

2012-2013 CDT DENTAL CODING AND REIMBURSEMENT UPDATE

Please select a date and location:

ALBUQUERQUE - July 25

PHOENIX - July 26



Total Registration Fee:

	Early*	Regular
Single Registrant	\$229	\$249
2 to 4**	\$219 ea.	\$239 ea.
5 or more**	\$209 ea.	\$229 ea.

*Registrations received 10 days prior to seminar date.
**Price per person when registering at the same time.

I am registering and would like to order a set of CDs for \$59 plus \$8 S&H

AUDIO PRODUCTS

2012-2013 CDT Dental Coding and Reimbursement Update #4649
CD/manual package: \$229 plus \$8 S&H Qty _____

TN residents add 9.25% state sales tax on audio products only.

express.CrossCountryEducation.com
use express number: 242444

PHONE (800) 397-0180
(615) 331-4422

FAX (615) 346-5350

**CROSS COUNTRY
EDUCATION**

P.O. Box 200
Brentwood, TN 37024

Registrant's Name _____

Registrant's Title _____

Registrant's Profession _____ License number _____

E-Mail Address (for confirmation) _____

Facility/Company _____

Address _____ Home Business

City _____ State _____ ZIP _____

Phone _____ Fax _____

ONE REGISTRANT PER REGISTRATION FORM

Method of Payment: # of registrants _____ Total \$ _____

Check Enclosed Purchase Order # _____

Payable to: Cross Country Education
Credit Card: Visa / MC Discover AmEx

Credit Card Number _____

Name on Card _____ Exp. Date _____ Security Code _____

Authorized Signature _____

PLEASE INCLUDE ALL REGISTRATION FORMS WITH PAYMENT

PRESORTED STANDARD
U.S. POSTAGE
PAID
NASHVILLE, TN
PERMIT NO. 3373

2012-2013 CDT Dental Coding and Reimbursement Update

Identifying Common Practice Mistakes

Updated with the latest information on the CDT code changes!

This one-day workshop is packed with common sense methods and ideas to increase practice revenue, decrease your risk, and decrease stress!



- ◆ Examine the latest CDT code changes
- ◆ Understand the codes that will maximize your profit
- ◆ Discover WHAT YOU SHOULD HAVE BILLED FOR BUT DIDN'T! Identify "LOST REVENUE."
- ◆ Assess WHAT YOU DID BILL FOR AND SHOULD NOT HAVE! Avoid billing FRAUD!

Most current information will be covered

Albuquerque, NM - July 25

Phoenix, AZ - July 26



Continuing education available for Dentists through the Academy of General Dentistry and Dental Assistants through the Dental Assisting National Board.

2012-2013 CDT Dental Coding and Reimbursement Update

Identifying Common Practice Mistakes

Updated with the latest information on the CDT code changes!

Maximizing Reimbursement

Without a thorough understanding of insurance reimbursement, today's dental office is at a serious disadvantage. In this economy, dental professionals need to be ensuring that they are getting reimbursed as adequately as they can. Insurance companies use various tactics and strategies that, unless understood, will cause unnecessary delays and rejections during claims processing. **Each office has unique insurance problems. All offices have common insurance problems. We will teach you how to be aware of potential problems and offer possible solutions!**

From the
viewpoint of an
**ACTUAL CLAIMS
EXAMINER!**

Attend This Informative Seminar to Get Information on these Topics and More

- ◆ The proper way to bill for general practice, periodontal, and oral surgery services
- ◆ Techniques to prevent rejections
- ◆ Understand the claims process from the insurance company's perspective
- ◆ Analyze dental contract language and determine how to best educate the entire dental practice, including the staff, doctor, and patients
- ◆ The importance of evidence-based dentistry to your practice
- ◆ What insurance companies look for other than fraud
- ◆ Implement proven strategies to improve patient collections
- ◆ Learn how to file E-claims for the lowest possible cost
- ◆ The intricacies of the dental insurance world
- ◆ A unique perspective on the claims filing process
- ◆ What happens when a claim leaves your office and why you experience delays or denials
- ◆ How to formulate the best narratives and documentation
- ◆ What your patients need to know and the best way to help educate them
- ◆ Discover how most offices can increase their gross income immediately after attending this course
- ◆ Examine the pros and cons of accepting Medicaid
- ◆ Learn how monthly reports that can be evaluated in less than 10 minutes can increase your practice profitability
- ◆ Overcome a down economy by learning LEGAL ways to maximize profit

