"Diamonds as Big as the Ritz."

BONES Society of Florida
Florida Association of Orthopedic Administrators

2011 Annual Conference

September 9-11, 2011
The Ritz-Carlton Amelia Island | Amelia Island, FL
BONES Society of Florida

FLORIDA ASSOCIATION OF ORTHOPAEDIC ADMINISTRATORS

2011 ANNUAL CONFERENCE

September 9-11, 2011
The Ritz-Carlton Amelia Island
Amelia Island, FL

2011 BSOF PROGRAM COMMITTEE

**Martin Shipman**
Tallahassee Orthopaedic Clinic

**Anicete Aguayo**
Halifax Orthopaedic Clinic

**Sherry LaBonte**
Alexander Orthopaedic Associates

**Jennifer Montano**
The Center for Bone and Joint Disease

**Vicki Sharpe & Jeannie Stephens**
Central Florida Orthopaedic Surgery Associates, P.L

**Pamela Spindel**
Pinellas Medical Specialists

**Leslie Jobson**
University of Florida in Gainesville

**Walter Arnold**
Tampa Bay Orthopaedic Specialists

**Ron Esteban**
Orlando Orthopaedic Center

**Jessica Caldwell**
Richard Goldberger, MD

VISION STATEMENT

The Bones Society of Florida will be the premier organization that promotes the highest standards of ethics, professionalism, education and excellence for orthopedic practice administration in Florida.

MISSION STATEMENT

The Bones Society of Florida will work in concert with BONES and the Florida Orthopaedic Society to champion the interests of orthopedic practice administrators and staff throughout Florida.

ABOUT OUR THEME:

To add a little flair and given our fabulous destination we have borrowed some of the greatest song titles from music legend, Jimmy Buffett. Throughout the agenda you will notice unique “Buffet” identifiers. The use of some of these song titles are creative, some are confounding, and hopefully none are offensive. Please take them with a grain of sand and join us as we celebrate an event “As Big as the Ritz”.

“Diamonds as Big as the Ritz”
Leaders in the Business of Orthopaedics!

As an orthopaedic practice administrator you are among a small fraternity of professionals advancing the business and profitability of orthopaedics in the State of Florida. For one weekend each year we celebrate our profession and the unique bond that brings us together as colleagues and friends. The following is a list of just some of the practices that attended last year's conference in St Petersburg. Over 130 administrators attended last year…Join us in Amelia Island as we write another chapter in the history of our organization!

Advanced Orthopedic Center of Charlotte County, PA
Alexander Orthopaedic Associates, LLC
Atlantic Orthopaedic Group
Badia Hand to Shoulder Center
Bahri Orthopaedics and Sports Medicine
Boca Raton Orthopaedic Group
Brandon Orthopedic Associates
Center for Bone & Joint Disease
Center for Orthopaedics and Sports Medicine
Central Florida Orthopaedic Surgery Associates, PL
Central Orthopaedics, PA
Charles B. Williamson, M.D.
Charlotte Orthopaedic Clinic
Children's Orthopaedic & Scoliosis Surgery Associates
Choi, Hanff, Mirabello, Shim & Torke LLP
Citrus Orthopaedic & Joint Institute, PA
Coastal Orthopaedics & Sports Medicine Center
Cypress Orthopedic & Sports Medicine
David R. Campbell MD PA
Douglas Dew, MDPA
E. David Risch, MD PA
Florida Center for Orthopaedics, Inc.
Florida Joint Replacement and Sports Medicine
Florida Musculoskeletal Institute
Florida Orthopaedic Associates, PA
Florida Orthopaedic Specialists
Forsyth Street Orthopaedic Surgery
Fort Lauderdale Orthopaedic Surgery & Sports Medicine
Greenspoon Orthopaedics
Gulf Coast Orthopaedic Specialists
Halifax Orthopedic Clinic
Heckin Orthopedic Specialists
Highland Center for Orthopaedics
Institute for Orthopedic Surgery & Sports Medicine
Institute of Sports Medicine & Orthopaedics, P.A.
J Dean Cole, MD
Jacksonville Orthopaedic Institute
James D. Shortt, MD
Jewett Orthopaedic Clinic
John Paul Vidolin MD PA
McLeod Orthopedic Clinic
Medical Center Clinic
Mel orthopaedics
Meyer Resources
Miami International Hand Surgical Services
Orlando Orthopaedic Center
Orthopaedic & Sports Medicine Center
Orthopaedic Associates of S Broward
Orthopaedic Associates of St. Augustine
Orthopaedic Associates of West Florida
Orthopaedic Associates, USA
Orthopaedic Center of South Florida, P.A.
Orthopaedic Center of Vero Beach, PA
Orthopaedic Specialists of South Florida
Orthopaedic Specialists of SW Florida
Panhandle Orthopaedics
Performance Orthopedics of the Palm Beaches, Inc
Pinellas Medical Associates
Richard Goldberger, MD, PA
Robotic Joint Replacement Center
Rockhill Orthopaedics, PA
Sandrow & Keyes, M.D., P.A.
Schofield, Hand and Bright Orthopaedics, PLLC
Southeastern Spine Center & Research Institute
Southwest Florida Hand Specialists
Specialty Orthopedic
Steven Goldberg, MD PL
Suncoast Orthopaedic Surgery & Sports Medicine, P.A.
Tallahassee Orthopedic Clinic
Tampa Bay Bone & Joint Centers
Tampa Bay Orthopaedic & Spine
Tampa Bay Orthopaedic Specialists
Tampa Bay Orthopaedics
Tampa Orthopaedic & Sports Medicine
Tampa Orthopedic Clinic
TampaBay Orthopaedics
The Center for Bone and Joint Disease
Thomas A. Schroeter, MD, PA
Treasure Coast Orthopaedic Associates, PA
Tri-County Orthopaedic Center, PA
UHZ Sports Medicine
Vero Orthopaedics II P.A.
Watson Clinic LLP
West Orange Orthopaedics & Sports Medicine, PA

