



Press Release

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Physician Group Practices Tackle Compliance Challenges with Medicare Rules and Regulations, Oct 23-24, San Francisco, CA

Fraud Investigators Shift Focus To Physician Practices

Minneapolis, MN --- September 16, 2003 --- Physicians, Practice Managers, and Compliance Professionals from across the country will assemble in San Francisco, CA on October 23-24 at the Crowne Plaza-Union Square to confront compliance issues faced by physician group practices – especially compliance with Medicare and Medicaid rules and regulations, announced the Health Care Compliance Association (HCCA).

Enforcement officials are turning their attention to physician group practices. Many receive so many reports of possible compliance violations in physician offices that they have the luxury of sifting through the reports and selecting only those that seem most interesting or egregious to investigate and pursue. “Physician practices have not invested in compliance efforts like large provider organizations have, but the tide is turning and physician practices need to begin paying attention,” said Steve Ortquist, *Physician Group Practice Compliance Conference* Program Chair and Vice President of Ethics and Compliance, Chief Compliance Officer, Banner Health.

The HCCA’s *Physician Group Practice Compliance Conference* will help both large and small physician group practices design and operate practical and meaningful compliance programs.

Hot Topics to be addressed include:

- Anti-Kickback and Stark Laws
- E & M Coding
- Physician Group Practice Auditing and Monitoring Programs
- Changing Face of Physician/Pharma Interaction
- Advance Beneficiary Notices
- What to Do When the Government Comes Knocking

Expert Faculty

Faculty for the Physician Group Practice Compliance Conference is made up of physicians, government enforcement leaders, compliance professionals, and legal experts and features many of the health care industry’s most knowledgeable experts on physicians’ legal and regulatory compliance issues including:

Jim Sheehan, Associate US Attorney for Civil Matters. Mr. Sheehan has been the Justice Department's leading spokesman on health care fraud matters for nearly ten years. His office has often been responsible for new enforcement initiatives that have swept the health care industry

D. McCarty Thornton, Partner, Sonnenschein Nath & Rosenthal. Mr. Thornton retired from government service last year after serving for several years as Chief Counsel to the Inspector General of the Department of Health and Human Services.

Albert Bothe, Jr., MD, Executive Director, University of Chicago Practice Plan. Dr. Bothe is a noted speaker on physician compliance issues, and a national expert on Medicare regulations related to physician billing.

Theodore Sanford, MD, Chief Compliance Officer, University of Michigan Health System.

Rory Jaffe, MD, MBA, Chief Compliance Officer, U.C. Davis Health System.

Early registration for the Physician Group Practice Compliance Conference ends September 30. The complete listing of Conference Faculty and Program Agenda is available on line at: <http://www.hcca-info.org/eseries/StaticContent/03brochPGPC.pdf>

Media Representatives

To register as press for this landmark conference on Physician Group Practice Compliance issues, please complete the press registration form located on the HCCA Website (About Us) <http://www.hcca-info.org> by the close of business on October 16, 2003, and send it to: Margaret Dragon by fax: 781/593-4920 or by E-mail to mrdragon@ziplink.net. The registration forms may also be mailed to HCCA, ATTN: Press Registration, P.O. Box 197, Nahant, MA 01908. Please call Margaret Dragon if you need more information.

About the Health Care Compliance Association

The Health Care Compliance Association (HCCA), established in 1996, has a rich history of facilitating the development and maintenance of health care compliance programs; providing a forum for understanding the complicated health care compliance environment; and offering tools, resources and educational opportunities for those involved with compliance. HCCA is the only national, non-profit organization solely dedicated to improving the quality of health care compliance. Its mission is to *champion ethical practice and compliance standards in the health care community and to provide the necessary resources for compliance professionals and others who share these principles*. To learn more about HCCA, our services and programs, visit our Website at <http://www.hcca-info.org>. HCCA is located at 5780 Lincoln Drive, Suite 120, Minneapolis, MN 55436 - Telephone: 888/580-8373.

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