



An AASM Sleep Education Series Course

THE BUSINESS OF SLEEP MEDICINE

February 6-8, 2009 • Marriott Los Angeles Downtown • Los Angeles, California



COURSE CHAIR

R. Bart Sangal, MD
Sleep Disorders Institute
Troy, Michigan

COURSE VICE CHAIR

Philip Becker, MD
Sleep Medicine Associates of Texas
Dallas, Texas

THE BUSINESS OF SLEEP MEDICINE

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TARGET AUDIENCE

This course is intended for:

- Sleep medicine physicians, behavioral sleep medicine practitioners, business managers, lead or supervisory sleep technologists and all other sleep-related professionals interested in the business practices, economic, legal, political, and social aspects of running a sleep disorder center
- Individuals who are considering opening a sleep disorder center, have recently opened a sleep disorder center, are employed within a sleep disorder center, or those who seek an update on current information and trends

COURSE OVERVIEW

This course will review all aspects of sleep center business. This will include development of a strategic plan and marketing; reimbursement issues such as negotiating with third-party payers and coding strategies; legal issues such as self-referral and ethical behavior; and evaluation of the cost-effectiveness of new technologies. As an example of new technology, this course will focus on the use of portable monitors in the diagnosis and management of obstructive sleep apnea. The course will help attendees effectively manage a sleep disorders center and maximize patient care.

COURSE OBJECTIVES

Upon completion of the course, participants will be able to:

- Discuss issues pertinent to the opening and operation of a free-standing or hospital-based sleep disorders center
- Integrate new information and updates essential to the operation of a sleep disorders center, including reimbursement and coding, accreditation, legal issues, human resources, and financial analysis
- Integrate new technologies in the diagnosis and management of sleep disorders
- Review legislative and regulatory issues both new and on the horizon that may affect the operations of a sleep disorders center

LIST OF TOPICS & PRESENTERS

The Business of a Sleep Center

- *Executing a Successful Strategic Plan*
Jerome Barrett,
AASM Executive Director
- *Implementing a Marketing Plan*
Mary Safko
- *Making the Most of Technology*
Richard Bogan, MD
- *Health Policy Update*
Jerome Barrett,
AASM Executive Director

Third Party Payers and Sleep Medicine

- *CMS and Sleep Medicine*
To Be Announced
- *A Private Insurer's Experience with Sleep Medicine*
Donald Dimcheff, MD,
BCBSM
- *Health Plan Regulation to Require Accreditation for High Quality Sleep Medicine*
Alejandro Chediak, MD,
AASM Immediate Past President

Sleep Medicine and Medical Organizations

- *Pros and Cons of Accreditation*
Sam Fleishman, MD
- *Organized Medicine and Sleep Medicine*
Marc Raphaelson, MD

Portable Monitoring

- *CMS Coverage Update – National and Local*
Mary Susan Esther, MD,
AASM President
- *The VA Experience with Portable Monitoring*
Richard Berry, MD
- *Predicting Impact of Portable Monitoring Based on Market Models*
Philip Becker, MD
- *What Technology Brings to Portable Monitoring*
Philip Westbrook, MD
- *Home Testing Equipment*
To Be Announced

Legal and Ethical Issues

- *Fraud, Abuse and Stark III (including IDTFs and DME) – Legal Issues*
Neal Cooper, JD
- *Sleep Medicine and the Law*
Ramesh Sachdeva, MD, JD
- *The Ethical Practice of Sleep Medicine in a Competitive Environment*
Philip Becker, MD

Coding Issues

- *Best Practices for Coding of Sleep Medicine Services*
Jill Young, CPC
- *Pros and Cons of Physician Extenders*
Jill Young, CPC