“We are the People our Parents Warned us About.”
Discover The Ritz-Carlton, Amelia Island, and experience a place where magnificent live oaks and Southern charm meet Florida's warm ocean waves and white sand beaches. Located on a grand stretch of pristine coastline, The Ritz-Carlton, Amelia Island hotel provides guests with an unforgettable escape.

Situated along 13 miles of pristine, picturesque Atlantic coastline, Amelia Island is the southernmost of the Sea Islands, a chain of barrier islands along the eastern U.S. seaboard.

Located on Amelia Island, Fernandina Beach, Florida, was once a vibrant Victorian village by the sea. Amelia Island also owns the unique distinction of being the only U.S. city to have once been under the domain of eight different nations, and is still known as the Isle of 8 Flags.

Today, Amelia Island is a seaside retreat for nature lovers and those who thrive on an abundance of sun, sand and outdoor sports. Visitors will also encounter a wealth of fine dining, and a variety of interesting shops and museums to browse as they stroll the cobblestone streets in the heart of historic Fernandina Beach, Florida.

On behalf of the leadership of the Bones Society of Florida, I would like to extend a very special invitation to all of my colleagues to join us for this year’s BSOF Annual Conference. The Program Committee has put together an excellent agenda, combining stimulating educational content that will benefit us all and a mix of social and networking opportunities that are certain to rejuvenate the soul.

We continue to drive the organization forward in our mission to become the premier state society in the nation. Our members deserve no less. The Annual Conference is a celebration of our profession in Florida. This year’s Signature Event is a Clam Bake and Blues evening on the Oceanfront Lawn. We invite our members to dress casual and enjoy the beautiful surroundings.

As always, thank you for the opportunity to serve our profession. Please join me in sharing our sincere appreciation for the hard work of the Program Committee in crafting such a world class agenda. I look forward to hosting you in Amelia Island.

Sincerely,

Martin Shipman Sr., MHA, MBA
President Florida Bones 2010-2011
# BSOF 2011 Annual Conference

## Friday, September 9, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 11:00 AM</td>
<td>BSOF Board of Directors Meeting</td>
<td></td>
</tr>
<tr>
<td>1:00 – 4:00 PM</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>12:00 – 1:15 PM</td>
<td><strong>We are the People our Parents Warned us About</strong></td>
<td><strong>Sponsored by Genzyme</strong> Location: GENERAL SESSION Ballroom</td>
</tr>
<tr>
<td>2:00 – 4:00 PM</td>
<td><strong>Where the Boat Leaves From</strong> Meaningful Transition to an Electronic World <strong>Charles Phelps</strong> Vice President, Engineering MedX Solutions</td>
<td></td>
</tr>
<tr>
<td>4:00 - 4:15 PM</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>4:15 – 5:00 PM</td>
<td><strong>Oyster and Pearls</strong> EHR Workflow Case Study Panelists: Moderator: <strong>Charles Phelps</strong></td>
<td></td>
</tr>
<tr>
<td>5:00 - 6:30 PM</td>
<td>Cocktail Welcome Reception in Exhibit Hall</td>
<td></td>
</tr>
</tbody>
</table>

