

# JAWS Society

A NATIONAL SOCIETY OF ORAL & MAXILLOFACIAL ADMINISTRATORS

JOINING ADMINISTRATORS WITH SUPPORT

SPRING 2011

## 2011 BOARD OF DIRECTORS

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Corcoran**

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JAWS SOCIETY  
ADMINISTRATION

888.705.1434

## A Message from the President

It is truly an honor to address the membership of the JAWS Society for the first time as President. Our organization has grown and flourished under the guidance and direction of our immediate Past President, Ruben Martinez. Ruben dedicated a tremendous amount of his time to the goals of our organization and it has been a real pleasure to work with him. On behalf of the Board members and the entire JAWS Society membership, we thank you Ruben, for doing an outstanding job as our President for the past two years.

Last being said, I have some pretty big shoes to fill! Our membership is now over 90 members and I truly believe that it will only continue to grow under the creative direction that Ellen Greene brings to the position of Chairperson of the Membership Committee.

Phyllis Langley, our Treasurer, has been a steady hand at the wheel of our finances and she is working with Michelle Anderson at The Center for Association Resources to move all of the accounting functions to them. We will improve our Financial Reporting with this transition and are confident that our finances will be secure as Phyllis and the Board will keep a watchful eye on transitions with the appropriate checks and balances.

Susan Rust will move from Secretary to Vice President and will continue to provide insight and guidance to our decision-making. We welcome Keith Miller as our new Secretary. We are confident that Keith will make positive contributions to our organization and provide new perspective towards attaining our goals.

Ruth Whitehurst has provided excellent focus and energy for the Conference Committee. Our meeting in Scottsdale this year in April is not to be missed. She and all the members of the Conference Committee have worked very hard to put together an excellent program at an outstanding location. We are really looking forward to sharing ideas and developing our relationships at this meeting.

We now have a Newsletter Committee headed up by Danny Ketola, and they are striving to bring all of you pertinent and valuable information on a more regular basis.

The Board has also been reviewing and updating our By-Laws so they more accurately reflect how the organization has grown and changed. We will be presenting them to the membership as well as unveiling a new and improved website!!

One of the most valuable reasons to be a member of our organization is to share ideas, frustrations, insights and sympathies with our peers. 2011 has a full agenda ahead for us but we have momentum, new members and lots of energy to help us achieve our JAWS Society goals and support each other to attain our practice goals! See you all in Scottsdale!!

Respectfully Submitted,

*Monique Corcoran*, FACMPE

## JAWS Members Stay Connected

Have you ever needed to know how to code a certain oral surgery procedure? Or, where you can find a policy that pertains specifically to oral surgery? Have you asked for input and assistance from other medical or dental managers and consultants and received conflicting answers? Or, maybe you would just like to know what other oral surgery practices are doing about certain situations and issues.

Where can you find the answers to your critical oral surgery questions? JAWS has the answers to your questions—JAWS ListServe. To use the list serve, simply send your question to **EAnderson@association-resources.com**. Your question will be sent to every member of JAWS for their comments and suggestions. You will be amazed at the amount of expertise and insight available to you! JAWS members are ready, willing, and able to help in any way that they can. Nobody knows or understands the challenges of running an oral surgery practice like other oral surgery administrators and managers.

Please identify your location and e-mail address in your e-mail so that individuals can respond to you directly when appropriate.

by JOHN M. WILLIAMS

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## SAVE THE DATE

JAWS Annual Conference  
Scottsdale, AZ • The FireSky Resort

### SUNDAY, APRIL 10, 2011

5:00 p.m. Networking Reception in lobby  
6:00 p.m. Dinner in Taggia Lounge (at attendee's expense)

### MONDAY APRIL 11, 2011

- Breakfast & JAWS General Business Meeting
- DISC Personality Styles, *Forrest Cottrell, Nobel Biocare*
- Implants—Increasing Case Acceptance, *Cynthia Bollinger, Institute for Dental Implant and Awareness*
- Maximizing Performance Management: Leadership and Systems, *Susan Murphy, Business Consultants Group*

7:00 p.m. Dinner Reception

### TUESDAY, APRIL 12, 2011

- Team Relationships, Gender and Conflict Management, *Susan Murphy, Business Consultants Group*
- Marketing Your Dental Practice in the Digital Age, *Dan Hinkle, Nobel Biocare*

5:00 p.m. Networking Reception in lobby  
6:00 p.m. Dinner in Taggia Lounge (at attendee's expense)

NOTE: Monday and Tuesday lunch will include a Roundtable Discussion

## National Seminar for Maximizing Performance Management

*Here's a sneak preview of Keynote Speaker Susan Murphy's conference topic:* Team members are your most valuable asset—when you nurture, grow and lead your team, you nurture, grow and lead your practice. Every practice is a dynamic system made up of six subsystems—all of which must be kept in balance to consistently support the practice goals.

