



**2012**

# **Annual Meeting & Fall Pediatric Update**

- ▶ **PMA Practice Management Workshop**
- ▶ **Diagnosis Documentation & Coding For Pediatrics**
- ▶ **Main Meeting**





# Friday

## September 28

### MORNING

#### Practice Management Association (PMA) Annual Meeting

8:00 a.m. – 8:30 a.m. Registration and Continental Breakfast  
8:30 a.m. – 9:30 a.m. 2012 PMA Annual Meeting and Executive Committee Elections—*Robert Troy, PMA Chair*  
9:30 a.m. – 9:45 a.m. Break and Transition to PMA Practice Management Workshop

#### Practice Management Workshop (non-CME, open to practice managers/staff and pediatricians) —Sponsored by the AL-AAP Practice Management Association

9:00 a.m. – 1:00 p.m. Registration  
9:45 a.m. – 10:45 a.m. **Confidentiality of Medical Information**—*Thomas Phelps, ProAssurance Companies*

Patient confidentiality has increasing importance due to the number of new restrictions placed upon disclosure of medical records. It has become more complicated and dangerous from a liability standpoint than ever before. State and federal governments have created special categories of records that require special and sensitive handling, such as psychiatric records, HIV records, and drug and alcohol records. This one-hour presentation will address these issues from a risk management perspective.

10:45 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 p.m. **Why Do People Do What They Do?**—*Terrie Monroe, Director, Organizational Development, Children's of AL*  
Hardly a day passes that we don't try to influence ourselves or others to do something different. We continually work on ways to exert our influence, but we regularly fail at it; few of us can articulate a model of what it takes to do so. Join our session and be introduced to an overview of this powerful and portable model for changing behaviors!

### LUNCH (included with Practice Management Workshop/Coding Registration)

12:00 noon – 1:00 p.m. **"State of Pediatrics"** Discussion & Lunch

### AFTERNOON

#### Diagnosis Documentation and Coding for Pediatrics

—Co-sponsored by the AL-AAP Practice Management Association

9:00 a.m. – 1:00 p.m. Registration  
1:00 p.m. – 2:30 p.m. **Diagnosis Documentation and Coding for Pediatrics (Part I)**—*Kim Huey, CPC, CCS-P, CHCC, PCS, CHAP*  
2:30 p.m. – 2:45 p.m. Break  
2:45 p.m. – 4:30 p.m. **Diagnosis Documentation and Coding for Pediatrics (Part II)**—*Kim Huey, CPC, CCS-P, CHCC, PCS, CHAP*

#### Coding Workshop Accreditation

Children's of Alabama designates this live activity for a maximum of 3.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Medical Association of the State of Alabama through the joint sponsorship of Children's of Alabama and the Alabama Chapter-AAP. Children's of Alabama is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.

#### Coding Workshop Learning Objectives

Upon completion of this live activity, participants will be able to:

Identify the most common errors in diagnosis coding in pediatrics; restate the basics of ICD-10-CM diagnosis coding and identify additional documentation needs under ICD-10-CM as opposed to ICD-9-CM; describe the risk areas in Electronic Medical Record documentation – including cloning and medical necessity; review the steps each pediatric office will need to undertake to transition to ICD-10-CM codes.

#### Faculty

**Kim Huey, MJ, CPC, CCS-P, CHCC, PCS, CHAP, AHIMA-Approved ICD-10-CM Trainer, Certified Professional Coder, Certified Coding Specialist, Certified Healthcare Compliance, Physician Coding Specialist, Certified Healthcare Audit Professional, Alabaster, AL**

#### Registration and Reception in the Exhibits

4:30 p.m. – 7:00 p.m. Featuring live jazz and football "tailgate" party!

