



## Cultivating Your Practice

AAAAI PRACTICE MANAGEMENT WORKSHOP  
Minneapolis, MN • July 28-30, 2023

Friday, July 28	
2:00 – 3:30 pm	<p><b>Coding and Billing Basics</b> – <i>Deborah Grider, CDIP, CCS-P, CPC, CPC-I, CPC-C, COC, CEMC, CPMA</i></p> <p>This session will provide the basics in medical coding for young allergists or practice managers with minimal exposure to allergy/immunology coding terminology. Individuals familiar with coding will benefit from a comprehensive review of coding principles.</p>
4:00 – 5:30 pm	<p><b>Practice Management Basics for the New Allergist</b> – <i>Marshall Grodofsky, MD FAAAAI; Vivian Hernandez-Trujillo, MD FAAAAI; Stephania Lairet, MD</i></p> <p>Your allergy practice is a business. This session will walk allergists new to practice through the steps needed to build a financially sound practice. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Describe elements of practice needed for success and the nuts and bolts of building a practice</li> <li>• Conduct simple practice profit and loss budgeting utilizing excel spreadsheets or similar tools</li> <li>• Calculate practice management benchmarks to evaluate comparative analysis of practice management performance</li> </ul> <p><b>Growing Your Practice: The ABCs of OIT</b> – <i>Sakina Bajowala, MD FAAAAI; Jodi Shroba, MSN APRN CPNP; Dareen Siri, MD FAAAAI</i></p> <p>Food allergy, with a current prevalence of 8-10% in the US, is a growing health problem that highly burdens patients and families both socially and financially. Advancements in various forms of immunotherapy involving desensitization to food proteins allow the modern allergist/ immunologist the opportunity to offer food protein desensitization to their patients, who previously had few options other than strict avoidance. This course is appropriate for physicians and providers who are contemplating, planning, or new to food desensitization. Panelists will harvest their extensive collective experiences as food allergy experts, authors, clinical researchers, lecturers, innovators, and mothers in this stimulating and practical workshop that will include case scenarios for illustration. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss current and emerging forms of food immunotherapy</li> <li>• Explain the pathway to initiating OIT in your office</li> <li>• Understand the practical considerations of OIT including the 7 S's -- selection (patient fit), space, staffing, storage, supply, safety, and structure (financial/legal)</li> </ul> <p><b>Quality Improvement in the Allergy Practice</b> – <i>Christina Ciaccio, MD FAAAAI; Alexa Doss, MD; Dayne Voelker, MD</i></p> <p>Even in the most efficient allergy practices, quality improvement is a fundamental practice to not only improve your practice but to identify potential errors that can occur. This session will give you a framework for identifying mistakes and implementing processes to transform them into a positive. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Identify potential areas for mistakes that can occur in allergy practice</li> <li>• Recognize opportunities to implement quality improvement projects and safety protocols</li> <li>• Understand the principle of event reporting and how it is used to better your practice</li> </ul> <p><b>Government Regulations Allergy Practices Need to Know</b> – <i>Emily Graham, RHIA CCS-P/Hart Health team</i></p> <p>Allergy practices are impacted by a wide range of regulations. This session will provide the latest updates on key regulations and practical steps your practice can take to ensure you're in compliance.</p>