## Saturday, September 10, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 8:00 AM</td>
<td>Continental Breakfast in Exhibit Area</td>
<td></td>
</tr>
<tr>
<td>8:00 – 9:00 AM</td>
<td><strong>The Missing Ring</strong> – Your Key to a Most Successful Life <strong>Jaime Yordán-Frau, M.S., C.P.C.</strong> President &amp; Chief Coaching Officer Integro Success Unlimited</td>
<td></td>
</tr>
<tr>
<td>9:00 – 10:00 AM</td>
<td>Break &amp; Exhibiting</td>
<td></td>
</tr>
<tr>
<td>10:00 – 11:00 AM</td>
<td><strong>They Don’t Dance Like Carmen No More</strong> Strategies for Prospering in an Emerging Marketplace: ACOs, Service Line Agreements, Hospital and Physician Group Mergers, Umbrella Organizations <strong>Kathleen DeBruhl, Esq. Kathleen L. DeBruhl and Associates, LLC New Orleans, LA</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Panel Discussion

- **A Lot to Drink About** Compliance with the Controlled Substance Prescribing and Dispensing Legislation **Fraser Cobbe** Executive Director Bones Society of Florida and Florida Orthopaedic Society
- **Changes in Latitudes, Changes in Attitudes** National Orthopaedic Leadership Conference Overview **Les Jebson** University of Florida Gainesville, FL **Charles May** Jewett Clinic Orlando, FL
- **Lunch – For Attendees and Vendors** Location: Exhibit Hall

### Breakout Sessions

- **Breakout Session 1:** **A Pirate Looks at Forty** Pro-Active Audits and Embracing Effective Compliance **Gregory A. Chaires, Esq.** Chaires, Brooderson, & Guerrero Altamonte Springs, FL
- **Breakout Session 2:** **Who’s the Blonde Stranger?** Human Resources: Employee Lifecycle – Recruitment and Assimilation **Annick Miller** Senior Human Capital Consultant TriNet Jacksonville, FL
- **Breakout Session 3:** **Cheeseburger in Paradise** Marketing: Ideas for Maximizing Practice Expansion and Contraction **Jean Acevedo, LHRM, CPC, CHC, CENTC** Acevedo Consulting Incorporated Delray Beach, FL
2:00 – 2:45 PM  
**BREAKOUT SESSIONS 2**

**Breakout Session 4:**  
*Makin’ Music for Money*  
Developing a Culture of Collections  
*Developing a Culture of Collections*  
Jennifer Montano  
The Center for Bone and Joint Disease, Hudson, FL  
Jessica Caldwell, CPC, Richard Goldberger, MD, PA  
Tampa, FL  
Walter Arnold  
Tampa Bay Orthopaedic Specialists  
Pinellas Park, FL  
Breakout Session 5:  
*Trying to Reason with Hurricane Season*  
Human Resources: Employee Lifecycle – Divorce Preparations and Mitigation  
Robert E. Larkin, Esq.  
Allen Norton & Blue, P.A.  
Tallahassee, FL  
Breakout Session 6:  
*Will Play for Gumbo*  
Ancillary Services  
Jean Acevedo LHRM, CPC, CHC, CENTC  
Acevedo Consulting Incorporated  
Delray Beach, FL

2:45 – 3:30 PM  
**Break - Exhibit Hall**

3:30 – 5:00 PM  
**Breakout Sessions by Group Size**

**1 and 2 Surgeon Groups**  
Moderator: Anicete Aguayo  
Halifax Orthopedic Clinic  
Daytona Beach, FL  
**3 to 5 Surgeon Groups**  
Moderator: TBD  
**6 to 10 Surgeon Groups**  
Moderator: Walter Arnold  
Tampa Bay Orthopaedic Specialists  
Pinellas Park, FL

6:30 – 9:30 PM  
**Over 10 Surgeon Groups**  
Moderator: Martin Shipman  
Tallahassee Orthopaedic Clinic  
Tallahassee, FL

Tiki Bar is Open  
**Saturday Night Event – BSOF Clam Bake and Blues**  
*Sponsored by: Danna Gracey and Florida Orthopaedic Risk Purchasing Group*  
Location: Oceanfront Lawn  
The event is open for all meeting attendees, vendors, and guests. Reservations are required.