# Saturday/Sunday

## September 29-30

### ► Main Meeting Schedule

#### SATURDAY

|                         |   |
|-------------------------|---|
| 7:00 a.m. – 8:00 a.m.   | Registration/Breakfast in the Exhibits  |
| 8:00 a.m. – 9:00 a.m.   | <b>Ankyloglossia: Does it Matter and Can You Fix It?</b> — <i>Diana Mayer, MD, FAAP</i>   |
| 9:00 a.m. – 10:00 a.m.  | <b>Private Pediatric Practice and Access to Care for Underserved Children</b> — <i>David Tayloe, MD, FAAP</i>   |
| 10:00 a.m. – 10:30 a.m. | Refreshment Break in the Exhibits   |
| 10:30 a.m. – 11:30 a.m. | <b>PANEL DISCUSSION: Private Pediatric Practice and Access to Care for Underserved Children</b> — <i>David Tayloe, MD, FAAP, Phyllis Helms, Michael Ramsey, MD, FAAP &amp; Cathy Wood, MD, FAAP</i> |
| 11:30 a.m. – 12:30 p.m. | <b>Approaches to Oral Health in the Under Five Population</b> — <i>Charles Larsen, DMD, MS</i>  |
| 12:30 p.m. – 1:30 p.m.  | Chapter Annual Meeting/Reports/Luncheon— <i>Chapter Leadership</i>  |
| 1:30 p.m. – 2:00 p.m.   | <b>The American Academy of Pediatrics: A High-Value Organization</b> — <i>Thomas McInerney, MD, FAAP</i>  |
| 2:00 p.m. – 3:30 p.m.   | <b>Effectively Communicating Child Health Issues with Media and Public Policymakers</b> — <i>Kathy Bowers, Adam Kelley, APR, &amp; Graham Champion</i>  |
| 3:30 p.m. – 4:00 p.m.   | Refreshment Break in the Exhibits   |
| 4:00 p.m. – 4:30 p.m.   | Exhibit breakdown   |
| 4:00 p.m. – 5:00 p.m.   | <b>Frenotomy Workshop</b> — <i>Diana Mayer, MD, FAAP</i>  |
| 6:30 p.m. – 7:00 p.m.   | Reception Hosted by Children's of Alabama   |
| 7:00 p.m. – 8:30 p.m.   | Dinner Hosted by Children's of Alabama— <i>Keynote Speaker Mike Warren</i>  |
| 8:30 p.m. – 9:00 p.m.   | Dessert and Coffee  |

#### SUNDAY

|                         |  |
|-------------------------|--|
| 7:30 a.m. – 8:00 a.m.   | Breakfast  |
| 8:00 a.m. – 9:00 a.m.   | <b>Clinical Case Presentations in Pediatric Dentistry and Pediatrics at Bellevue Hospital</b> — <i>Charles Larsen, DMD, MS</i> |
| 9:00 a.m. – 9:30 a.m.   | <b>Hearing Screening in the Medical Home</b> — <i>Heather Taylor, MD, FAAP</i>   |
| 9:30 a.m. – 10:00 a.m.  | <b>Improving Local Breastfeeding Rates through the "Baby Friendly" Process</b> — <i>Lewis Doggett, MD, FAAP</i>                |
| 10:00 a.m. – 10:15 a.m. | Break  |
| 10:15 a.m. – 11:15 a.m. | <b>Celiac Disease Dilemmas: Does My Child Need to Be Gluten-Free?</b> — <i>David Gremse, MD, FAAP</i>                          |
| 11:15 a.m. – 12:15 p.m. | <b>Pulse Oximetry Screening for Critical Congenital Heart Disease in Healthy Newborns</b> — <i>Waldemar Carlo, MD</i>          |

### ► Speakers & Panelists

**Kathy Bowers**, Media Relations Coordinator, Corporate Communications, Children's of Alabama, Birmingham, AL

**Waldemar Carlo, MD**, Assistant Professor of Pediatrics, University of Alabama at Birmingham, Birmingham, AL

**Graham Champion**, Lobbyist & President, Public Strategies, LLC, Montgomery, AL

**Lewis Doggett, MD, FAAP**, Pediatrician, Anniston Pediatrics, Anniston, AL

**David Gremse, MD, FAAP**, Professor and Chair, Department of Pediatrics, University of South Alabama College of Medicine, Mobile, AL

**Phyllis Helms**, Practice Manager, Dothan Pediatrics, Dothan, AL

**Adam Kelley, APR**, Manager, Corporate Communications, Children's of Alabama, Birmingham, AL

**Charles Larsen, DMD, MS**, Clinical Assistant Professor, New York University College of Dentistry, Department of Pediatric Dentistry, New York, NY

