



# Western Section AUA / CUA Socioeconomic Forum

DeAnza Ballroom – Portola Hotel • 11:30-2:40pm • Sunday, October 26, 2008



Program Directors:

Jeffrey E. Kaufman, M.D., Chairman, WSAUA Health Policy Committee, Past-President AACU & CUA  
Joe Kuntze, M.D., President, California Urological Association

This year we learn how to increase practice success by knowing how to navigate the difficult reimbursement environment. Knowing the issues and players is important to survival. This year's forum does that and provides some creative ways to survive and be successful.

- Learn about:
- Medicare updates
  - How to cut overhead costs
  - Knowing the political landscape
  - Knowing new Medicare administrative structure
  - Understanding ABU Certification
  - Participating in P4P
  - Smart financial planning and investment

## Program Agenda

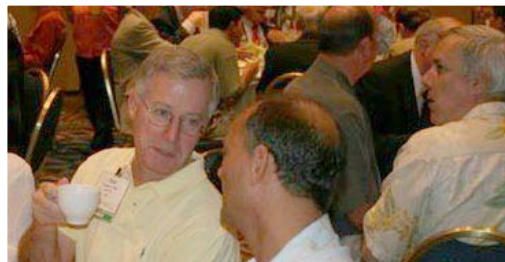
### 11:30am Lunch Service Begins / Poster Session Breaks for Lunch

- **AUA State and National Update**, Jeffrey Kaufman, M.D.
- **The transition to the new Medicare Administrative Carrier System** Art Lurvey, M.D., MAC Medical Director – Western Region
- **Urology Workforce- too little, too much or just right?** Peter Carroll, M.D., Immed. Past-Pres. Board of Urology
- **Health Care Reform Updates, California and Beyond** Dustin Corcoran, CMA Vice President of Government Relations
- **Financial Planning: Critical Strategies for Current Economic Conditions** Ronald J. Paprocki, JD, CFP, Chief Executive Officer of MEDIQUS Asset Advisors, Inc.

## Morning Practice Management Courses

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

- 8:00 – 9:15 am **Capturing Compliant Revenue and Medicare Updates:** Analyzing billing trends and capturing data in Urology billing with a review of Medicare changes and updates to coding for 2009. Mark Painter, Physician Reimbursement System
- 9:30 – 10:30 am **Strategies of Office Overhead Reduction: Controlling Cost in the Medical Environment.** Alan Weinberg, M.D. Dr. Alan Weinberg is a practicing urologist in Southern California with more than 20 years experience with managed care, PPOs and Medicare and is an expert consultant in managing the urology office and maximizing income.
- 10:45 – 11:15 am **Pay for Performance Update** David Penson, MD, Associate Professor of Urology and Preventive Medicine Keck School of Medicine USC/Norris Cancer Center



## Postgraduate Review and Exam Preparation Courses ALL PREP COURSES - Monday, October 27, 2008

### PREP-C#1 – Laparoscopy/Robotic Surgery - Tricks of the Trade

- Course Director: Paul Kozlowski, M.D., Director of Laparoscopic Surgery and Endourology Section of Urology Virginia Mason Medical Center
- Faculty: Mark Kawachi, M.D., Associate Professor of Surgery, Department of Urology & Urologic Oncology, City of Hope & Bruce Lowe, M.D., Northwest Urological Clinic-Portland

### PREP-C#2 – Male Sexual Health - Infertility & Erectile Dysfunction

- Course Director: Paul Turek, M.D., Assoc. Professor-in-Residence of Urology, UCSF
- Faculty: Thomas J. Walsh, M.D., Assistant Professor, Dept. of Urology, UCSF

### PREP-C#3 – Kidney, Prostate, Bladder Cancer: Medical Oncology 101

- Course Director: Sandy Srinivas, M.D., Associate Professor of Medical Oncology, Dept. of Uro-Oncology, Stanford University
- Faculty: Charles Ryan, M.D., Assistant Clinical Professor, UCSF & Lauren Harshman, M.D., Fellow, Medical Oncology, Stanford University

### PREP-C#4 – Cystitis: Complementary & Alternative Therapies for Bacterial Cystitis and Overview of Diagnosis & Treatment of Interstitial Cystitis.

- Course Director: Lynn Stothers, M.D., Associate Professor of Urology, Dept. of Urological Sciences, University of British Columbia
- Faculty: Christopher Payne, M.D., Associate Professor, Dept. of Urology, Stanford University