SESSION TIMES

FRIDAY, FEB. 6

12:00 PM – 1:00 PM
Registration

1:00 PM – 5:00 PM
General Session

5:00 PM – 6:00 PM
Meet the Faculty Reception

SATURDAY, FEB. 7

7:00 AM – 8:00 AM*
Continental Breakfast

8:00 AM – 12:00 PM
General Session

12:00 PM – 1:00 PM*
Lunch

1:00 PM – 5:00 PM
General Session

SUNDAY, FEB. 8

7:00 AM – 8:00 AM*
Continental Breakfast

8:00 AM – 12:00 PM
General Session

**Continental breakfast and lunch are provided on Saturday and continental breakfast is provided on Sunday; attendees are responsible for all other meals.*

CONTINUING EDUCATION

The American Academy of Sleep Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The ACCME mandates that accredited providers only offer *AMA PRA Category 1 Credits™* to physicians. The AASM will issue non-physicians a letter of attendance for activities designated for *AMA PRA Category 1 Credits™* for physicians. Physicians will continue to receive a certificate indicating awarding of *AMA PRA Category 1 Credits™*.

The American Academy of Sleep Medicine will award **14.00** *AMA PRA Category 1 Credits™* for this course. Each physician should claim only those credits that he/she actually spent in the educational activity.

REGISTRATION FORM

The Business of Sleep Medicine – February 6-8, 2009

REGISTRATION INFORMATION *Please type or print clearly*

Last Name: _____

First Name: _____ Degree: _____

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____ Phone: (_____) _____ - _____

Fax: (_____) _____ - _____ E-mail: _____

(e-mail required to receive confirmation)

Special Needs/Accommodations: _____

SPECIALTY: Sleep Neurophysiology Psychiatry Nursing
 Internal Medicine Otolaryngology Psychology Other
 Pulmonology Pediatrics Neurology

Please Check One:

- Yes, I give my permission to include my contact information on an attendee list to be distributed to course attendees.***
- No, I do not give my permission to include my contact information on an attendee list to be distributed to course attendees.***

MEMBERSHIP CLASSIFICATION

Want to register for the member price, but you're not a member? Join the AASM to receive instant savings including reduced course registration fees, subscriptions to the journals *SLEEP* and *Journal of Clinical Sleep Medicine*, and much more. Visit the AASM Web site at www.aasmnet.org for more information about membership including a complete listing of benefits and a description of all membership categories. Membership is on a calendar-year basis (January 1–December 31). Join from October 1 – December 31, 2008, to receive the remainder of the 2008 membership for free.

- Regular Members – \$200
- Student Members without journals – \$40
- Student Members with journals – \$115
- Affiliate Membership – \$200
- Affiliate Industry Membership – \$400

REGISTRATION DISCLAIMER

Registration is limited. Please register early. Confirmation letters will be sent via e-mail within one week of receipt of registration form and payment. All attendees must pre-register; **on-site registration will not be accepted.**

The AASM will not be held liable if an individual purchases an airline ticket before receiving confirmation of registration for this course.

3 WAYS TO REGISTER

ONLINE *(credit card only)*
www.aasmnet.org

FAX *(credit card only)*
(708) 273-9354

MAIL *(check or credit card)*
American Academy of Sleep Medicine
Attn: Meeting Department
One Westbrook Corporate Center, Suite 920
Westchester, IL 60154

REGISTRATION FORM *continued...*

REGISTRATION CATEGORY *(please check one)*

Members • To register as a member, the registrant must currently be an individual member of the American Academy of Sleep Medicine (AASM) or American Association of Sleep Technologists. If the AASM is unable to confirm that the individual is a member of the AASM or AAST, the AASM will register the individual as a non-member at the non-member prevailing fees.

Employees of Center Member • To register as an employee of center member (with a maximum of four registrants), the registrant must currently be employed at a sleep center or sleep lab that is currently a member of the AASM. If the AASM is unable to confirm that the center or lab is a member of the AASM, the AASM will register the individuals as a non-member at the non-member prevailing fees.

Non-Members • If you are not an individual member of the AASM and would like to become a member, please complete the membership classification information on the previous page. For more information regarding AASM membership, call the AASM Membership Department at (708) 492-0930.