**Diana Mayer, MD, FAAP, IBCLC**, Chairman, Department of Pediatrics, CentraState Medical Center, Freehold, NJ

**Thomas McInerney, MD, FAAP**, President-Elect, American Academy of Pediatrics; Associate Chair for Clinical Affairs, Department of Pediatrics, University of Rochester, School of Medicine and Dentistry; Pediatric Practice, Panorama Pediatric Group, Rochester, NY

**Michael Ramsey, MD, FAAP**, Pediatrician, Dothan Pediatrics, Dothan, AL

**David Tayloe, MD, FAAP**, Pediatrician, Goldsboro Pediatrics, PA, Goldsboro NC

**Heather Taylor, MD, FAAP**, Assistant Professor of Pediatrics, University of Alabama School of Medicine, Tuscaloosa, AL

**Cathy Wood, MD, FAAP**, Pediatrician, Partners in Pediatrics, Montgomery, AL

**Grant Allen, MD, FAAP; Wes Stubblefield, MD, FAAP; Linda Lee, APR** (Chapter Annual Reports - non-CME)

**Mike Warren**, CEO and President, Children's of Alabama

# Saturday/Sunday

## September 29-30

### Topics & Learning Objectives

Upon completion of this live activity, participants will be able to:

#### ► **The American Academy of Pediatrics: A High-Value**

##### **Organization**

- Discuss how the AAP advocates for children;
- List educational opportunities available for pediatricians to further advance child health in their practice and community;
- List research activities of the AAP that are having profound effects on child health.

#### ► **Ankyloglossia: Does it Matter and Can You Fix It?; and**

##### **Frenotomy Workshop**

- Discuss how ankyloglossia is categorized;
- List problems associated with ankyloglossia;
- Describe how breastfeeding mechanics are altered in infants with ankyloglossia;
- Recite the indications for performing a frenotomy;
- Discuss recent studies (including randomized control studies) that indicate that the frenotomy procedure helps correct latch problems and alleviates maternal nipple pain;
- Discuss appropriate oral motor assessment;
- Distinguish when a frenotomy is NOT indicated;
- Review frenotomy procedure;
- Describe post-procedure management.

#### ► **Approaches to Oral Health in the Under Five Population; and**

##### **Clinical Case Presentations in Pediatric Dentistry and Pediatrics at Bellevue Hospital**

- Identify oral lesions and pathologies in young children;
- Describe how to examine young children using the knee-to-knee method;
- Describe the basics of fluoride varnish application;
- Discuss the principles of effective parental education;
- Apply approaches to conduct an oral health risk assessment of infants, toddlers, pre-school children including those in Early Head Start/Head Start.

#### ► **Celiac Disease Dilemmas: Does My Child Need to Be Gluten-Free?**

- Discuss the epidemiology and underdiagnosed nature of this disease;
- Recognize the signs and symptoms of celiac disease among pediatric patients;
- Describe the proper diagnostic evaluation and screening guidelines;
- Prescribe treatment and/or adequately discuss treatment with specialists.

#### ► **Effectively Communicating Child Health Issues with Media and Public Policymakers**

- Discuss the importance of using the local media to generate awareness of child health issues;
- List at least five ways to assure a successful interview with a reporter;
- List at least three practices to avoid when presenting the pediatrician's position on a sensitive or controversial issue with a reporter or public official.

#### ► **Hearing Screening in the Medical Home**

- Cite the 1-3-6 guidelines and the importance of early diagnosis and intervention;
- Describe the proper procedures for infants who failed the initial hearing screen in the nursery to ensure appropriate equipment is being used, timely referrals are being made for infants failing the repeat screen, and results are being reported to the state;
- List hearing screening resources available locally for infants.

#### ► **Improving Local Breastfeeding Rates through the "Baby Friendly" Process**

- Discuss the benefits of increasing breastfeeding rates in a community;
- List barriers to achieving breastfeeding outcomes;
- List the 10 steps to breastfeeding success and methods of implementation at local hospitals;
- Identify the most achievable steps a pediatrician can start with to increase breastfeeding rates in his/her hospital.

#### ► **Private Pediatric Practice and Access to Care for Underserved Children; and**

##### **Panel Discussion: Private Pediatric Practice and Access to Care for Underserved Children**

- Discuss the business case for establishing a satellite clinic to meet the needs of underserved children;
- Identify steps to take when establishing a school-based health center to meet the needs of underserved children;
- Review federal and state initiatives that allow pediatricians to provide quality care for underserved children.

