

Options To Enrich Your Meeting Experience

Sunday, October 26

Western Section AUA / California Urological Association

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Health Policy Forum & Luncheon

Program Directors:

Jeffrey E. Kaufman, M.D., Chairman, Health Policy Committee

Joe Kuntze, M.D., President, California Urological Association

Overview

Everyone now knows that major health care reform is coming. But what will it look like, how will it impact your day to day practice, what new regulations must you comply with to stay legal, how can you improve your private contracts in this new environment and what will the urology practice of tomorrow look like? The answers to these questions are only part of the 2009 Western Section Health Policy Forum.

A review of Medicare changes and updates to coding for 2010 starts the day, followed by a do-not-miss summary of new laws and major changes in regulations that govern ancillary services. In view of shifting payments toward quality of care, not quantity, an update on Pay for Performance will open your eyes on how fee schedules are changing and how urology manpower issues, related to America's costs for urologic disease, will impact impending supply and demand for our services.

For all those who plan to continue to treat private patients, a national expert in contracting, negotiating and analyzing PPO and HMO contracts will provide a Blueprint for Success. And as usual, we will present a comprehensive summary of the politics of state and national health care reform and where new legislation will take us in the future.

Capping this, as a featured speaker we are delighted this year to have the President of the AMA, J. James Rohack MD, to present on private contracting and the transformation of how urologists will deliver care in coming years.

Program Topics and Speakers (11:30AM – 2:30PM)

(subject to change)

- **AUA State and National Update** - Jeffrey E. Kaufman, M.D
- **Urology Workforce Update** - Christopher Saigal, M.D., AUA Gallagher Health Policy Scholar, 2009
- **Cure the Claim** - J. James Rohack, M.D., FACC, FACP, President, American Medical Association
- **A Blueprint for Success: How an AUA Physician Practice can Effectively Negotiate HMO and PPO Agreements** - Susan E. Charkin, MPH, President Healthcents, Inc.

Morning Practice Management Courses (8:00AM – 11:30AM)

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

- **Adapting to the Changes in Healthcare Reimbursement:** Prepare for Medicare and CPT changes for 2010 and prepare your practice for quality measurement and contracting for the years to come - Mark Painter, PRS
- **Exploiting Ancillary Revenue Opportunities in a Dramatically Changing Regulatory Environment** - Greg Smith, Healthcare Attorney
- **Pay for Performance Update** - David Penson, M.D., AUA Gallagher Health Policy Scholar, 2008

NO COST – INCLUDED IN REGISTRATION



2 Postgraduate Review and Exam Preparation Courses (PREP-C) Monday, October 26

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

PREP-C #1: Kidney Cancer - Surgical & Ablative Therapy Update

7:45am - 9:45am

- Course Director: Benjamin Chung, MD, Stanford University Med. Ctr.

PREP-C #2: Pediatric Urology Update

7:45am - 9:45am

- Course Director: Richard W. Grady, MD, Children's Hosp. & Regional Med. Ctr., Seattle

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:** Joseph C. Presti, Jr., M.D., Stanford University Medical Center.

PREP-C #3: BPH Update

10:00am - 12:00pm

- Course Director: J. Kellogg Parsons, MD, MHS, UC San Diego

PREP-C #4: Evidence Based Medicine in Urologic Oncology

10:00am - 12:00pm

- Course Director: Badrinath Konety, MD, UC San Francisco

NO COST – INCLUDED IN REGISTRATION

3 **NEW!** Ultrasound Courses - Monday October 26

Two Hands-on Ultrasound Courses – Male Genitalia and Transrectal Ultrasound

Course Directors

Christopher Porter, MD & Pat F. Fulgham, MD

Target Audience

The program is designed for urologists and urology residents.

Course Description/Purpose/Need

The increasing use of diagnostic ultrasound in urology indicates the need for didactic and hands-on training in urologic ultrasound and for urologists to demonstrate proficiency in performing and documenting studies. The Hands-on Ultrasound meeting is designed for urologists and urology residents.

Prerequisite

Attendees are expected to have successfully passed the AUA Basic Ultrasound DVD and taken the on-line test prior to attending the hands-on ultrasound course by October 1, 2009. LIMITED TO 30 PER COURSE.

Course Goal

This course is designed to provide urologists with the knowledge and skills for performing urologic ultrasound. There will be a combination of didactic training, hands-on instruction and evaluation of proficiency. All course attendees will receive CME credit. Course participants who successfully pass the assessment test will receive an AMA Verification of Skills Level II Certificate.

AMA Verification of Skills Level 2 Learning Objectives

Upon completion of this course, participants should be able to apply the physical principles of ultrasonography to urologic ultrasound, employ the various ultrasound probes and machine settings to optimize imaging, describe the indications for ultrasound of the male genitalia and prostate and perform hands-on ultrasound of the male genitalia and prostate.