ADVANCED REGISTRATION *(on or before January 9, 2009) Please check one.*

- AASM or AAST Individual Member \$495
 Employee of an AASM Member Sleep Center or Sleep Lab \$495
Name of Sleep Center or Sleep Lab: _____

- Non-Member \$650

REGISTRATION *(after January 9, 2009)*

- AASM or AAST Individual Member \$550
 Employee of an AASM Member Sleep Center or Sleep Lab \$550
Name of Sleep Center or Sleep Lab: _____

- Non-Member \$700

METHOD OF PAYMENT *(please check one)*

- Please make checks payable to the AASM (U.S. funds drawn on a U.S. bank)
 For payment by credit card (Visa/Master Card/American Express):

Card#: _____

Exp. Date: _____ / _____ Validation Code*: _____

Card Holders Name: _____

Mailing Address: _____

Signature: _____ Date: ____/____/____

**For a Visa or Master Card, the validation code is the last 3 numbers in the signature box. For an American Express, the validation code is the 4 numbers above the credit card number.*

Detach and Return

GENERAL INFORMATION

LOCATION & ROOM RESERVATIONS

The Business of Sleep Medicine course will be held at the Marriott Los Angeles Downtown, 333 South Figueroa Street, Los Angeles, California, 90071, (213) 617-1133. For more information about the Marriott Los Angeles Downtown and its amenities, visit the hotel Web site:

www.losangelesmarriottdowntown.com.

A block of guest rooms has been reserved at the Marriott Los Angeles Downtown. Space is limited, so please make reservations well in advance. The room rate at the hotel is \$179.00 per night plus tax and is only valid until **January 9, 2009**, or until the room block sells out.

All reservations must be made by individual attendees directly with the hotel's reservation department. You can make the reservation by calling Marriott Central Reservations at (800) 228-9290 and identifying yourself as part of the Sleep Winter Courses group or online at www.losangelesmarriottdowntown.com and using the group booking code AASAASA. Check-in time at the Marriott Los Angeles Downtown is 3:00 PM on the day of arrival and check-out time is 12:00 PM on the day of departure.

MEALS

Breakfast will be served on Saturday and Sunday and lunch will be served on Saturday during the course; all other meals are the responsibility of the attendees. Only registered attendees are allowed to attend meal functions. Guests of attendees will not be accommodated during meal functions.

TRANSPORTATION

Attendees may contact Corporate Travel to purchase airline tickets. Call toll-free (800) 526-4540 and ask for Lori or Julie to assist you.

The airport nearest to the Marriott Los Angeles Downtown is the Los Angeles International Airport. The hotel is approximately 17 miles from the airport; taxi service to and from the airport is approximately \$45.00 each way.

CONFIRMATION

Confirmations will be sent via e-mail within one week of receipt of registration form and payment. All participants must pre-register for the course; **on-site registration will not be accepted.**

The AASM will not be held liable if an individual purchases an airline ticket before receiving confirmation of registration for this course.

CANCELLATION POLICY

To cancel a registration, written notification must be submitted to the AASM Meeting Department. A \$50.00 administrative fee will be withheld on cancellations postmarked prior to **Friday, January 9, 2009**. After this date, no refunds will be available. Refunds are not provided to no-shows. The AASM reserves the right to cancel The Business of Sleep Medicine course and provide a full refund should conditions warrant. The refund will only include the cost of registration for the course.

RECORDING

The AASM strictly prohibits photographing and/or recording, of any kind, of sessions and speakers at the course.

DRESS CODE

Dress code at the course is business casual.

INFORMATION OR QUESTIONS

For information or questions regarding the course, please contact:

Randi Prince, Meeting Coordinator
One Westbrook Corporate Center,
Suite 920

Westchester, IL 60154

Phone: (708) 492-0930

Fax: (708) 273-9354

E-mail: rprince@aasmnet.org

Web site: www.aasmnet.org



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One Westbrook Corporate Center, Suite 920
Westchester, IL 60154

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FEBRUARY 6-8, 2009

MARRIOTT LOS ANGELES DOWNTOWN • LOS ANGELES, CA

*Are you seeking current information
and trends related to owning and
operating a sleep disorders center?*

Register for this course TODAY.