

## OUTLINE

### THE DENTAL CONTRACT

- Insurance carrier rights
- 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

### AVOID DENTAL FRAUD

- Avoiding "red flags"
- 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 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

- Tips you can use to keep your practice afloat in a down economy
- Identify the biggest loss of income for your office and how to correct it
- CDT—the latest additions and revisions
- Documentation needed to support claims
- WILL YOUR RECORDS SURVIVE AN AUDIT?
- Correct use and maximization of codes
- Electronic claim filing
- 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

### SPECIAL AREAS OF ATTENTION

- Learn to bill periodontal services correctly including the new D4346
- Fraud: Prevent fraud from occurring in your billing

## Most Offices Can Immediately Increase Income with the Information in this Seminar

- Overcome a down economy with LEGAL ways to maximize billing.
- Implement proven strategies to improve patient collections.
- Bill properly for general practice, periodontal, and oral surgery services.
- Help prevent rejections.
- Identify what insurance companies look for other than fraud.
- Assess the claims process from the insurance company's perspective.
- Examine the pros and cons of accepting Medicaid.
- Analyze dental contract language and determine how to best educate the entire dental practice, including the staff, doctor, and patients.
- Formulate the best narratives and documentation.

### 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.

### Target Audience

Dentists & Practice Owners • Front Office Personnel  
Office Managers • Schedulers • Treatment Coordinators  
Insurance Billing and Collection Personnel  
Dental Hygienists • Dental Assistants

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# CDT Dental Coding & Reimbursement Update

## Identifying Common Practice Mistakes



**LANSING, MI**  
Wednesday, October 16, 2019

**LIVONIA, MI**  
Thursday, October 17, 2019



Register now! [pesirehab.com/express/72912](http://pesirehab.com/express/72912)

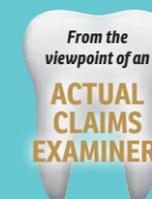
# CDT Dental Coding & Reimbursement Update

## Identifying Common Practice Mistakes

**Updated  
with the latest  
information on  
the 2019 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!**

- Discover **what you should have billed for, but Didn't!** Identify "lost revenue"
- Understand the codes that will maximize your profit
- Examine the latest CDT code changes that will affect your practice
- Assess **what you did bill for and should not have!** Avoid billing fraud!
- Determine whether **your records will survive an audit!**



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A NON-PROFIT ORGANIZATION CONNECTING KNOWLEDGE WITH NEED SINCE 1979

## CDT Dental Coding & Reimbursement Update: Identifying Common Practice Mistakes

Without a thorough understanding of insurance reimbursement, today's dental office is at a serious disadvantage. In this economy, dental professionals need to ensure 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!

### 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 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 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 understand how insurance companies evaluate your claims.

### Objectives

- Identify what you need to be aware of to maximize billing.
- Examine the intricacies of the dental insurance world.
- Discuss how your office is being watched and how to avoid billing fraud.

#### Live Seminar Schedule

**7:30** Registration/Morning Coffee & Tea  
**8:00** Program begins  
**Lunch:** 1 hour (on your own)  
**3:30** Program ends

There will be two 15-min breaks (mid-morning & mid-afternoon).  
 Actual lunch and break start times are at the discretion of the speaker.  
 A more detailed schedule is available upon request.



PESI Inc. is proud to offer this seminar (at these locations only) free of charge (on live seminar tuition) for veterans and active duty military personnel. **Limited seats available; advance online registration required.**

**Seminar on DVD or CD Package:** You can purchase a self-study package on the subject. You will receive a set of DVDs or CDs that include a digital copy of the seminar manual and post-test/evaluation. You and your colleagues can receive CE hours for a nominal fee. To determine if homestudy credits are available for your profession go to [www.pesirehab.com](http://www.pesirehab.com) or call 800-844-8260. Check with your licensing board to verify acceptance of self-study credits for license renewal. Order today by using the order form on this brochure or by calling 800-844-8260

**Hassle-Free Cancellation Policy:** If you contact us before the event date, you can exchange for a DVD or CD on the subject (self-study continuing education credit may be available), a certificate to attend another seminar, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.



#### Have a seminar idea? A manuscript to publish?

The nation's top speakers and authors contact PESI Rehab first. If you are interested in becoming a speaker, or have a new topic idea, please contact Val Whitehead at [vwhitehead@pesi.com](mailto:vwhitehead@pesi.com) or call (715) 855-8166.

### SPEAKER

**PAUL BORNSTEIN, DMD**, 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 acted as an expert for the defense in multiple fraud cases at both the state and federal levels. He has lectured in 47 states including the Yankee Dental Conference, the Greater New York Meeting, and the Big Apple Dental Meeting on dental insurance, fraud, and HIPAA. Dr. Bornstein is a published author with articles in *Dental Economics* and *Dental Practice Report* and in recent years he has been a contributor for the ADA publication *Coding Companion*. He 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.