7:30am – 8:30am	Course 1: Male Genitalia- Didactic Lecture
8:45am – 10:45am	Hands-on Lab – Male Genitalia
11:00am – 12:00pm	Course 2: Transrectal Ultrasound - Didactic Lecture
12:00pm – 12:15pm	Live Video Feed of Transrectal Ultrasound on Model
12:15pm – 1:45pm	Symposia Lunch Break
1:45pm – 3:45pm	Hands-on Lab - Transrectal Ultrasound

Didactic Session Topics

- Introduction: Overview of AUA Ultrasound Education Program
- Teaching the Principles of Urologic Ultrasound (Physics, Safety, Documentation)
- Instrumentation and Scanning Techniques
- Hands-on Session: Practice (6 stations)
- Testing

Fee Per Course - \$450

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Monday, October 26 - Sports Day

Golf - Hiking - Mountain Biking

Red Rock Canyon Mountain Bike & Hike Tour

Busses depart JW Marriott Hotel at 9:00am and return at 1:30pm

Discover what few people know - that Southern Nevada offers some of the most exciting and scenic hiking and mountain biking in the entire Western United States. This Western Section designed activity is one of the most exciting ways to experience the beauty of Red Rock Canyon. You might even get to see some wild Spanish Mustangs or Burros along the way. And the breathtaking views of Red Rock Canyon and the Black Velvet Cliffs will leave you breathless if the adventure doesn't. Your adventure starts with a short ride in a comfortable van or bus departing from the JW Marriott Hotel. Before heading back, hikers and bikers will join up for a picnic lunch at Spring Mountain Ranch. Fee includes – continental breakfast at hotel, round trip transportation from the JW Marriott, bottled water, lunch, drinks, the services of guides and guide gratuity. We will also bring Frisbees and balls for the "kids" to play with at the park during lunch.



Mountain Biking

From the cozy and peaceful town of Blue Diamond you will be outfitted on a top of the line full suspension mountain bike. With the fresh mountain air in your face you will travel through Cottonwood Valley and enjoy the natural desert landscape with unique wild plants and cactus. This will be a relatively easy ride that can be customized depending on the group's preferences. Fit beginners with some experience to advanced level riders are welcome. The tour usually begins with a leisurely uphill ride and then winds through a 10-12 mile single track trail. Much of the trip will be spent cruising along the scenic trails DOWNHILL with your guide leading the way! After the ride, you will get back on the motor coach and meet up with the hikers for a well earned lunch then head back to the hotel. Fee includes bike and helmet. You may bring your own pedals and riding shoes. **Fee: \$130.** Chairman: Mike Verni, MD

Hiking

Red Rock Canyon is a maze of canyons and mountains, ledges and ramps, and chutes in gullies, that lead to peaks few people have ever stood at. Along with a guide, we will enjoy a leisurely drive along the scenic road that circles Red Rock Canyon. From there we will go to Spring Mountain Ranch where hiking trails, grassy fields (good for Frisbee playing), and historic sites combine to inspire your sense of adventure. As you hike, keep your eyes peeled for lizards, the occasional desert tortoise, herds of bighorn sheep, birds, and other critters. But the rocks themselves are the most fun, with many mini-caves to explore and rock formations to climb on. Petroglyphs are also tucked away in various locales. After the hike, we will meet up with the bikers for lunch and then head back to the hotel. **Fee: \$45.** Children under 12 free. Chairmen: Michael Finkelstein, MD and Matthew Eskridge, MD



IMPORTANT: The weather can be cold in this area and at the same time sunny so please bring a hat, sport-type jacket or long-sleeved layers, sport pants and/or shorts, proper footwear, i.e. hiking shoes, sport-boots, and sun block. Also bring your camera for the awesome scenic photo stops.

Monday, October 26 - Sports Day (continued)

Western Section Exclusive

Golf Tournament at TPC Summerlin

A fantastic opportunity for golfers of all skill levels, we have been granted exclusive access to play at a PGA Tournament Players Club. Named by Golf Digest "One of America's Best Golf Courses" and by Nevada Business Magazine the "#1 private golf course in Nevada" (2006), TPC Summerlin's par-72, 7,243-yard layout was carved from a magnificent swath of rugged desert terrain by renowned golf course architect Bobby Weed, with PGA TOUR veteran Fuzzy Zoeller serving as a consultant.



The course meanders through arroyos and canyons, with lush bentgrass greens, striking flora, numerous water features and an abundance of honey mesquite and pine trees contrasting dramatically with undisturbed desert washes and other raw landscape features – creating one of the most visually stunning tests of golf in Nevada.

While challenging enough for the best players in the world, as the home of the Justin Timberlake Shriners Classic on the PGA tour and Tiger Woods' 1st Professional victory, multiple tees on each hole enable golfers of all abilities to enjoy this exceptional layout.

Shot gun start at 9:00 am. Fee includes: continental breakfast at hotel, transportation, green fees, cart, range balls, prizes and lunch. Scramble format. You will be able to form your own team, request playing partners, or have the golf committee place you on a team according to your handicap. If you don't have a handicap, the committee will try to assign one to you. There will be a prize for both low gross and low net.

Prizes: Closest to the pin prize on ALL par 3s for both men and women. Long drive prize on one hole for men and women under 50, and on another hole a long drive prize for men and women over 50. One prize for low gross scramble score and one for low net scramble score.

Chairman: Mark Leo, MD. Co-chair: Steven Lieberman, MD

Bus departs JW Marriott at 8:00 AM and returns approx. 1:30 PM.

Fee: **\$175 per person.**



Scenes at the JW Marriott Hotel

