

# JAWS Society

A NATIONAL SOCIETY OF ORAL & MAXILLOFACIAL ADMINISTRATORS  
JOINING ADMINISTRATORS WITH SUPPORT

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## The Role of the Practice Administrator

By John M. Williams

The role of the practice administrator varies significantly from practice to practice and specialty to specialty. The role also varies according to the size of the practice. In general, in the larger practice the administrator's role is more strategic in nature. In smaller practices, the administrator's role tends to be more "hands on" with the daily operations of the practice.

If you Google, "Practice Administrator" you will find various definitions and job descriptions. However, the overall consensus is that the practice administrator of the 21st century serves as the true leader of the practice. In general, the purpose of the position is to provide strategic leadership and direction for the practice, and to oversee directly and/or indirectly all management aspects of practice. The administrator typically reports directly to the President of the group or to the board itself. All managers and/or key staff report directly to the administrator. It should be noted here that in many oral surgery groups one or more of the doctors tend to function in the role of the administrator by having key staff, including their person designated as administrator, report directly to them. This seems to be reserved to the dental industry as most medical practices have an administrator who functions in the more defined role outlined in this article.

The general responsibilities of the administrator should include the following:

- Maintain expertise in all areas of healthcare from a global, regional, and local perspective.
- Monitor the healthcare environment to evaluate and analyze issues affecting the practice.
- Analyze and develop business opportunities for the practice.
- Develop and implement annual business and marketing plans.
- Develop and maintain annual budget.
- Research and make recommendations to board for all capital equipment purchases.
- Maintain working knowledge of all aspects of the practice.
- Monitor all financial aspects of the practice.

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## The Role of the Practice Administrator

*continued*

- Maintain relationships with outside consultants, including attorneys, accountants, practice consultants, architects, retirement plan experts, and insurance companies.
- Develop billing policies and procedures to ensure optimal collections for the practice.
- Monitor Billing Department to ensure goals are met.
- Develop and/or approve all Practice Policies and Procedures.
- Develop and/or approve all Personnel Policies and Procedures.
- Develop and maintain relationships with insurance companies, referring dentists and doctors, hospitals, and other outside healthcare entities.
- Make and/or approve all final hiring decisions.
- Review salaries and present proposed salary changes to the board on an annual basis.
- Recruit new doctors and negotiate contracts.
- Develop and oversee implementation of all projects.

## Videotaping

By Julia Spradlin, Practice Administrator  
Fairfax Oral and Maxillofacial Surgery, P.C.

Unfortunately with cell phone technology today we are all at risk of this occurring in our office no matter how prepared or how many signs we post. I thought I would pass this on to you.

Excerpt from OMSNIC Newsletter, June 2011, Vol. 22

“OMS routinely do not allow family members to be present with the patient in the operatory during the performance of an oral and maxillofacial surgery procedure. Therefore, it is relatively easy to deny a request to videotape procedures. What is of more concern is family members who want to videotape patients as they emerge from sedation in the recovery area. This can interfere with the OMS and staff efforts to protect the patient’s privacy.

If a family member takes a video of the patient in the recovery area, the OMS and staff may not be aware of it. Many of us remember what became a video sensation of a child rambling nonsense in the back seat of a car. The child had obviously undergone a procedure and was still feeling the effects of the sedation. While we may question the parent’s judgment in making this videotape, the fact remains that people now want to videotape everything and post it for all to see. Practitioners need to be aware of this trend because office staff or the OMS could appear in these posted video segments without their knowledge or permission. OMS offices may also choose to post a sign advising that the use of video of any kind is prohibited in the office to protect the patient’s privacy.

With video cameras in such common use today, a proactive position and policy should be in place to minimize the potential negative ramifications that could occur. “

Author – Kelly Mitchell, Assistant Risk Manager

When I received the June 2011 OMSNIC newsletter I contacted Debra Udey, Vice President, Risk Management for OMSNIC and asked her to review our notice for proper wording. She felt that it was appropriate and asked if she could share it with others. Feel free to use it.

### **NOTICE**

NO CELL PHONE USE ALLOWED  
IN THE RECOVERY AREAS.