**SUNDAY, SEPTEMBER 11, 2011**

8:00 – 8:30 AM  
**Business Meeting & Full Breakfast**

8:30-9:00 AM  
**Surfing in a Hurricane**  
Implementation of a Coordinated and Efficient Practice Advocacy Program  
Andrew Borom, M.D.  
Tallahassee Orthopaedic Clinic  
Tallahassee, FL

9:00 – 10:00 AM  
**I Used to have Money One Time**  
Practical Uses for RVUs  
Cass Schaedig  
Trellis Healthcare Consulting, LLC

10:00-11:00 AM  
**The Great Filling Station Holdup**  
ZPIC Audits – Adrift on an Island  
Christopher A. Parrella, J.D., CHC, CPC  
Miami, FL

11:00-12:00 AM  
**It’s Five O’Clock Somewhere**  
Time Management Skills for Highly Effective Leaders  
Robert Pelaia, Esq  
Senior Associate General Counsel for Health Affairs  
University of Florida  
Jacksonville, FL

12:00 AM  
**Closing Remarks and Adjournment**
Where the Boat Leaves From
Meaningful Transition to an Electronic World

Charles Phelps
Vice President, Engineering, MedX Solutions

If you could close your eyes and envision the perfect electronic medical practice what would it include? During this session, Charles Phelps, Vice President of MedX Solutions will lead a discussion on creating the perfect electronic practice. Charles has cultivated his knowledge on the needs and unique environment of healthcare thru working intimately with practice leadership to address the challenges of transitioning to a purely electronic environment.

His presentation will touch on all the hot button issues that practices must consider from vendor selection to workflow and from overcoming physician resistance to interfacing with various applications and exchanging data.

With over 15 years of experience in Information Technology, and the past six years specializing in the healthcare field, Charles Phelps has worked with many practices to define, evaluate, purchase, integrate, and utilize technology in order to streamline workflow, and provide better user experiences. Realizing that technology is only part of the picture, he also provides consulting on HIPPA, Physician incentive programs, as well as mediating between Hospitals and Doctors associations to provide Health Information Exchange to the Tampa Bay Area. Charles and is currently employed as Vice President at MedX Solutions, is a member of HIMSS, and an Executive Committee Board Member of the Tampa Bay RHIO and has multiple technical certifications, such as MCSE, CCNA, CCSA.

The Missing Ring – Your Key to a Most Successful Life

Jaime Yordán-Frau, M.S., C.P.C
President & Chief Coaching Officer
Integro Success Unlimited

For almost a century we have been told that “to be prepared” or get a degree and then work hard is enough to have what it takes to lead successful lives and achieve “the American dream”. Today, as the world as we know it seems to be crumbling around us, we have discovered that there is one thing missing from this approach. In “The Missing Ring – Your Key to a Most Successful Life” you will discover what that missing component is, how to find it and how it can impact your personal and professional lives to achieve results that you never thought were possible.

Jaime Yordán-Frau is an expert at maximizing individual and employee performance. He is a professional speaker, business development coach and consultant, putting all his expertise at the service of his clients through Integro Success Unlimited, the professional coaching firm he founded in early 2009.

Integro Success Unlimited is a full service business-development and career-selection coaching firm delivering services such as inspirational and educational seminars, tailor-made training programs, executive coaching and, business and team-development coaching.

Jaime was born and raised in Ponce, Puerto Rico and is fluent in Spanish and English. He holds a Masters Degree in Industrial-Organizational Psychology and a Bachelors of Science Degree, majoring in Psychology. During the late part of the 20th century and the first decade of the 21st century, Jaime worked for GlaxoSmithKline Pharmaceuticals as a District Sales Manager, Sales Training Manager and Field Advisor / Liaison for the President of the US Operations.

Jaime has both the education and the real world experience to help you improve your performance, your team’s performance and in doing so, your company’s as well. Jaime’s clients always express achieving results that far exceed their expectations as the result of working with him – reporting double and triple-digit growth and achieving goals they never realized they could achieve.
They Don’t Dance Like Carmen No More
Strategies for Prospering in an Emerging Marketplace: ACOs, Service, Line Agreements, Hospital and Physician Group Mergers, Umbrella Organizations
Kathleen DeBruhl, Esq.
Kathleen L. DeBruhl and Associates, LLC
New Orleans, LA
Ms. DeBruhl will present an overview of the emerging health care marketplace and strategies that orthopaedic practices and institutions can leverage to ensure continued success. The presentation will include foundational background information and legal issues associated with the organization of an “Accountable Care Organization”, including fraud and abuse, antitrust, and tax-exempt organizations, that face hospitals and their physician participants. Ms. DeBruhl will discuss various other strategies currently available to physicians and will examine what terms and pitfalls to look for from the physician perspective.
Kathleen L. DeBruhl is a graduate of the Benjamin Cardoza School of Law in New York and the owner of Kathleen L. DeBruhl & Associates, a healthcare law firm located in New Orleans, Louisiana. Ms. DeBruhl and the lawyers in her law firm provide strategic advice, development and regulatory overview to clients in multiple states, but, in particular, to orthopaedic physicians. Ms. DeBruhl has represented physicians in large practice mergers, hospital affiliations and joint venture opportunities. She has been a featured speaker and author for The American Bar Association, The American Health Lawyers Association, as well as The American Academy of Orthopaedic Surgeons where she most recently participated in the 2010 AAOS Practice Management Symposium and spoke on several topics, including Joint Ventures; Mergers; and How to Compete with Hospitals.

