

# Options To Enrich Your Meeting Experience

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**SUNDAY, October 24**

## Western Section AUA / California Urological Association Health Policy Forum & Luncheon

### Program Directors:

Jeffrey E. Kaufman, M.D., Chairman, Health Policy Committee  
Eugene Rhee, M.D., President, California Urological Association

### Overview

If you plan to continue practicing urology, you simply cannot afford to miss this year's Health Policy Forum. Sessions will include a presentation by a regional Medicare medical director who will then be available for individual problem solving. *Ask your office manager or billing clerk if they have any difficult Medicare challenges they need personally addressed or questions answered*—this is a wonderful opportunity for individual attention you seldom get from phone help lines.

Additionally, we plan an overview of the new landscape of ACO's, Events of Care, Medical Homes and other bundled payment initiatives along with updated presentations on new innovations to cut office overhead on one hand and, on the other, to maximize revenues by negotiating more effectively with private payers in this new market environment. As usual, we will present nuts and bolt tips to reduce cost, update your coding and billing skills and update you on the latest in EMR. In view of increasing emphasis linking quality of care to cost (defined as "value", the measure by which you'll soon be paid), Quentin Clemson, MD (chair of AUA quality improvement) will update members on AUA quality initiatives and how you can get paid for participating. Linking all this together will be an update on the politics, legislation and regulations that have created this environment with predictions of what we may expect in the near future.

### Program Topics and Speakers (11:00 AM – 2:00 PM)

(subject to change - additional speakers pending)

- **AUA State and National Update** - Jeffrey E. Kaufman, M.D
- **Healthcare Delivery System in the USA** - Datta Wagle, M.D., AUA President
- **Managing Medicare in 2010 and Beyond** - Art Lurvey, M.D., Medical Director J-1, Palmetto GBA
- **The Financial Impact of "Accountable Care Organizations" on Urology Practices**  
- Susan E. Charkin, MPH, President Healthcents, Inc.

### Morning Practice Management Courses (7:30 AM – 11:00 AM)

Moderated by Amani Abou-Zamzam, MBA, Urology Practice Consultant

- **Physician Reimbursement Toolkit 2.0: Part 1) Reimbursement 2010 Coding and Practice Strategies - Positioning for Turmoil; Part 2) EMR meaningful use - How do I get my ARRA money** - Mark Painter, Physician Reimbursement Systems
- **Strategies of Office Overhead Reduction: Controlling Cost and Maximizing Profit in the 2010 Medical Environment** - Alan Weinberg, M.D.
- **Quality Reporting – Why Should I Bother?** - Quentin Clemson, M.D.

**NO COST - INCLUDED IN REGISTRATION**

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**Monday, October 25**  
**PREP-C**

**Postgraduate Review and Examination Preparation Courses**

**FOR PHYSICIANS & RESIDENTS WHO ARE IN NEED OF**

- In-Service Exam Preparation for Re-certification
- Board Review Exam Preparation
- Overall General Urology Review
- Maintenance of Certification

Courses yield *AMA PRA Category 1 Credits™* and are taught by Western Section AUA experts in the field. These courses will cover all urology topics over a two-year span. Take advantage this year and plan to attend. **Director of all PREP Courses:** Mitchell Sokoloff, M.D., Chief of Urology, University of Arizona

<p><b>PREP-C #1: Female Urology</b> - (7:45AM-9:45AM) Course Director: Chris Twiss MD</p>	<p><b>PREP-C #2: Testis &amp; Penile Cancers</b> - (7:45AM-9:45AM) Course Director: Hyung Kim MD</p>
<p><b>PREP-C #3: Prostate Cancer</b> - (10AM-12PM) Course Director: Bruce Dalkin MD</p>	<p><b>PREP-C #4: Urolithiasis</b> - (10AM-12PM) Course Director: Matthew Dunn MD</p>

**NO COST - INCLUDED IN REGISTRATION**

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**PREP-Course #5**

**X-Ray and Radiology for the Urology Practice**

**Monday, October 25**  
**7:00 am - 12:00 pm**

At the conclusion of this course the participant will be better prepared to take the urology In-Service examination, qualifying Board examination, or the re-certification examination in the subjects of genitourinary imaging including optimal use of imaging tests, interpretation and radiation safety.

**Objectives:**

- To update the participants in the appropriate use of imaging modalities for GU diseases.
- To review current indicating techniques, safety and integration of video urodynamics.
- To discuss the use of new and emerging imaging techniques for use in urologic diseases.
- To review radiation safety issues of CT imaging, use of fluoroscopy for endoscopic urology procedures.

