

PCA's November 12 Coding Institute a Sell-out Hit with Members



If there's one complaint worth reading from Pennsylvania's doctors, it's "I want more..." With apologies to 80s disco vocalist Andrea True, "more, more, more" is exactly what PCA received in the form of feedback from the 232+ registrants of the re-launched PCA Coding Institute. In fact, other than a thirst for more programming like that

presented at the November 12 event, the doctors were unanimously raving about the program's quality content and high-level faculty.



The sell-out program, held at the Radisson Harrisburg Hotel, was originally conceived over the summer to accommodate 35-50 registrants for the program, which focused on audits and reimbursements. Nice try, but demand from PCA's members clearly required a major shift in the program's design, trying to find a large enough space to handle the unexpectedly large crowd.

The response also mandated closing the program once it reached a capacity of 225, which happened a week prior to the 12th.



PCA sponsors and exhibitors were kept to a very elite grouping of four companies: Aflac, Carrick Institute, ChiroOneSource and PayDC. Registrants swamped the exhibitors during the breaks, resulting in strong business transactions, as well as lead generation for the companies. Solely as a result of those companies' support of the Coding Institute, the costs for attending

were kept to a minimum for the registrants. PCA sincerely thanks those companies for their support and strongly encourages members to work directly with Aflac, Carrick Institute, ChiroOneSource and PayDC.

PCA expects to offer the Coding Institute to members in the western part of PA, as well as the eastern part of PA by mid-2012, according to Dr. John E. McCarrin, PCA's President. "The energy level of this group, combined with the hard-hitting impact of the faculty, had attendees leaving the program 'partially fried' from information overload, but extremely satisfied with what they received for the full-day event. That is exactly what PCA members should continue to expect from THEIR PCA."



PCA Executive Vice President, Edward Nielsen echoed McCarrin's comments. Nielsen expects that with the synergy created by PCA's General Counsel Jason B. Martin, Esq. and coding expert David A. Klein, who collaborated to design the program, the likely next phase of the program will concentrate on preparing PCA's members for the imminent Medicare changes in 2012. He said that other leading-edge issues that doctors and

their staffs will need to know in order to navigate the changes coming from the federal government, as well as expected changes in the private sector side of health insurance would also be factored into future program designs. Nielsen speculated that overall Medicare coding issues, the ICD-10, electronic health records and other related issues would be of interest to members, which matched the comments from attendees.

Nielsen said that PCA members should stay alert for program announcements coming in early 2012 regarding future Coding Institute programs, which will be first announced on PCA's web site: www.pennchiro.org. "For those of you who procrastinated in registering for our first Coding Institute and were subsequently unable to attend the program, I highly advise you to respond as soon as you receive notice of the next program."

