

## AMBA Webinars



# AMERICAN MEDICAL BILLING ASSOCIATION

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Liles Parker currently serves as "Compliance Legal Counsel" for the American Medical Billing Association (AMBA). Our attorneys founded and co-sponsored a monthly, interactive webinar series with the [AMBA](#) which is participated in by hundreds of health care providers and medical billers each and every month. These free webinars are currently approved for the following CEU credit:

**1 CEU through AMBA**

**1 CEU through AAPC**

**1 CEU through PMI**

**Please see below for a list of upcoming webinars:**

**Tuesday, August 11th, 2020, 12:00 p.m. EST / 11 CST / 09:00 a.m. PST**

***Compliance Problems and Pitfalls with Physician Practice EHR Systems -- Deficiencies You Must Address Now!***



As the use of Electronic Health Record (EHR) systems has expanded, so has the number of documentation, coding and billing problems associated with the use of these record keeping systems. Unfortunately, it seems like many of the

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EHR systems being used by physician practices were developed primarily by programmers, with only minimal input from the clinicians, coders and billers responsible for actually ensuring that the services recorded are factually accurate and comply, fully, with applicable statutory and regulatory requirements. In recent years, we have seen administrative, civil and criminal cases brought against agencies based on false or fraudulent information entered into a practice's EHR. In this session, we will examine the primary problems typically identified by government auditors and discuss how these problems could have been avoided. Join Liles Parker **Attorney Robert W. Liles** and **Chief Legal Officer for RXNT, Tom Collinson**, one of the leading medical practice EHR systems currently in the market, as they discuss the benefits and risks of using an HER system. This webinar is scheduled for 60 minutes with a Q & A session to follow. Registration is free for all AMBA members and clients of Liles Parker, Attorneys & Counselors at Law. **Please register [here](#).**

**Tuesday, September 8th, 2020, 12:00 p.m. EST / 11 CST / 09:00 a.m. PST**

***TPEs, ADRs, Pre-Payment Reviews, Post-Payment Audits and Suspensions – What's the Big Deal?***



Over the past year, more and more physician practices and clinics have been subjected to Targeted Probe and Educate (TPE) audits, Additional Documentation Requests (ADRs), Pre-Payment Reviews and / or Post-Payment Audits by both UPICs and ZPICs. While the government has placed some restrictions on their use, contractors continue to exercise great latitude in their scope and the length that they are imposed. Similarly, contractors remain in control of post-payments conducted and suspension actions recommended to CMS. In this webinar, **Attorneys Heidi Kocher** and **Michael Cook** will discuss these enforcement actions and outline the adverse impact each action can have on your practice (and on your third-party billing company). This webinar is scheduled for 60 minutes with a Q & A session to follow. Registration is free for all AMBA members and Liles Parker clients. **Please register [here](#).**

**Tuesday, October 8th, 2020, 12:00 p.m. EST / 11 CST / 09:00 a.m. PST**

***Ethical Marketing for Third-Party Billing Companies and Physician Practices on a Budget***

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Outside billers and medical practices haven't really marketed very aggressively using the internet. With the exception of select specialty areas (such as dentists) and a limited number of large outside billing companies, most billing companies haven't engaged in active online marketing. That means that the competition isn't going to be as aggressive as it is in other industries. To a lesser extent, this is also true for small physician practices. Customers today are not constrained by geography. There has been a generational shift when it comes to identifying a vendor or health care provider. Now, more than any prior time in history, health care providers will be more willing to use third-party billing companies outside of their community (and even out-of-state). In this session, **Salma Mokbel** and **Attorney Ish Laher** will present several digital marketing steps you can take that are free or very inexpensive. This webinar is scheduled for 60 minutes with a Q & A session to follow. Registration is free for all AMBA members and Liles Parker clients. **Please register [here](#).**

**Tuesday, November 10th, 2020, 12:00 p.m. EST / 11 CST / 09:00 a.m. PST**

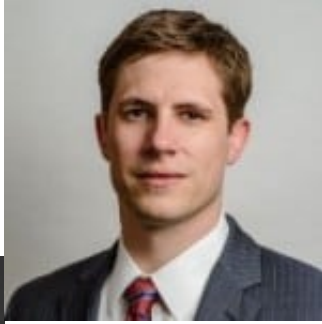
***Medicare, Medicaid, Private Pay Patient Kickbacks and Inducements, Oh My!***

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Kickbacks can take a wide variety of forms, some of which are more easily discernible than others. In fact, business courtesies that may be common in other industries are often illegal with respect to health care. In this session, we will review several recent health care kickback cases and discuss the conduct that resulted in Federal and / or State prosecution. In addition to covering Medicare and Medicaid kickback statutes, we will also discuss private payor kickback prohibitions. Join **Attorneys Lester Johnson** and **Jason Cabell** as they discuss these important issues. This webinar is scheduled for 60 minutes with a Q & A session to follow. Registration is free for all AMBA members and Liles Parker clients. **Please register [here](#).**

**Tuesday, December 8th, 2020, 12:00 p.m. EST / 11 CST / 09:00 a.m. PST**

### ***OIG Work Plan Update – Areas of Focus Now and in the Future***



For several years now, the OIG has been updating its Work Plan on a monthly, rather than an annual basis. This has really “upped-the-ante” so to speak, in terms of your need to monitor the agency’s ever-changing priorities. In this session, we will discuss several of the current projects that OIG is conducting and examine several recurring areas of concern that just don’t ever seem to leave the list! We will also discuss steps you can take to keep your practice and / or third-party billing company within the four corners of the law. Join **Attorneys Richard Pecore** and **Leonard Schneider** as they outline the existing and new OIG regulatory concerns now facing your organization. This webinar is scheduled for 60 minutes with a Q & A session to follow. Registration is free for all AMBA members and Liles Parker clients. **Please register [here](#).**

**Tuesday, January 12th, 2021, 12:00 p.m. EST / 11 CST / 09:00 a.m. PST**

### ***10 Steps You Can Take to Improve Your Compliance Efforts in 2021***

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Despite your best efforts, there are several can take (many of which can be initiated tomorrow) which will significantly improve your compliance from a coding / billing / HIPAA / OSHA standpoint. **Attorneys Robert Liles** and **Paul Weidenfeld** will discuss ways your organization can reduce its level of risk. This webinar is scheduled for 60 minutes with a Q & A session to follow. Registration is free for all AMBA members and Liles Parker clients. **Please register [here](#).**