A Pirate Looks at Forty
Pro-Active Audits and Embracing Effective Compliance
Gregory A. Chaires, Esq.
Chaires, Brooderson, & Guerrero
Altamonte Springs, FL
Gregory A. Chaires has been Board Certified by the Florida Bar as a specialist in Health Law since 2001 and licensed to practice law in Florida since 1992. He has extensive experience representing health care providers, medical group practices, hospitals, and other health care facilities. He routinely advises on issues involving the federal Stark Self-Referral and Anti-kickback statutes, the Florida Patient Self-Referral Act, the Florida Anti-kickback Statute, as well as the False Claims Act and fee splitting prohibitions. Mr. Chaires provides representation concerning Medicare/Medicaid fraud and abuse investigations and prevention, HIPAA privacy and security regulations, reimbursement issues, compliance programs, physician employment agreements and medical staff privilege matters. Lastly, Mr. Chaires routinely represents physicians and other health care providers in professional license investigations and disciplinary actions before the various medical quality assurance boards such as the Florida Boards of Medicine, Osteopathic Medicine, Dentistry, Pharmacy, Chiropractic and Nursing.
Prior to founding the firm, Mr. Chaires served the State of Florida as Assistant General Counsel to the Board of Medicine, as well as General Counsel to the Boards of Nursing, Dentistry, Respiratory Care and Opticianry through which he gained a significant knowledge and understanding of the regulatory process, invaluable in his assisting clients. In addition Mr. Chaires was the legal advisor to the Medicaid Fraud Control Unit for the Southern District of Florida for the Florida Office of the Attorney General.
With a Finance degree from Florida State University and a law degree from Nova Southeastern University Shepard Broad Law Center, Mr. Chaires is well-versed in corporate and business issues, and
currently assists a number of providers in establishing networks, joint ventures, mergers and in other contractual and business needs, including physician contracts, managed care agreements, group practice formation and dissolution, sale contracts, leases, management agreements and other contracts for both items and services in the health care industry. He continues to assist physicians and hospitals in matters involving peer review, credentialing, regulatory compliance, and recruitment and employment agreements. Mr. Chaires also works with businesses to perform fraud and abuse audits for health care clients and has prepared and assisted in preparing compliance plans for health care providers and organizations.

BREAKOUT SESSION 2:
Who's the Blonde Stranger?
Human Resources: Employee Lifecycle – Recruitment and Assimilation
Annick Miller
Senior Human Capital Consultant, TriNet
Jacksonville, FL

Annick Miller, Senior Human Capital Consultant with TriNet, will lead this breakout session through a discussion on human resource strategies surrounding the recruitment and assimilation of new employees into the practice. You cannot over emphasize the value of making the right hire and providing that new employee with the training and resources to allow them to succeed. Annick will share with the audience the pearls of wisdom their company has collected on how to identify the right candidate to meet the existing need of the practice. Furthermore they will focus on strategies to provide a platform for that new hire to set sail on an efficient and long term employment relationship with your organization.

BREAKOUT SESSION 3:
Cheeseburger in Paradise
Marketing: Ideas for Maximizing Practice Expansion and Contraction
Jean Acevedo, LHRM, CPC, CHC, CENTC
Acevedo Consulting Incorporated
Delray Beach, FL

The organization is extremely pleased to welcome Jean Acevedo back to our stage in 2011. Jean works with many orthopaedic practices around the state on practice efficiencies, ancillary service lines, and other consulting needs.

Jean will lead a discussion with the breakout group on maximizing opportunities that present themselves with the expansion and contraction of the practice with migration of physicians and services. Jean will discuss the need to incorporate targeted marketing strategies as part of the overall administrative plan to navigate and prosper from these institutional changes.

Jean is a Certified Professional Coder, Certified in Healthcare Compliance and a health care risk manager with 30 years of health care experience spanning from hospital to home health and hospice to physician practice management. She has a particular expertise in coding, chart audits & documentation, and compliance and has been an expert witness in civil litigation as well as Federal fraud cases. She is a frequently sought after speaker as she combines a wealth of industry knowledge with a charismatic presentation style.

Jean was the 2002 and 2005 President of the Palm Beach County chapter of the American Academy of Professional Coders, and is a member of ASHRM, AHIMA, the Florida Medical Auditors Association, and the Health Care Compliance Association.