## Saturday, July 29

8:00 – 9:30 am	<p><b>Coding Updates for Allergy Practice</b> – <i>Deborah Grider, CDIP, CCS-P, CPC, CPC-I, CPC-C, COC, CEMC, CPMA</i> An overview of the most recent coding updates for allergy practice.</p>
10:00 – 11:30 am	<p><b>The Patient-Centered Allergy Practice</b> – <i>Alexa Doss, MD; Mohammed Yassin, MD FAAAAI</i> This session will help you use patient-centered care to improve outcomes and inspire satisfaction among both patients and your staff. After attending learners will be able to:</p> <ul style="list-style-type: none"> <li>• Define “patient-centered practice” and discuss the value of this practice model</li> <li>• Understand the steps necessary to build a patient centered practice</li> <li>• Understand the importance of a practice mission in relation to the patient-centered practice</li> <li>• List several techniques you can use to empower staff to work as a team in support of your practice mission</li> <li>• Learn how to use shared-decision making to improve patient satisfaction and outcomes</li> </ul> <p><b>Remote Patient Monitoring: Tech and Tools for Success</b> – <i>Sakina Bajowala, MD FAAAAI; Priya Bansal, MD FAAAAI; Jodi Shroba, MSN APRN CPNP</i> If you’re curious about how to implement the newest remote monitoring devices and applications into your allergy practice and how to properly bill and code for them, this is your session. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the devices most commonly used in allergy practice and their purpose</li> <li>• Discuss implementation strategies for optimal physician and staff work flow</li> <li>• Understand how to properly bill and code for RPM, RCM and PCM</li> </ul> <p><b>Growing Your Practice: Novel Diagnostics</b> – <i>Luz Fonacier, MD FAAAAI; Dianne LeDuc, RN; Dayne Voelker, MD</i> Allergy clinical practice is evolving and novel diagnostics can be a key part of growing your practice. This session will give you a framework on how to implement and transform your practice to provide novel diagnostics including patch testing, drug allergy testing and challenges, and basophil activation/flow cytometry testing. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss value of patch testing for the diagnosis of an eczematous eruption, the different allergens for patch testing, how to do a patch test and how to interpret its results</li> <li>• Identify clinical, administrative and reimbursement strategies for patch testing in the allergy practice</li> <li>• Understand the evolving field of drug allergy evaluation and how to implement both drug allergy skin testing and drug challenges</li> <li>• Identify clinic staffing and work flow processes necessary to complete successful drug allergy skin testing and drug challenges</li> <li>• Discuss the logistics of ordering BAT/CPA/SIP/PEIP with flow cytometry</li> </ul> <p><b>Strategies for Building and Retaining a High Functioning Allergy/Immunology Team</b> – <i>Cheryl Bernstein, RN BSN CCRC; Amar Dixit, MD; Nick Hernandez, MBA FACHE</i> This session will discuss hiring and developing support staff within an allergy &amp; immunology practice. It will specifically discuss building and fostering a culture that helps retain staff. It will review concepts of people development and mentoring and touch upon off-boarding techniques. Additionally, it will address physician team members by delving into various physician partnership models. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Develop organizational methods to develop and retain staff</li> <li>• Provide guidance on establishing a practice culture</li> <li>• Inform on physician employment &amp; partnership models</li> </ul>
1:00 – 2:30 pm	<p><b>HR for the Allergy Practice</b> – <i>Penelope (Penny) Phillips, JD</i> Your staff is the lifeblood of your practice. A seasoned labor and employment attorney will walk you through key aspects of employment and HR law affecting your practice including hiring and firing, employee handbooks, and more.</p>

## Saturday, July 29 (cont.)

3:00 –  
4:30 pm

**Mastering the Art of Contract Negotiation** – *Christina Ciaccio, MD FAAAAI; Amar Dixit, MD; Vivian Hernandez-Trujillo, MD FAAAAI*

Negotiating an employment contract can be stressful, but preparation is the key to a successful outcome. Panelists will review the steps you need to take ahead of the negotiation process, the primary elements you should focus on, and provide examples of effective negotiation strategies. After attending, learners will be able to:

- Review how to research and first steps on negotiation
- Understand the key elements in the contract
- Describe effective negotiation tactics to ensure success

**All Things Biologics: It's a Mab, Mab World** – *Dianne LeDuc RN, RNFA, CNOR; Elizabeth Johnson LPN, CPC, PACS, BCPA*

We all know biologics are time consuming, but there are many ways to make the process efficient, successful, and complementary to your practice. This session will cover all the basics (pharmacy vs medical benefit) and further explain everything from practice setup (contracting and fee schedules), medication acquisition, pre-service review, compliance, coding and billing tips, and ways to support patients with coverage and assistance. After attending, learners will be able to:

- Identify patient benefit most beneficial for medication acquisition
- Define administrative processes for purchasing and administering biologics
- Categorize biologics by method of delivery
- Articulate process improvement strategies for biologics in practice

**Physician Retirement 101** – *Marshall Grodofsky, MD FAAAAI; Nick Hernandez, MBA FACHE; Mohamed Yassin, MD FAAAAI*

While planning for retirement or contemplating a reduced role or ownership transition may seem like something that is years away, the reality is that positioning your practice to maximize value and minimize disruption can take a great deal of time and careful planning. As many physicians have discovered, failure to prepare adequately can be extraordinarily damaging. Not only can physicians subject themselves to unneeded financial and mental stress, but the practice itself can struggle. In this presentation, you will discover a proven step-by-step practice ownership transition strategy that will not only ensure the survivability of the practice -- but will also position the practice for continued growth and profitability. The best practices, and practical "how-to" ownership transition techniques, explained in this presentation can help you to avoid common, but costly mistakes that quickly turn transition into a financial and legal disaster for both buyer and seller. This presentation will also address specifics to ensure adequate patient care transition (e.g. allergy desensitization protocols) as well as specific financial obligations that occur to the retired individual. After attending, learners will be able to:

