



Partnering for Success:
Promoting Technology Advancements for the Dental Industry

May 5-8, 2010 – San Diego, CA

Program: Dual Track – EDI Fundamentals
Date: Thursday, May 6, 2010, 1:45 p.m. – 2:45 p.m.
Moderator: Jackie Tadsen
Panel: Christine Ruiz, Andy McBryde, David Fincher, Scott Leeper
CEU's: 1

Description

This program will get you grounded with the basics of EDI, and then will quickly get you up to speed with understanding key transactions and the benefits they present. The session will begin with an introduction of key terms and a summary of the EDI cycle, followed by a panel discussion that will address the transactions in more detail, their current availability, future direction, and more. This session will provide a wealth of information from a diverse group of individuals within the dental industry. You will come away with a deeper understanding of EDI, and recognition of the operational, financial and patient benefits that it has to offer.

Objectives

1. Understand basic EDI terminology.
2. Define the core EDI transactions and their purpose.
3. Recognize the financial, operational and patient-facing benefits of EDI

Moderator:



Jackie Tadsen works with dental providers, payers and software vendors in her position with Emdeon. She is dedicated to promoting electronic data interchange of all dental related transactions and brings over 30 years of direct office management experience to this position. In her role with Emdeon, Ms. Tadsen's primary responsibilities include provider education on the full range of batch and real-time technology solutions, designed to more efficiently connect dental providers, payers and software vendors. She leads the development of Emdeon dental EDI educational presentations, webinars and workshops for dental providers nationwide. She sits on multiple workgroups with the ADA Standards Committee on Dental Informatics, the ADA Dental Claim Form Content Committee and was previously appointed to the President's National Healthcare Information Infrastructure Taskforce with the ADA. She is a member of the National Association of Dental Plans and on the Board of Directors for the National Dental EDI Council. Jackie's focus in the dental industry is to provide the technological insights to educate and promote the use of electronic transactions from all venues – beginning with the provider's desktop to the insurance carrier's claim adjudication systems.

Speakers:



Christine Ruiz is the enterprise manager for Delta Dental of California. She has been with Delta Dental since July 2008 and has been in the dental industry since 1983. Prior to joining Delta Dental, she served as director of dental markets for Tesia-PCI Corporation from 2006 - 2008. She also served as director of business development for Trojan Professional Services, from 1991 - 2006. Over the last 26 years, Christine has built an outstanding reputation in dental office management, leadership, team building, and training dental office staff in streamlining operations. Her focus includes providing technological training to educate and promote the use of EDI. Her approach to expanding EDI is to empower the staff to take control of the insurance process in an "Online" environment. Her current and past professional affiliations include the National Dental EDI Council where she serves as immediate past chairman. She is a member of NADP, CADP, WEDI, X12, AMCD, and the ADA's Standards Committee for Dental Informatics.



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Andy McBryde is vice president, central operations for DentalOne Partners. Mr. McBryde continues to break new ground in such critical areas as business analytics, technology leveraging and strategic business direction. He also played a key role in developing a centralized administrative support team that has enabled doctors and their staffs to keep their practices operating at peak efficiency. Comprehensive in scope and scale, this program provides invaluable assistance with billing and collections; call centers for patient relations, billing and scheduling; insurance operations and benefit verification; provider insurance credentialing; provider schedule templates; practice support and help desk; and practice management system training. Passionately committed to promoting electronic commerce within the dental care community, Mr. McBryde has worked with some of the industry's most influential leaders to raise awareness of this issue and previously served on the board of trustees for the National Dental EDI (Electronic Data Interchange) Council. Prior to joining our team, he spent 13 years serving his country in the United States Navy; as a Chief Petty Officer, his primary responsibilities included healthcare administration. Mr. McBryde graduated *cum laude* from Walsh University in Canton, Ohio with a degree in business management



David Fincher is vice president sales at National Electronic Attachment (NEA). At its inception in 1997, Mr. Fincher joined NEA before the company had any customers, where he launched the initial marketing plans. After two successful years, Mr. Fincher was promoted to vice president of provider sales. He is directly responsible for the strategic planning and implementation of marketing initiatives to grow the number of channel partners and dental providers.

During his tenure with NEA, Mr. Fincher has spoken at many seminars and sat on many panels at conferences across the USA and has helped educate the dental industry about electronic attachments. He has also worked with several well-known dental consultant speakers who instruct dental providers in how to improve their office efficiencies. Those consultants believe sending attachments electronically is an important factor in improving the efficiency of a dental office. Mr. Fincher's dedication to the education of the providers and consultants has helped make electronic attachments a common term.



Scott D. Leeper, vice president, PracticeWorks Systems, LLC. Mr. Leeper has been in the transaction processing business since 1983. Initially coding remittance processing software solutions for General Instruments Corp. and BancTec, Scott began working on electronic data interchange for the dental industry in 1991. He created what has become one of the largest clearinghouses devoted exclusively to dental transaction processing, which is a part of the business unit he currently manages for the PracticeWorks subsidiary of Carestream Health.

Mr. Leeper has a Bachelors Degree in Computer Science, and a Masters in Engineering Science from Loyola College, Maryland. He is a current member and former Director for the National Dental EDI Council.