If one or more of the subsystems is weak and thus does not support the practice goals, there cannot be maximum performance from the team members. This practical, results-oriented “how-to” course is based on the new “Maximizing Performance Management” Book Series and provides a road map to improve your systems and take you, your team and your practice to the next level and beyond.

After this seminar you will be able to:

- Evaluate your practice system-by-system and apply prescriptions that can improve your practice immediately
- Lead and coach your team with renewed confidence and enhanced skills that ensure that everyone on your team is aligned with practice goals
- Describe how to create a culture of engagement for professionals from different genders, generations, and professional disciplines
- Address conflict proactively, decrease defensiveness and describe five styles for effectively managing conflict
- Develop strategies to maximize the performance management of your team
- Explain generational differences and how to attract, retain, and build a team with members from World War II Generation, Baby Boomers, Generation Xers, and Millennials

## Is your Practice Ready for HIPAA 5010 and ICD-10?

The government is upgrading the current version of the electronic standards from HIPAA 4010 to HIPAA 5010. This will provide needed upgrades and improvements as well as make necessary changes in order to comply with the switch from ICD-9 to the new version ICD-10. Although the changes will happen over time, you need to be aware of them now and plan ahead.

For HIPAA 5010, there will be an increase in the field size on the claim form to report an expanded list of diagnosis codes that can be submitted. Another change will require anesthesia time to be reported in actual minutes rather than in units. All providers will be required to be in compliance with HIPAA 5010 by January 2012.

So how do you prepare? Contact your software vendors and clearinghouses and find out about their plans for updating and complying with HIPAA 5010. Ask about software upgrades for your office and start testing as soon as possible so there will be no interruption to your claims processing system and office cash flow. Perform a GAP analysis in your office to determine which systems will be impacted by the change. You can get more information on HIPAA 5010 at [www.ama.org](http://www.ama.org) search HIPAA 5010.

### Coming in 2013: IDC-10

ICD-10 was adopted by the World Health Organization in 1993 and is used by almost every country except for the United States. ICD- 10 will be the replacing the current version ICD-9 as the new HIPAA

standardized code set for reporting of diagnosis codes as of October 1, 2013. All claims submitted after this date will be required to be reported with ICD-10 codes.

The differences between the two code sets are significant. The current system has approximately 14,000 codes; ICD- 10 has approximately 68,000. ICD-9 codes are up to 3-5 characters in length; ICD-10 codes are 3-7 characters in length and are alpha numeric. These significant changes will take some planning and training in order to be implemented.

Since the codes are not required until 2013, there is time to plan, upgrade systems and train yourselves and the staff. As with HIPAA 5010, get in touch with your software vendors and find how what they are doing to prepare. Plan some training time for you and your staff in 2013 so you are prepared for the shift to ICD-10. To help with the switch to ICD-10, The Centers of Medicare and Medicaid Services (CMS) have developed and published on their website a mapping system titled "GEM" (General Equivalency Mapping). GEM will map diagnosis codes from ICD-10 to ICD-9 and from ICD-9 to ICD-10. For instance, if under ICD9 you reported 524.63 (Articular disc disorder), the GEM website tool will map ICD9 524.63 to ICD-10 M2663 (articular disc order).

The switch to HIPAA 5010 and ICD-10 may seem overwhelming, but if you plan ahead and begin updating your staff and your technology in advance, the switch will be a smooth one.

by TERRI BRADLEY

**GET TO KNOW TERRI** Terri Bradley's extensive experience in the daily running and management of a multi-doctor specialist office laid the foundation for her current success as a practice management consultant. Clients consider her a 'go to' resource for a wide variety of practice needs, including comprehensive consulting, dental and medical billing and cross coding, and insurance billing and renegotiation. She specializes in consulting for Oral and Maxillofacial Surgery practices, and presents OMS coding and billing workshops and courses for private practices around the country.

Terri is a member of the prestigious Academy of Dental Management Consultants, and is certified with Human Resources Specialists Bent Ericksen & Associates in both Employee Law Compliance and Integrated Performance Management (IPM). She has presented to PracticeWorks User Groups, and at the 2010 AAOMS annual meeting in Chicago.

In 2010 Terri presented a 7-part webinar series for Insurance SolutionsNewsletter on Medical Billing for Dental Practices.

Terri has a degree in Healthcare Administration, and held the role of Practice Administrator for 15 years prior to starting her consulting business. In total she has more than 22 years of management experience in the dental industry.