- Begin thinking about ownership transition and identify key issues/considerations and common mistakes and misconceptions about practice ownership transition that can quickly derail a smooth ownership transition
- Demonstrate the need to initiate a long-term plan to manage retirement/practice exit strategies for both follow up patient care and final planning to allow for secure retirement
- Initiate planning for personal activities in the post workplace environment
- Understand when and how to create a financially secure retirement road map

**Integrating Clinical Research into Allergy Practice** – *Cheryl Bernstein, RN BSN CCRC; Dureen Siri, MD FAAAAI; Gary Steven MD PhD FAAAAI*

This session will highlight the necessary infrastructure to participate and conduct clinical research in the allergy practice. The pros and cons for establishing a research center in the allergy practice will be discussed. Negotiating the contract, budget and payment terms will be emphasized. Questions and open discussions will be encouraged. After attending, learners will be able to:

- Describe the infrastructure needed to successfully conduct clinical research within the allergy practice.
- Understand the budget and contract process.

## Sunday, July 30

<b>8:00 – 9:30 am</b>	<p><b>Cracking the Code: Solving Your Coding Conundrums</b> – <i>Anna Davidson, Marshall Grodofsky, MD FAAAAI</i> Case-based session walking through some challenging real-world coding scenarios from allergy practice.</p>
<b>10:00 – 11:30 am</b>	<p><b>Telemedicine</b> – <i>Gary Steven, MD PhD FAAAAI; Sakina Bajowala, MD FAAAAI</i> This session will explore the elements of safe and equitable implementation of telehealth in allergy practices. It is clear that there is a role for telehealth in the future, and careful attention to appropriateness and patient safety will help ensure the viability of telehealth from regulatory and payer perspectives. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Identify patient/visit types appropriate for telehealth</li> <li>• Understand the types of technology and coding available for telehealth</li> <li>• Recognize opportunities for improved patient monitoring</li> </ul> <p><b>Preparing Allergen Immunotherapy Extracts</b> – <i>Priya Bansal, MD FAAAAI; Dianne LeDuc RN, RNFA, CNOR; Mohamed Yassin, MD FAAAAI</i> This session provides an overview of the new USP-797 regulations related to in-office compounding and how allergy practices can comply with the new rules. Panelists will provide ideas for developing and implementing efficient staffing protocols that ensure safe administration of allergy serums. Attendees will have the opportunity to demonstrate knowledge of the requirements through a series of hands-on exercises. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the allergen extract preparation space requirements as defined in the new USP 797 regulations</li> <li>• Discuss staffing and safe administration of immunotherapy</li> <li>• Understand staff training requirements for allergen extract preparation</li> </ul> <p><b>Understanding Employed Physician Metrics</b> – <i>Christina Ciaccio, MD FAAAAI; Vivian Hernandez-Trujillo, MD FAAAAI; Nick Hernandez, MBA FACHE</i> Employed physicians need to have an understanding about elements of practice that contribute to financial success. Many employment agreements base some compensation on productivity metrics. This session will address both basics and measurement of wRVUs. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Describe what an RVU is and why they are important</li> <li>• Accurately calculate work RVUs and understand how to meet productivity metric targets</li> <li>• Demonstrate the value of allergy services within the larger division/organization</li> </ul> <p><b>Aerobiology for the Practicing Allergist</b> – <i>Andrew Rorie, MD FAAAAI; Dayne Voelker, MD</i> Allergic rhinitis is a common clinical condition seen in allergy practice. Aerobiology and pollen counting are important tools to implement in practice to not only benefit patient care but to make an allergy practice more marketable. In this forum, we will discuss aerobiology and its role in both academic and private practice Allergy Clinics. We will discuss the role of pollen counting and its impact on patient care and marketing from an allergy practice standpoint. After attending, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss aerobiology and its importance in your allergy practice</li> <li>• Evaluate and review different pollen and mold counting methods</li> <li>• Discuss best practices for utilizing data obtained from pollen and mold counting</li> <li>• Review how to evaluate and smartly market pollen and mold counting in your allergy practice</li> </ul>