

2010 ASHA Business Institute Highlights

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The ASHA Business Institute, held in Seattle this year, provided attendees with the latest information on billing to Medicare, regulatory compliance, billing and coding, supervision, and marketing strategies. This presentation is a synopsis on changes and current trends in the rules and codes, marketing trends and financial considerations.

Learning Outcomes:

Upon completion of this course, participants will be able to:

- Access reference material for latest coding, billing, marketing trends.
- Understand how these changes may impact their work settings.
- Build professional ties with OSHA and ASHA to increase their professional presence and advocate for themselves.

Linda D'Onofrio, MS, is the director of D'Onofrio & Associates, a speech- language pathology clinic in NE Portland. In addition to developmental language and executive functioning disorders, Linda specializes in oromyofunctional disorders and structural and motor-based speech disorders. She has been an OSHA Board member since 2005.