Jean is a member of the Editorial Advisory Boards of Medical Office Billing and Collection Alert, Physical Therapy & Rehab Alert, and Internal Medicine Coding Alert, national newsletters published by The Coding Institute.
Robert E. Larkin, III has practiced labor and employment law exclusively since 1996. Mr. Larkin is a partner with Allen, Norton & Blue, P.A., Florida’s largest labor and employment law firm. He received his Juris Doctorate degree cum laude, from Tulane School of Law in New Orleans, Louisiana. Mr. Larkin received both his Bachelor of Science and Master of Science degrees from Florida State University. He currently resides in Tallahassee, Florida, where he represents a variety of corporate and governmental clients, including the Office of the Governor and the State Attorney General in matters pertaining to labor and employment law.

Mr. Larkin is a member of the Florida and Louisiana State Bars and is certified by the Florida Bar as a Specialist in Labor and Employment Law. Mr. Larkin is “AV” rated by Martindale-Hubbell which denotes the highest level of professional excellence as determined by a lawyer’s peers. In 2007 Mr. Larkin was recognized by Florida Trend magazine as a Legal Elite Attorney in Florida specializing in Labor and Employment Law.

Mr. Larkin is a distinguished lecturer for both Lorman and Sterling Educational Services on a variety of Labor and Employment matters, including the Family and Medical Leave Act, Americans with Disabilities Act, Fair Labor Standards Act and State and Federal Discrimination Laws. Mr. Larkin also conducts supervisor training and human resource audits in connection with his practice.

Robert E. Larkin, III has practiced labor and employment law exclusively since 1996. Mr. Larkin is a partner with Allen, Norton & Blue, P.A., Florida’s largest labor and employment law firm. He received his Juris Doctorate degree cum laude, from Tulane School of Law in New Orleans, Louisiana. Mr. Larkin received both his Bachelor of Science and Master of Science degrees from Florida State University. He currently resides in Tallahassee, Florida, where he represents a variety of corporate and governmental clients, including the Office of the Governor and the State Attorney General in matters pertaining to labor and employment law.

Mr. Larkin is a member of the Florida and Louisiana State Bars and is certified by the Florida Bar as a Specialist in Labor and Employment Law. Mr. Larkin is “AV” rated by Martindale-Hubbell which denotes the highest level of professional excellence as determined by a lawyer’s peers. In 2007 Mr. Larkin was recognized by Florida Trend magazine as a Legal Elite Attorney in Florida specializing in Labor and Employment Law.

Mr. Larkin is a distinguished lecturer for both Lorman and Sterling Educational Services on a variety of Labor and Employment matters, including the Family and Medical Leave Act, Americans with Disabilities Act, Fair Labor Standards Act and State and Federal Discrimination Laws. Mr. Larkin also conducts supervisor training and human resource audits in connection with his practice.

Robert E. Larkin, III has practiced labor and employment law exclusively since 1996. Mr. Larkin is a partner with Allen, Norton & Blue, P.A., Florida’s largest labor and employment law firm. He received his Juris Doctorate degree cum laude, from Tulane School of Law in New Orleans, Louisiana. Mr. Larkin received both his Bachelor of Science and Master of Science degrees from Florida State University. He currently resides in Tallahassee, Florida, where he represents a variety of corporate and governmental clients, including the Office of the Governor and the State Attorney General in matters pertaining to labor and employment law.

Mr. Larkin is a member of the Florida and Louisiana State Bars and is certified by the Florida Bar as a Specialist in Labor and Employment Law. Mr. Larkin is “AV” rated by Martindale-Hubbell which denotes the highest level of professional excellence as determined by a lawyer’s peers. In 2007 Mr. Larkin was recognized by Florida Trend magazine as a Legal Elite Attorney in Florida specializing in Labor and Employment Law.

Mr. Larkin is a distinguished lecturer for both Lorman and Sterling Educational Services on a variety of Labor and Employment matters, including the Family and Medical Leave Act, Americans with Disabilities Act, Fair Labor Standards Act and State and Federal Discrimination Laws. Mr. Larkin also conducts supervisor training and human resource audits in connection with his practice.
programs. Knowledgeable in the myriad of most popular ancillary services implemented in orthopaedic practices, she will be prepared to respond to the needs of the membership and deliver valuable information on the services you want discussed.

**SUNDAY, SEPTEMBER 11TH, 8:30 TO 9:00 AM**

*Surfing in a Hurricane*

Implementation of a Coordinated and Efficient Practice Advocacy Program

Andrew H. Borom, M.D.