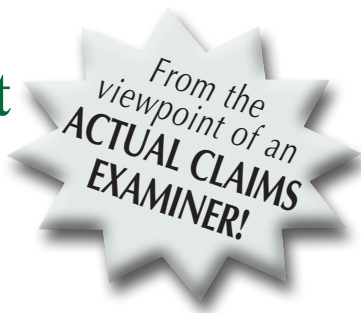
Why this program is unique

- ◆ Get your practice up to speed with an experienced dentist, who ran a dental insurance company and practiced for 30 years
- ◆ You will obtain helpful, realistic, and practical risk management and practice management tips
- ◆ You will be given the information you need to file claims correctly and challenge denials with appropriate documentation and narrative
- ◆ You will be given a consultant's perspective on records and billing, so you can do your own audits, increase your income, and decrease your risk
- ◆ You will understand how insurance companies evaluate your claims



CROSS COUNTRY
EDUCATION
www.CrossCountryEducation.com

Course Content



THE DENTAL CONTRACT

- ◆ Insurance carrier rights
- ◆ Evidence-based dentistry
- ◆ Trends in today's contracts
 - changes in benefit frequency
 - oral-systemic disease link
 - avoiding dental fraud
 - PPO participation

PRACTICE MANAGEMENT

- ◆ Fees
- ◆ Patient communication and managing the patient
- ◆ What consultants look for—common practice mistakes
- ◆ The importance of self-auditing records
- ◆ Risk management tips

AVOIDING DENTAL FRAUD

- ◆ Avoiding “red flags”
- ◆ Bundling and unbundling
- ◆ Suspicious claims
- ◆ Fee discounts
- ◆ Over-utilization
- ◆ Accepting Medicaid: Should you/shouldn't you?
- ◆ Examples of legal action

THE COMPLETE CLAIM FORM

- ◆ How to look at claims like a claims reviewer
- ◆ Correct x-ray, photograph, and narrative submission

INSURANCE STRATEGIES

- ◆ Learn how the insurance company thinks
- ◆ Learn to prevent denials
- ◆ Master fast reimbursement strategies
- ◆ Learn to correctly resubmit claims for appeal
- ◆ The truth about insurance company stall tactics—Are they real?
- ◆ Effect of the HIPAA laws on coding
- ◆ Effective communication skills
- ◆ Discover how to use the EOB to your advantage

EFFECTIVE CODING AND BILLING

- ◆ CDT—the latest additions and revisions
- ◆ Documentation needed to support claims
- ◆ Correct use and maximization of codes
- ◆ Evaluation codes
- ◆ Electronic claim filing
- ◆ Fast Attach™
- ◆ Tips you can use to keep your practice afloat in a down economy
- ◆ Outside financing—Which lender should your practice recommend?
- ◆ The correct claim attachments and narratives—What needs to be included?
- ◆ Important tips to ensure a complete claim—the first time you submit it
- ◆ Identify the biggest loss of income for your office and how to correct it

SPECIAL AREAS OF ATTENTION

- ◆ Learn to bill periodontal services correctly
- ◆ Oral surgery—what both Generalists and Oral Surgeons should know

Dates & Locations

ALBUQUERQUE - July 25, 2013

Hilton Garden Inn Albuquerque/Journal Center
5320 San Antonio Dr NE, Albuquerque, NM 87109 505-314-0809

PHOENIX - July 26, 2013

Thunderbird Executive Inn & Conference Center
15249 N 59th Ave, Glendale, AZ 85306 602-978-7987

Course Hours

Registration begins at 7:30 a.m. The seminar **begins at 8:00 a.m.** and **concludes at 3:30 p.m.** Coffee/hot tea provided in a.m. One-hour break for lunch on your own. For late arrivals or early departures, please see amended certificate information under Continuing Education Credit.

What You Will Learn

- ◆ The intricacies of the dental insurance world
- ◆ What you need to maximize your profit
- ◆ A unique perspective on the claims filing process
- ◆ What happens when a claim leaves your office and why you experience delays or denials

Course Director

PAUL BORNSTEIN, D.M.D., has reviewed thousands of claims, helped draft contracts, and developed fraud detection guidelines as Chief Dental Consultant for a national insurance company. In addition, Dr. Bornstein has over 30 years of dental practice experience. He served as an instructor and assistant professor for Tufts School of Dental Medicine and as a member of the diagnostic department for the Harvard School of Dental Medicine. Dr. Bornstein has lectured in 44 states including the Yankee Dental Conference, the Greater New York Meeting, and the Big Apple Dental Meeting on dental insurance, fraud, and HIPAA. He has published articles on insurance and fraud issues in *Dental Economics* and *Dental Practice Report*. Dr. Bornstein is a member of the American Dental Association and the American Association of Dental Consultants. Dr. Bornstein's seminar is based on his unique experience of being on both sides of the claim form. Participants can expect to receive the most current and accurate information available on optimizing insurance reimbursement.