#### Speaker Disclosures:

Financial: Paul Bornstein is the owner of Dental Office Consultants. He receives a speaking honorarium from PESI, Inc.

Non-financial: Paul Bornstein is a member of the American Dental Association; and the American Association of Dental Consultants.

“ Paul was extraordinary once again. I was at a presentation he gave years ago and he really is phenomenal. He helped us raise our revenue back in 2007 and I'm confident he has once again. ”

### Live Seminar Continuing Education Credit Information

**Credits listed below are for full attendance at the live event only.** After attendance has been verified, pre-registered attendees will receive an email from PESI Customer Service with the subject line, "Evaluation and Certificate" within one week. This email will contain a link to complete the seminar evaluation and allow attendees to print, email or download a certificate of completion if in full attendance. For those in partial attendance (arrived late or left early), a letter of attendance is available through that link and an adjusted certificate of completion reflecting partial credit will be issued within 30 days (if your board allows). Please see "LIVE SEMINAR SCHEDULE" on this brochure for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.

If your profession is not listed, please contact your licensing board to determine your continuing education requirements and check for reciprocal approval. For other credit inquiries not specified below, or questions on home study credit availability, please contact [cepesi@pesi.com](mailto:cepesi@pesi.com) or 800-844-8260 before the event.

Materials that are included in this course may include interventions and modalities that are beyond the authorized practice of mental health professionals. As a licensed professional, you are responsible for reviewing the scope of practice, including activities that are defined in law as beyond the boundaries of practice in accordance with and in compliance with your profession's standards.

PESI, Inc. offers continuing education programs and products under the brand names PESI, PESI Healthcare, PESI Rehab and Psychotherapy Networker.

**Coders:** This program has the prior approval of the American Academy of Professional Coders (AAPC) for 6.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by the AAPC of the program content or the program sponsor. AAPC approval good thru 12/31/2019.

**Dentists:** PESI, Inc. 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 10/1/2015 to 9/30/2021. It is offered for 6.0 credit hours. Provider ID# 217543.

**Dental Hygienists:** PESI, Inc. 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. This activity consists of 6.0 clock hours of continuing education instruction.

**Other Professions:** This activity qualifies for 360 minutes of instructional content 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 requirements.

## How to Register

CDT DENTAL CODING & REIMBURSEMENT UPDATE: IDENTIFYING COMMON PRACTICE MISTAKES  
 Questions? Visit [www.pesirehab.com/faqs](http://www.pesirehab.com/faqs), or call 800-844-8260

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**1 Please complete entire form** (to notify you of seminar changes):  
 please print; staple duplicate forms.

**Mail Code:** \_\_\_\_\_  
 See mail code box on address panel on reverse side

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**\*Registrant's e-mail is required to receive your certificate of completion and registration confirmation.**

### 2 Check location: (make copy of locations)

**LANSING, MI** 72912LNS  
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**ADA NEEDS**  
 We would be happy to accommodate your ADA needs; please call at least two weeks prior to the seminar date.

**WALK-INS**  
 Walk-ins are welcome but admission cannot be guaranteed. Call M-F 7:00-6:00 Central Time for space availability if registering within one week of seminar.

**TUITION OPTIONS**

- **FREE Military Tuition:** PESI Inc. is proud to offer this seminar (at these locations only) free of charge (on live seminar tuition) for veterans and active duty military personnel. **Limited seats available; advance online registration required.**
- **\$30 Tuition:** If you are interested in being our registration coordinator for the day, go to: [www.pesirehab.com/coord](http://www.pesirehab.com/coord) for availability and job description, or call our Customer Service Dept. at 800-844-8260.
- **Groups of 10 or more:** Call 800-844-8260 for discounts.
- **Discounted Student Rate:** As part of its mission to serve educational needs, PESI, Inc. offers a reduced rate of 50% off standard tuition for students. Enclose a current student schedule with registration form. Go to [www.pesirehab.com/students](http://www.pesirehab.com/students) or call 800-844-8260 for details. **Advance registration required.** Cannot be combined with other discounts.

### 3 Check tuition:

**Tuition with seminar manual**  
**\$289.99** – choose one of the options below:  
 per person for 2 or more preregistering together —OR—  
 single registration postmarked 3 weeks prior to seminar date  
 **\$309.99** standard

### 4 Indicate method of payment:

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 (\*American Express: 4-digit # above account # on face of card.)

### CAN'T ATTEND THE SEMINAR?

See below for individual product orders

**CDT Dental Coding & Reimbursement Update: Identifying Common Practice Mistakes**

\_\_\_ Seminar on DVD\* (video) \$219.99 (RNV020165)  
 \_\_\_ Seminar on CD\* (audio) \$219.99 (RNA020165)

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