Tallahassee Orthopaedic Clinic

Tallahassee, FL

Physician fundraising often feels like paddling against the surf generated by a powerful storm perched offshore... an exercise in futility. Despite the growing awareness of the influence that government and politicians wield over the practice of medicine, physicians are still reluctant to dive into political advocacy.

During this session, Dr. Andrew Borom will provide an update on the orthopaedic advocacy program that is gaining momentum in practices across the state. The program is an illustrated success and is turning orthopaedic practices into political machines in a painless manner. By eliminating the emotional and individualized approach to political advocacy and taking a more analytical and business approach, practices have been transformed into recognized leaders delivering results and gaining unforeseen access to elected leaders.

Dr. Borom is a member of the Board of Directors of the Florida Orthopaedic Society and the Florida Medical PAC. He has also served as Treasurer of the Florida Orthopaedic Political Action Committee. He graduated from the University of Virginia School of Medicine and completed his Residency at the University of Arizona Health Sciences Center. He performed a Foot & Ankle Fellowship at the University of Texas at Houston. He has practiced with the Tallahassee Orthopaedic Clinic since 2002.

**SUNDAY, SEPTEMBER 11TH, 9:00 TO 10:00 AM**

*I Used to have Money One Time*

Practical Uses for RVUs

Cass Schaedig

Trellis Healthcare Consulting, LLC

Littleton, CO

CMS and the AMA have put significant resources in the research, development and maintenance into the CPT coding system and the RVU scale. Why not benefit from their hard labor by incorporating RVUs into managing your practice? During this session we will review a brief overview of the RVU system and learn how RVUs can be used for:

- Provider productivity
- Payer performance
- Cost/overhead allocation
- Identifying coding deficiencies

Cass Schaedig is the founder and president of Trellis Healthcare, a partner in the MGMA AdminiServe network. With over two decades in the healthcare industry, Schaedig has a unique ability to mine, synthesize and distill healthcare data so that it reveals to medical practices the hidden story of how their businesses are really functioning. She assists groups in refining their operations to ensure peak efficiency and profitability. Prior to founding Trellis in 1998, Schaedig worked in management and consulting positions for Medstat, Digital Equipment Corporation and LBA Healthcare Management.

**SUNDAY, SEPTEMBER 11TH, 10:00 TO 11:00 AM**

*The Great Filling Station Holdup*

ZPIC Audits – Adrift on an Island

Christopher A. Parrella, J.D., CHC, CPC

The Health Law Offices of Anthony C. Vitale, P.A.

Miami, FL

The impact of a ZPIC audit on a medical practice can be devastating. The ZPIC audit is one of the heaviest tools in the fraud and abuse tool chest and when wielded can cause severe disruptions to operations and cash flow. Avoidance of the ZPIC is the reason you spend so much time on compliance. During this session, Mr. Parrella will give you tips on how
to avoid and then manage a ZPIC audit once initiated. Christopher A. Parrella is a member of The Health Law Offices of Anthony C. Vitale, P.A. The firm was established in 1982 and is recognized nationwide as a leader in health care law and consulting. The firm concentrates exclusively in criminal, civil, overpayment/regulatory, licensure, and compliance for all health care provider/supplier types.

Chris travels the country on behalf of a wide range of health care organizations and associations lecturing on varying topics affecting their particular industries. He is a member of the Legal Advisory Board and Ethics Committee of the American Academy of Professional Coders (AAPC.) Chris recently took part in developing the national certification exam for the American Society of Health Informatics Managers and is currently assisting in the development of the AAPC Physician Compliance Certification examination.

Mr. Parrella received his J.D. from the Massachusetts School of Law and is a member of the State Bar. Chris is certified as a Professional Coder by the American Academy of Professional Coders as well as being certified in Healthcare Compliance by the Health Care Compliance Association of America (HCCA). Chris received his bachelor’s degree from Stony Brook University.

SUNDAY, SEPTEMBER 11TH, 11:00 TO 12:00 NOON

It’s Five O’Clock Somewhere
Time Management Skills for Highly Effective Leaders

Robert Pelaia, Esq.
Senior Associate General Counsel for Health Affairs
University of Florida
Jacksonville, FL

Medical office administrators are constantly working under time pressure and against the clock. Efficient time management is the key to getting the most out of the workday and maximizing productivity. From managing countless e-mails to coping with multiple projects, this time management session will give attendees some practical tips on how to budget time, prioritize tasks, overcome procrastination and deal with the myriad of distractions that come their way.
Friday, September 9th, 12 Noon to 1:15 pm
FIRST TIMER’S LUNCHEON
Sponsored by Genzyme Biosurgery
Attending your first BSOF Annual Conference? Let us roll out the red carpet with our First Timer’s Luncheon. Join the BSOF Board of Directors for a special lunch recognizing your participation in the meeting. Learn a little more about the association, opportunities for personal and professional growth, and develop some new friendships as well. A very special thank you is owed to the sponsor of the luncheon, Genzyme Biosurgery.