NO CELL PHONE CALLS, PHOTOS, AND/OR  
VIDEOTAPING/RECORDING.

THIS IS DUE TO HIPPA CONFIDENTIALITY REGULATIONS.

THANK YOU FOR YOUR COOPERATION AND RESPECT  
FOR OUR PATIENT’S AND EMPLOYEE’S PRIVACY.

One of the most valuable aspects of membership in the JAWS Society is networking with peers at the annual conference. Our members have been quoted as saying that the JAWS Annual Conference is an event they really look forward to attending every year. The speakers are engaging, the topics are relevant and provide practical tips and resources that can be implemented immediately, and there are many opportunities to network and exchange ideas built into the programming. We have dedicated the following pages to giving you an overview of the upcoming 2012 Conference. Look for the detailed conference brochure to arrive in the mail shortly. We encourage you to register early as the conference programs and room block fill up quickly.

## 2012 JAWS Conference

TradeWinds Island Resort | St. Petersburg Beach, FL  
Sunday, April 22nd – Wednesday, April 25th

We invite you to join other OMS Practice Managers and Administrators to share formal and informal learning experiences, including:

- **“Are You Referring to Me?” Strategies for Marketing the Oral and Maxillofacial Surgery Practice**
- **Social Networking Sites: Issues for Employee and Employer Use**
- **Practice Profiles and OMS Benchmarking, and The Five People You Won’t Meet in Heaven**
- **Conflict Management**

### Resort and Reservation Information

TradeWinds Island Resort is close to Tampa International Airport and only 10 minutes off the interstate. The resort has 24/7 secured gated parking, free wi-fi throughout the resort and all rooms are non-smoking, pet free. To travel to other sections of St. Pete’s beach, TradeWinds and Suncoast Beach Trolley offer transportation for nominal fees. For more information visit: [www.tradewindsresort.com](http://www.tradewindsresort.com).

For Reservations, call 800.808.9833 or e-mail [groupreservations@twresort.com](mailto:groupreservations@twresort.com) before March 23<sup>rd</sup>. Ask for Rate Code: “JAWS Society April 2012 Conference” to lock in the \$195 daily rate, which includes the daily resort fee. Conference rate is available for three days pre- and post-conference, subject to availability. As a courtesy, each attendee will receive a 20% discount card for all on-site dining, to be used throughout the conference.

SuperShuttle serves the Tampa/St. Pete’s region for airport transport. For more information visit: <http://www.supershuttle.com>.

### Distinguished Speakers

**David Schwab, PhD** ([www.davidschwab.com](http://www.davidschwab.com))

Dr. David Schwab is an internationally known seminar speaker and practice management consultant who works extensively with dental professionals. He has previously served as Director of Marketing for the American Dental Association and as Executive Director of the American College of Prosthodontists.

Dr. Schwab’s practice management and marketing articles have appeared in numerous publications, including the Journal of the American Dental Association, Dental Economics, the Journal of the Canadian Dental Association, and the Seattle Study Club Journal.

**Mary Li Creasy** ([www.slk-law.com](http://www.slk-law.com))

Mary Li Creasy is a partner in the Tampa, Florida office of Shumaker, Loop & Kendrick, LLP and is Co-Department Administrator of the Labor & Employment Law Department.

**John S. Bauer** ([www.aspen-ltd.com](http://www.aspen-ltd.com))

John has worked in the healthcare industry for over thirty years. He brings to the organization an extensive level of “hands on” experience in the management of healthcare professional practices. For nineteen years during his career John acted as administrative and executive director for a single specialty medical group, managing twelve offices throughout Northeastern Ohio with over sixty employees.

**Christina Kruszewski, PHR** ([www.adptotalsource.com](http://www.adptotalsource.com))

Christina is a Client Regional Trainer for ADP TotalSource. She started with ADP TotalSource (then Vincam Human Resources) in 1993 in the payroll department. Since then she has played several roles: Loss Control Specialist, Managed Care Training Manager, Claims Manager, Call Center Manager, Operations Manager and HR Generalist.