What You Should Bring

It is recommended (not required) that attendees bring current CDT coding books to the seminar. CDT coding books may be ordered from the ADA by calling (800) 947-4746 or (312) 440-2500.

Audio Products

Audio products include a comprehensive CD recording and companion course manual. If you are registered to attend this seminar, you may order a set of CDs at a reduced fee. Pricing can be found on the registration form, along with shipping and handling. All pricing given in US currency; please call for international rates. You can order online at our website, by faxing or mailing the registration form on this brochure, or by calling 800-397-0180 or 615-331-4422. All material is under copyright; any duplication is unauthorized without written consent from Cross Country Education. Products in stock will typically ship within 5-7 business days. Call for availability.

Who Should Attend

- ◆ Dentists, Practice Owners
- ◆ Front Office Personnel
- ◆ Office Managers
- ◆ Schedulers
- ◆ Treatment Coordinators
- ◆ Insurance Billing and Collection Personnel
- ◆ Dental Hygienists
- ◆ Dental Assistants

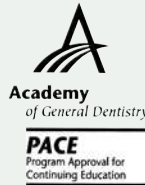
Confirmations & Cancellations

Confirmations of registration are sent via email within three days of receipt in our office. Add customerservice@crosscountryeducation.com to your email address book to ensure delivery. **If you have not received a confirmation, you may call our office at 800-397-0180 or 615-331-4422 to verify registration.** Cancellations received at least five working days before the event are refundable less a \$20 administrative charge per registrant. There is no refund for cancellations received later; however, a credit will be issued toward a future event or product order. Please note that if you register and do not attend, you are still liable for full payment. Substitutions may be made at any time. The expense of continuing education, when taken to maintain and improve professional skills, may be tax deductible. Please contact your accountant for complete details.

Disclaimer: Any opinions, findings, recommendations or conclusions expressed by the author(s) or speaker(s) do not necessarily reflect the views of Cross Country Education. Cross Country Education reserves the right to substitute a qualified instructor due to unforeseen circumstances.

Registrants will not receive a certificate until payment has been received and course has been successfully completed. If payment is not received ten (10) days prior to the seminar, the certificate may not be present at the seminar. If your payment is returned marked NSF it will be represented electronically and a processing fee will be charged as allowed by law.

Continuing Education Credit



Dentists: Cross Country Education is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 10/1/2011 to 9/30/2015. It is offered for 6 credit hours. Provider ID# 217543.

Dental Assistants: This program is approved for Category 3, 6 hours of continuing education credit by the Dental Assisting National Board, Inc. (Approval #42002-0050-09-10) Course Approved for DANB CDE



Credit: Credits earned upon completion of this course may be used to meet DANB's Recertification Requirements. Approval for DANB CDE credit does not imply DANB endorsement of or affiliation with the course or course sponsor or provider.

Dental Hygienists: Cross Country Education is designated as a nationally approved sponsor by the Academy of General Dentistry, which is recognized by many state dental or hygienist boards. Please check your state rules and regulations to determine if this course meets your state criteria.

Other professions: This educational offering qualifies for 6 continuing education hours as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific filing requirements.

All professionals: In order to process continuing education, please bring the appropriate license/certification number to the seminar.

Amended certificates: Please note that the credit hours listed above are offered by Cross Country Education and/or boards/associations for a full day's attendance. In the event of late arrival and/or early departure, amended certificates indicating the actual number of credit hours earned will be provided upon calling Cross Country Education.

ADA: If you require ADA accommodations, please contact Cross Country Education at least two weeks before the seminar date or prior to purchasing any online or distance learning products so that arrangements can be made.

Our Guarantee

Cross Country Education is a national leader in high-quality educational products and services for the health care industry. We have trained over one million health care providers, managers, professionals, and key personnel through our seminars, conferences, and study programs. Our programs are guaranteed to improve the effectiveness and efficiency of participants. If you attend one of our live seminars or webinars, or purchase an audio, video, or online product, and do not receive the professional or business benefits described in our literature, or have some other professional complaint, please let us know in writing within seven days and we will issue a credit voucher that you or anyone in your facility may use toward another live seminar, webinar, audio, video, or online product. All returned audio and video products and materials must be received in original condition before a voucher or replacement is issued. You may contact us at Cross Country Education, P.O. Box 200, Brentwood, TN, 37024.

Join us online

- ◆ Additional educational opportunities
- ◆ Free personalized account
 - Print certificates
 - Track your history
 - Attend e-learning events
- ◆ Easy registration

It's your CE

www.CrossCountryEducation.com