Friday, September 9th, 5:00 pm to 6:30 pm
WELCOME RECEPTION IN EXHIBIT HALL
This year’s opening reception will take place in the exhibit hall. All attendees, vendors, family, and guests are encouraged to attend. The first major exhibit hours of the meeting will also mark your first opportunity to enter your name to win several raffle prizes contributed by our vendors and the association.

SATURDAY
SEPTEMBER 10TH
6:30 TO 9:30 PM
“Tiki Bar is Open”
BSOF CLAM BAKE AND BLUES ON THE OCEANFRONT LAWN
Sponsored by Danna-Gracey and Florida Orthopaedic Risk Purchasing Group
Join us as we groove the night away with our Clam Bake and Blues event on the Oceanfront Lawn. The evening will include a host of interactive games, entertainment, dinner, and refreshments. The event is open for all meeting attendees and their guests. The cost to attend is $25 per person and reservations are required.
The exhibit hall is one of the highlights of the BSOF Conference. As such we would like to recognize those companies who have already registered to exhibit during this year’s meeting. Thank you very much for your commitment to our organization.

**PREMIUM SPONSORS**
- Automated Health Care Solutions
- Danna-Gracey
- FPIC

**PLATINUM SPONSORS**
- Suntrust Bank Medical Specialty Group

**PREMIUM EXHIBITORS**
- Bauerfeind USA
- Biosound Esaote
- BREG
- DeRoyal
- FusionOne
- Genzyme
- gloStream, Inc.
- Healthcare Information Services
- Image FIRST Healthcare Laundry Service
- Innovative Health Care Business Solutions
- MAG Mutual
- Pulse Systems, Inc.
- ProAssurance
- Professional Medical Insurance Services
- SRSsoft
- Trellis Healthcare
- Viztek

**EXHIBITORS**
- Auxilium
- BACTES Imaging Solutions, Inc.
- Discovery Health Record Solutions
- Fifth Third Bank
- HealthPort
- HoLogic
- Linear Medical Solutions
- MedFin Manager
- OM Marketing Services
Housing Instructions:

Room assignments will be made directly with The Ritz-Carlton Amelia Island by calling the hotel room reservation department at (800) 241-3333. In doing so, please make sure to request the group rate for Bones Society of Florida. The room rate is $155 per night.

The cut-off date for hotel rooms in our room block is Friday, August 12, 2011.

BONES IS GOING GREEN!

This year we are asking all of our members to return their plastic name badges at the conclusion of the meeting. This is one small measure we can take to save some waste and resources. We’ll have a bucket for you to return your badges as you exit the meeting.
Member Registration Form

2011 BSOF Annual Conference
September 9-11, 2011
The Ritz-Carlton Amelia Island, Amelia Island, FL

Name ____________________________________________________________
Position Title _____________________________________________________
Practice Name _____________________________________________________
Address ___________________________________________________________
City ___________________________ State __________ Zip ______________________
Telephone ___________________________ Fax _____________________________
Email _____________________________________________________________
Number of Physicians in Practice? ______________________
Bones Society of Florida Member Yes _______ No __________

APPLICABLE FEES: Amount Payable:
Meeting Registration for Members*: $125
Utilize this form to pay 2011 membership dues: $75
Meeting Registration for Non-Members: $200
Saturday Evening Party: $25 per person. Total # of guests ______
Total Amount Payable: $_______________________

*Membership note: Membership in BSOF is only $75 per year. Membership is limited to office administrators and/or management level staff of orthopaedic practices or multi-disciplinary practices that include orthopaedics. Non-members can apply for membership and pay member registration fee at the same time. This form will serve as your membership application. Please submit the membership fee in addition to registration fee. BSOF membership is independent of AAOE membership.

CHECK PAYMENTS:
Make payable to BONES Society of Florida. Mail Registration & Payment to: 9410 Bear Lake Road, Apopka, FL 32703

CREDIT CARD PAYMENTS:
Complete below and mail to address above or fax to 407-682-5597.
Amount Authorized: _________________ Card #: ____________________________ Visa, MC or AMEX
Expiration Date: _________ Security Code or CIN Number: _________________
Name as it appears on card: ___________________________ Billing Zip Code: _________________
Name as it appears on card: ___________________________ Billing Zip Code: _________________

Bones Society of Florida | 9410 Bear Lake Road, Apopka, FL 32703
Tel: 813-948-8660 | Fax: 813-949-8994