



AMERICAN SOCIETY OF CATARACT AND REFRACTIVE SURGERY
AMERICAN SOCIETY OF OPHTHALMIC ADMINISTRATORS

FOR IMMEDIATE RELEASE

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**First Recipients of William E. Rose, Jr. Pinnacle Award Named
Honoring Excellence in Medicare Billing Practices**

(Fairfax, VA) - The American Society of Ophthalmic Administrators today announced the winners of the first William E. Rose, Jr. Pinnacle Award. The following practices are the recipients:

Solo Physician Category - Stephen Gilkeson - Joseph A. Young, MD, Young Eye Institute, Lawton, Oklahoma.

Two-four Physician Category - Laurie Brown - Drs. Fine, Hoffman, Packer, Eugene, Oregon.

Five or More Physician Category - Elizabeth Cottle, Casey Eye Institute, OHSU, - Portland, Oregon.

The Pinnacle Award honors ophthalmology practices that demonstrate excellence in one or more of the following areas:

- ✍ Outstanding achievement in developing and implementing exemplary policies and guidelines to help protect the practice from erroneous or fraudulent billing practices.
- ✍ Exceptional efforts to maintain compliance with government regulations by providing continued training and education of all billing staff.
- ✍ Implementation of an internal audit program to minimize billing mistakes and reduce chances of fraudulent or abusive Medicare billing.
- ✍ Development of open lines of communication with staff to ensure that billing errors are identified and immediate corrective actions taken.

The awards will be presented in Philadelphia at the opening general session of the ASOA Annual Congress on Ophthalmic Practice Management, Saturday, June 1, 2002.

The American Society of Ophthalmic Administrators, with more than 2,000 members, represents ophthalmic practice professionals who specialize in reimbursement, marketing, and business management. The American Society of Cataract and Refractive Surgery is an international educational and scientific organization whose 8,500 member ophthalmologists specialize in cataract and refractive surgery. For more information, visit our website, www.asoa.org.