.m.)	
8:50 – 9:00 a.m.	Welcome Ryan Wilkinson, MS, ATC, LAT, CSCS WATA President	
9:00 – 9:30 a.m.	Evolution of the Business of Athletic Training Brad Sherman, MEdP, Retired ATC	<i>Workshop B: Principles of Coding & Billing</i> Jim Popp, PT, ATC, LAT
9:30 – 10:00 a.m.	National Legislative Update & a Look at the Future Marjorie Albohm, MS, ATC NATA President	
10:00 – 10:30 a.m.	The National Landscape Judy Pulice, CAE	
10:30 – 11:00 a.m.	Q & A	
11:00 – 11:30 a.m.	Exhibit Break	
11:30 – 12:20 p.m.	Working Lunch (provided) Creating a Stronger Case for Reimbursement Ann Berry, ATC, AT	
12:20 – 5:30 p.m.	Developing a Reimbursement Model in Specific Practice Settings	
12:20 – 1:40 p.m.	High School Dan Trampf, ATC, LAT, CSCS, CEAS	Workers' Compensation James Allivato Jr, ATC, LAT
1:40 – 2:10 p.m.	Exhibit Break	
2:10 – 3:30 p.m.	Clinical and Hospital Linda Fabrizio Mazzoli, MS, ATC, PTA, PES Chair, NATA Council on Revenue	College Nate Weiler, MS, ATC, LAT & Wade Peitersen, MA, ATC, LAT
3:40 – 5:00 p.m.	Physician Extender: Present and Future Forrest Pecha, MS, ATC, LAT, CSCS, OTC	Starting a Private Practice and Contracting Mike Scandian, PT, ATC, LAT
5:00 – 5:30 p.m.	Reimbursement Model Wrap-up Panel	
6:00 p.m.	Hors d' Oeuvres Reception	

Tentative Program Schedule

Saturday, Nov 13, 2010

7:00- 8:30 a.m.	Continental Breakfast	Registration (until 9:30 a.m.)
7:30 – 8:15 a.m.	District IV: District IV COR Committee Update	
8:30 – 9:15 a.m.	Demonstrating the Value & Versatility of the Athletic Trainer in a Hospital & Clinic Environment <i>Joe Greene, ATC, LAT</i>	
9:15 - 9:45 a.m.	Gaining Administrative Support for Your Reimbursement Model <i>Jane Powers, MA</i>	
9:45 – 10:15 a.m.	How Physicians Value Athletic Trainers <i>David Bernhardt, MD</i>	
10:15 – 10:25 a.m.	Panel Discussion	
10:30 - 11:15 a.m.	Keys to Reimbursement Model Success & Speaking the Language of Reimbursement <i>Dan Trampf, ATC, LAT, CSCS, CEAS</i>	
11:15 – 12:00 p.m.	Marketing Yourself <i>Forrest Pecha, MS, ATC, LAT, CSCS, OTC</i>	
12:00 – 1:00 p.m.	Networking Lunch (Provided)	
1:00 – 1:45 p.m.	Strategies for Approaching Third Party Payers <i>Patty Ellis, CPC</i>	
1:50 – 2:20 p.m.	Importance of Outcomes and Uses <i>Ann Berry, ATC, AT</i>	
2:20 – 3:15 p.m.	Administrative Aspects of Starting a Business <i>Linda Fabrizio Mazzoli, MS, ATC, PTA, PES</i> <i>Chair, NATA Council on Revenue</i>	



Program approved by BOC for 16.5 CEUs.

Conference Objectives:

After attending this national conference, certified athletic trainers will...

- 1) Recognize the current reimbursement climate in their district and nationally,
- 2) Be informed on the most recent developments surrounding CMS,
- 3) Understand the value and revenue potential of the certified athletic trainer in a variety of settings,
- 4) Become proficient at documentation and billing/coding for reimbursement,
- 5) Learn how to navigate administrative and legal hurdles in reimbursement,
- 6) Gain marketing skills to maximize your potential, and
- 6) Attain insight into networking and building relationships with sources of third party reimbursement.