#### ► **Pulse Oximetry Screening for Critical Congenital Heart Disease in Healthy Newborns**

- Describe why screening for critical heart disease is recommended in healthy newborns;
- Discuss the implications of a positive screen;
- Recognize the limitations of pulse oximetry screening, including the risk of false negatives.

### Accreditation

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# Registration for all activities



Please complete the form below to register for all activities. Enclose check made payable to: **Alabama Chapter-AAP** or enter credit card information. Online registration is also available at [www.alaap.org](http://www.alaap.org), with credit cards accepted via Paypal.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
(As you would like it to appear on nametag)

✓ One:  MD  DO  RN  CRNP  Practice Mgr  Other Day Phone #: (\_\_\_\_\_) \_\_\_\_\_

Full Mailing Address: \_\_\_\_\_

E-mail address (required): \_\_\_\_\_

Spouse/Guest Name for Nametag : \_\_\_\_\_  
First Last

**PRE-REGISTRATION IS REQUIRED FOR ALL ACTIVITIES; CHECK ALL THAT APPLY BELOW.**

## FRIDAY

**PMA ANNUAL MEETING (PMA members only)**  \$ 0

## PMA PRACTICE MANAGEMENT WORKSHOP AND CODING WORKSHOP

*This registration fee covers Friday a.m. workshop, lunch, 3.25 hours of CME (afternoon coding), and Friday evening reception.*

Select one:

- Chapter Member or PMA Member/Practice Representative  \$ 95  
Non-Chapter Members or Non-PMA Practice Manager  \$160 \*

## SATURDAY/SUNDAY

### ANNUAL MEETING

Select one:

*Fee covers meals for one person, including Friday night reception & ticket for self and guest to Saturday night reception/dinner.*

- Chapter Members (before September 7, 2012)  \$245  
Chapter Members (after September 7, 2012)  \$295  
Non-Chapter Members  \$450  
Senior Physician (over age 70, fully retired)  \$195  
Pediatric Resident/House Staff  (waived, value of \$195)  
Nurse, or Practice Mgr. who is not a PMA member  \$195  
PMA member  \$145

Are you willing to add a tax-deductible donation to Reach Out and Read-AL? If so, enter here: \$ \_\_\_\_\_

**GRAND TOTAL** (sum of all fees/donations) enter total here: \$ \_\_\_\_\_

Check enclosed (made payable to Alabama Chapter-AAP)  
 Charge my credit card (circle one): VISA MC AMEX DISC Card # \_\_\_\_\_

Expiration Date: \_\_\_/\_\_\_ Name on Card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

## RECEPTION AND DINNER SATURDAY EVENING (PLEASE COMPLETE IF REGISTERING FOR ANNUAL MEETING)

Attending Saturday Reception/Dinner?  Yes  No My spouse/guest (one only) will attend with me.  Yes  No

*Deadline for Reception & Dinner reservations/cancellations is September 14, 2012.*

*\* (For non-PMA practice managers, this fee will include your 2012-2013 membership—for a \$10 savings!).*

**Make check payable to: Alabama Chapter-AAP. Mail form and payment by 9/7/12 to:  
Alabama Chapter-AAP, 19 S. Jackson St., Montgomery, AL 36104 or fax credit card registrations to 334-269-5200.**

# 2012

# Annual Meeting & Fall Pediatric Update **Register Now!**

**SEE INSIDE**

## Hotel Reservations

A block of rooms is being held for our group at a special rate of \$147 until Tuesday, August 28. After that date, we cannot guarantee availability of rooms at our group rate. PLEASE USE GROUP CODE 1BE0QF when making reservations; call 1-800-WYNFREY (800-996-3739), or go online at [www.wynfrey.com](http://www.wynfrey.com).



## Other Information

- The charge for self-parking at The Wynfrey Hotel is \$9.00 per day. There is no charge for parking in one of the Galleria Mall lots adjacent to the hotel.
- Dress for educational sessions is business/business casual. Meeting room temperatures can vary, so please bring along a sweater or jacket.

**Annual Meeting**  
**Registration Packet**  
*Hotel Deadline is August 28!*

Alabama Chapter  
19 S. Jackson St.  
Montgomery, AL 36104



American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™