### Programming Descriptions

**Are You Referring to Me? Strategies for Marketing the Oral and Maxillofacial Surgery Practice:** Oral and maxillofacial surgeons are facing a more competitive environment that requires specialized marketing and practice management techniques. This course, developed exclusively for oral surgery practices, provides attendees with numerous tips and techniques for increasing referrals — both from satisfied patients as well as professional referral sources. This course also provides specific guidance for explaining the benefits of implant treatment to patients and quoting fees.

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## Conference Agenda

### SUNDAY, APRIL 22, 2012

5 – 7 PM Registration and Networking  
Reception – dinner at attendee’s expense

### MONDAY, APRIL 23, 2012

(7:30 AM – 3:00 PM)

- Breakfast & JAWS General Business Meeting
- “Are You Referring to Me?” *Strategies for Marketing the Oral and Maxillofacial Surgery Practice*  
David Schwab, PhD, David Schwab & Associates, Inc.
- Break out discussions by practice size
- Networking Reception and Dinner

### TUESDAY, APRIL 24, 2012

(7:30 AM – 3:00 PM)

- *Social Networking Sites; Issues for Employee and Employer Use*  
Mary Li Creasy, Shumaker, Loop & Kendrick, LLP
- *Practice Profiles, OMS Benchmarking and The Five People You Won’t Meet In Heaven*  
John S. Bauer, Aspen Consulting Group, Ltd
- Break out discussions by software vendor

### WEDNESDAY, APRIL 25, 2012 (7:30 AM – 12:00 PM)

- *Conflict Management*  
Christina Kruszewski, PHR, ADP TotalSource

## Programming Descriptions *continued*

This presentation helps oral surgeons and key staff members learn how to educate the public, improve communication, and build the oral surgery practice.

Attendees will learn: How to communicate more effectively with referring dentists; How to get beyond insurance objections; How to get the most out of your website; How to take full advantage of the oral surgery-medical interface; How to increase the implant side of the oral surgery practice; How to motivate dentists to refer more patients; How to develop new referral sources; How to increase case acceptance; and How to communicate your message.

**Social Networking Sites – Issues for Employee and Employer Use:** What is social networking?; Employer uses; Downsides to using social media and networking in recruiting; Issues on employee use; Best practices.

**Practice Profiles:** An interactive presentation regarding a survey driven benchmarking of oral surgery practices pertaining to the financial, staffing and several other practice attributes. Participants will be able to compare and contrast their practice with the survey results.

**The Five People You Won’t Meet in Heaven:** This presentation entails five separate instances or real life examples of practice embezzlements, how they were performed, detected and the identification of the missing internal controls which would have prevented the thefts.

**Conflict Management:** Conflict can’t be avoided, but it can be managed effectively. This course will give managers the skills to diagnose at each conflict situation and its impact on the workplace. It will then provide an opportunity to practice leading a conflict management conversation. Scenarios addressed include conflict between the manager and another individual, between two people reporting to the manager and between departments.

Objectives: Describe the steps to successful conflict management; Diagnose conflict situations to determine appropriate next steps; Describe five ways people respond to conflict and how these responses impact a situation; Lead an effective conflict management conversation; and Describe the positive results of conflict that is successfully managed.

**Register Today!** Mail registration and check made payable to:  
JAWS Society, at the address below (no credit cards accepted).

First & Last Name \_\_\_\_\_

Practice Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

### REGISTRATION FEES

Member Rate:  \$495 Before March 23<sup>rd</sup>  \$545 Thereafter  
Non-member Rate:  \$545 Before March 23<sup>rd</sup>  \$595 Thereafter

### JOIN TODAY

Join JAWS today for discounted membership fee of \$150 (standard membership fee is \$200, if you join today you can take advantage of the above Member Rate for this conference)

New Member Discounted 2012 Dues:  \$150

Print a membership application from the “Join Us” page of our website ([www.jawssociety.org](http://www.jawssociety.org)). Send the completed application and dues with the application for this meeting.

### CANCELLATION

If a refund is necessary, notice of cancellation must be received by March 23<sup>rd</sup>.

### DIETARY RESTRICTIONS

It is the responsibility of the attendee to notify the resort of dietary restrictions including food allergies, kosher, vegetarian, vegan, low sodium or any other known restrictions.



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