

**2010 AACU State Society Network Advocacy Conference and Billing/Coding Seminar
October 8 – 9, 2010**

**Hyatt Rosemont
6350 N. River Road
Rosemont, Illinois**

AGENDA

Friday October 8th

Advocacy Training Day 1

- 6:30 a.m.** Registration Opens
- 7:00 a.m. – 8:00 a.m.** Breakfast and Visit with Exhibitors
- 8:00 a.m. – 8:15 a.m.** Welcome
Jeffrey M. Frankel, MD, AACU President
Arthur Tarantino, MD, AACU State Society Network Chair
- 8:15 a.m. – 9:00 a.m.** Overview of Legislative Challenges Facing Physicians
Kai Sternstein, JD
Director, Advocacy Resource Center & State Legislation
American Medical Association
- 9:00 a.m. – 9:45 a.m.** Interactive Panel Discussion: *The Importance of Being & Staying Involved*
- 9:45 a.m. – 10:15 a.m.** Break (Coffee & Networking-Visit Exhibitors)
- 10:15 a.m. – 11:00 a.m.** Coalition Building
Ed Murnane
President
Illinois Civil Justice League
- 11:00 a.m. – 11:45 a.m.** Working in Collaboration with Patient Groups
Scott Williams
Vice President
Men's Health Network
- 11:45 a.m. – 1:00 p.m.** Lunch
- 1:00 p.m.** Advocacy Training Day 1 Concludes

Continuing Medical Education/ Billing & Coding Seminar

- 1:00 p.m. – 1:45 p.m.** CME Session 1
Urodynamics
R. Duane Cespedes, MD
Brady Urological Institute

1:45 p.m. – 2:00 p.m. Billing and Coding session 1
Ray Painter, MD
President/CEO
Physician Reimbursement Systems, Inc.

2:00 p.m. – 2:45 p.m. CME Session 2
Impotence – Penile Implants
Martin Dineen, MD
Atlantic Urological Associates, P.A.

2:45 p.m. – 3:00 p.m. Billing and Coding session 2
Ray Painter, MD
President/CEO
Physician Reimbursement Systems, Inc.

3:00 p.m. – 3:30 p.m. Break

3:30 p.m. – 4:15 p.m. CME Session 3
Bladder Cancer
Kevin Loughlin, MD
Brigham & Women's Hospital

4:15 p.m. – 4:30 p.m. Billing and Coding session 3
Ray Painter, MD
President/CEO
Physician Reimbursement Systems, Inc.

4:30 p.m. Friday Sessions Concludes

5:30 p.m. – 7:00 p.m. AACU Cocktail Reception

7:00 p.m. – 9:30 p.m. Dinner and Change of Presidency

9:30 p.m. Dinner Ends

Saturday October 9th

Advocacy Training Day 2

7:15 a.m. – 8:00 a.m. Breakfast and AACU Annual Business Meeting

8:00 a.m. – 8:45 a.m. Planning and Participating in a State Advocacy Day
Jon Sutton
Manager of State Affairs
American College of Surgeons

8:45 a.m. – 9:30 a.m. State Urological Update - State Initiatives Challenging Health Reform
Ross Weber
State Affairs Manager
American Association of Clinical Urologists

9:30 a.m. – 11:00 a.m. Utilizing Media in Advocacy

Pete Friedman
Friedman Communications

11:00 a.m. – 11:30 a.m.

Break (Coffee & Networking-Visit Exhibitors)

11:30 a.m. – 12:00 p.m.

Federal Affairs Update

Joe Arite

Associate Director of Government Affairs

American Association of Clinical Urologists

12:00 p.m. – 12:15 p.m.

Closing Remarks

Arthur Tarantino, MD

AACU State Society Network Chair

12:15 p.m.

Conference Adjourns