**California Physicians:**

This course is in the process of approval for 5 Category A credits to partially satisfy the California Department of Public Health requirement for renewing permits and certificates in radiographic technology. A total of 10 credits are needed every 2 years. A certificate of completion will be provided at the time of the course.

**Course Director:** Duane Baldwin, M.D., Loma Linda University  
Course Topics and Faculty are Pending Approval

**NO COST - INCLUDED IN REGISTRATION**

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# Sports Day

Monday, October 25



## GOLF TOURNAMENT AT KINGS COURSE

1:30pm - 5:30pm

Featuring views of the lush mountains and majestic volcanoes, Waikoloa Beach Resort's renowned Kings Course is the perfect backdrop for a relaxing round of golf in paradise. The Course' 7,000 yard, Par 72 links-style caters to every ability level. It is best known for its wide, undulating fairways, multiple tee placements and challenging bunker complexes.

Shot gun start will be at 1:30 pm to allow those attending the morning sessions opportunity to participate. And there is no scheduled evening activity to interfere with your play.

Fee includes: green fees, cart, range balls, golf pro, awards, transportation and bag transfers from the Hilton. The Kings Course is only a short distance from the hotel and is an easy walk but transportation will be provided. Golf club rentals are available at a discounted rate of \$35. The clubs are Nike Slingshot irons and Sasquatch drivers.

Format and contests to be announced. **Chairman: Greg Thibault, MD**

**Fee: \$110 per person. Golf club rentals \$35 per person.**



## SNORKEL SAIL

Morning: 8am - 12pm

Afternoon: 1:30pm - 4:30pm

Enjoy a private chartered cruise on board Ocean Sports' spacious and comfortable catamarans. The group will be transported from the hotel a very short distance to beautiful A-Beach where you

will get on board. Then relax on deck as the crew hoist the sails and cruise the blue Hawaiian waters to black sand beaches and various hot snorkeling spots.

The fees includes transportation, refreshments, open bar, snorkeling gear, instructors. Bring towels, sunblock, hat, camera.

### Fees

Morning Snorkel (includes Light breakfast and lunch).....\$85 for Adults

Afternoon Snorkel (includes Snack).....\$75 for Adults

Kids 12 and under \$45



## TENNIS TOURNAMENT

1:30pm - 4:30pm

The Hilton Waikoloa Resort Tennis Club is the site of our Tennis competition. The courts are set amongst a tropical garden, located behind the

Kohala Spa. The set-up is Round Robin and all levels are welcome to play. Please sign-in at the sports desk upon your arrival by Sunday afternoon.

Fee includes tennis balls, awards, court fees, water, tennis clinic at 7am on Monday.

By special arrangement with the Tennis club, our group can use the courts for one hour at 7am each day at no charge.

**Chairman: Marc Iseri, MD**

**Fee: \$45**

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# Industry Supported Symposia

(preliminary-subject to change)

## Sunday, October 24

### Sunday Symposia Breakfast

PROVENGE® (Sipuleucel-T) in Advanced Prostate Cancer - Supported by Dendreon

## Monday, October 25

### Monday Symposia Breakfast

Prostate Cancer -Supported by Watson Urology

### Monday Symposia Lunch

Erectile Dysfunction -Supported by VIVUS

### Monday Symposia Dinner

[-2]proPSA Serum Biomarker and Prostate Cancer – Kevin M. Slawin, MD, Vanguard Urologic Institute, Houston, TX -Supported by Beckman Coulter

## Tuesday, October 26

### Tuesday Symposia Breakfast

BPH -Supported by Watson Urology

### Tuesday Symposia Lunch

Wellness for Prostate Cancer Patients  
Mark Moyad, MD -Supported by Abbott

## Wednesday, October 27

### Wednesday Symposia Breakfast

Prostate Cancer -Supported by Ferring

### Wednesday Symposia Lunch

PCA3 Biomarkers -Supported by GenProbe

### Wednesday Symposia Dinner

Healthcare Issues, Trelstar and Rapaflo -Supported by Watson Urology

## Thursday, October 28

### Thursday Symposia Lunch

Treatment of Bone Loss in Men with Non-Metastatic Prostate Cancer Undergoing Androgen Deprivation Therapy -Supported by AMGEN

## Friday, October 29

### Friday Symposia Breakfast

OAB -Supported by Pfizer

**Disclaimer:** All symposia are independent programs and separate from the Western Section AUA scientific program. They are provided as optional educational opportunities to attendees. The Western Section AUA assumes no responsibility for the content, however, the programs have been reviewed and approved for compliance and scheduling purposes.

## Join Us for the Best Week in Urology!

