



"I'm passionate about helping my colleagues understand that if it's not in your dental record, you didn't see it, you didn't say it, you didn't do it, it didn't need to be done, and it doesn't exist from the legal perspective."

Roy S Shelburne, DDS

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*Maximize legitimate reimbursement,
Minimize risk, and reduce stress!*

Presentation Topics:

Course Description (1-2 paragraphs):

Do Dentistry, Not Prison Time **"Clinical Records Prevent Criminal Records"**

Available in a lecture or hands on format
2 – 6 hours (varying according to the complexity of content)

Dr. Shelburne went to prison on August 20, 2008 and was released on May 14, 2010 and learned a series of lessons the hard way. There are ways to protect and defend a dental practice and to prevent what happened to him from happening to you.

Know that if it's not in your clinical record, you didn't see it, you didn't say it, you didn't do it, it didn't need to be done, and it doesn't exist....from the legal perspective. To be prepared for any challenge the **whole** dental team must be careful, concise, complete, and diligent, not just the doctor because, the whole team is potentially at risk. Learning and implementing this no non-sense team approach to record keeping could mean the difference between success and failure in the event of an action or challenge to your practice and will result in maximum legitimate reimbursement.

Objectives:

1. To understand that what you don't know *can* hurt you and that ignorance is no excuse
2. To learn to assimilate and maintain records that can both protect and defend.
3. Understand the necessity of due diligence and how to conduct records review and internal audits to insure accuracy and excellence

Cracking the Code: Coding Essentials, CDT and ICD

Available in a lecture or hands on format

2 – 4 hours (varying according to the complexity of content)

CDT Codes are changing at an unprecedented rate and ICD-10 completely new to many practices. In the CDT, over 175 additions, deletions, and modifications have occurred over the past 3 years. ICD-10 is a new medical coding system that became mandatory on October 1, 2016 for medical payers. Many practices are unaware that Medical plans will reimburse dentists for necessary treatment. Remaining current is essential for maximum reimbursement and documentation that supports the treatment is paramount. This course will provide the most current information regarding these most recent CDT coding changes and will identify those services that could qualify for medical plan reimbursement. The information is designed to maximize legitimate reimbursement, leaving no money on the table. There are many new strategies that will directly affect reimbursement and the bottom line. Move your practice to the next level by arming the doctor and staff with the latest coding information.

Objectives:

1. To assess if you are losing money because you are using old codes to file insurance claims and/or not utilizing optimized Medical coding for medical reimbursement
2. To provide the latest dental coding information on CDT and ICD
3. To equip the practice to obtain maximum legitimate reimbursement

Raising the Reimbursement Roof while Reducing Regulatory Risk

Available in a lecture or hands on format

2 – 3 hours (varying according to the complexity of content)

When the practice is paid rapidly and appropriately, things are good; however, when there are delays, denials, and requests for additional information, things are not quite so good. Mistakes can be devastating to the practice. Learn the proper use of the codes and the documentation results in maximum legitimate reimbursement, reduces risk, and lowers the stress in your practice as well as some and keeps you out of jail all while having fun in the process.

Objectives:

1. To know the most commonly misused codes
2. To be able to correct common coding mistakes and eliminate reimbursement delays
3. To be equipped to provide the necessary supportive information to be paid quickly and consistently

the next level by arming the doctor and staff with the latest coding information.

Maneuvering the Dental Minefield

Objectives:

1. To recognize the dangers in coding improperly and benefits of coding properly
2. To know the most commonly misused codes and how to avoid the “usual” errors
3. To be able to develop systems that result in timely payment

One and a half hour to full-day course with a subsequent half-day hands on workshop available

When the practice is paid rapidly and appropriately, things are good; however, when there are delays, denials, and requests for additional information, things are not quite so good. Mistakes can be devastating to the practice.

During the investigation as well as in the preparation for and during my trial it became apparent that my **billing and coding systems** were faulty. I now educate others so that they can bill and code appropriately. My message is; it is possible to implement systems that can form a proactive defensive systemic approach that will result in maximum legitimate reimbursement. To be prepared for this challenge the team must be careful, concise, complete, and diligent. Learning and implementing my approach will result in higher reimbursement while reducing the risk associated with the coding piece of the practice. If the deficiencies in your systems are ignored both doctor and staff are at risk.

Risky business, Where's the Danger and How to Prepare

One and a half hour to full-day course with a subsequent half-day hands on workshop available

Dangers abound to the vitality of your practice and your future success. It is possible not only to survive but to thrive in the midst of today's challenges...if you are prepared. Knowledge is power so come learn: what you need to know, what you need to do, and what you can achieve if you are willing to face those challenges head on, without fear or hesitation.

Objectives:

1. To know the 5 of the biggest threats to the success of your practice
2. To implement systems that address and protect against the treats that exist
3. To be prepared for the challenges to your practice and to thrive

Stop the Insanity, By Doing Things Differently

"Making Your Best Better"

Objectives:

1. To understand the principals of quality improvement
2. To appreciate that the implementation of quality improvement systems will improve patient outcomes, increase revenue, and reduce stress in the dental environment.
3. To be able to implement the principals of quality improvement into the everyday practice of dentistry

One and a half hour to full day course with a subsequent half-day hands on workshop available

Risk is everywhere. As a dentist that served as Chairman of the Board of a local not for profit hospital, I observed first-hand the benefits of the quality improvement principals as they applied to medicine and the hospital environment. Quality improvement principals work very efficiently and effectively to improve the systems of operation and reduce risk when adopted in the dental environment as well. Application of these principals in dental practices has ultimately resulted in more streamlined systems of operation, increased job satisfaction, improved treatment outcomes and elevated overall patient satisfaction. The purpose of this presentation is to share the principals of quality improvement and to empower the dental team to adopt and implement these principals making what we do easier and better.

Be Free at Last

Objectives:

1. Realize that we are all in bondage of one kind or another
2. Understand that before we can be free, we must recognize what's binding us
3. Embrace the fact that freedom can only be achieved when we refocus our lives by using our time, talents, and treasure on what is important

One hour keynote

"Stone walls do not a prison make, nor iron bars a cage"

While incarcerated at the Federal Prison Camp in Manchester, KY for 19 months I had ample time to evaluate where I had been, where I was, and where I was going. It became very clear, while there in prison, that I had begun a sentence of imprisonment long before the steel doors slammed behind me on August 20, 2008

due to the choices I had made. It was in that prison camp that I began to experience true freedom for the first time in a very long time. Behind those 4 walls I found that release comes when we find and draw from our strength, character, vision, wisdom and experience. I invite you to come with me as I share what was discovered in the process, about me, about human nature, about the practice of dentistry, and the about the world around us.

Speaker Bio:

Dr. Shelburne is a 1981 Honor Graduate from Virginia Commonwealth University's School of Dentistry. After graduation, Dr. Shelburne opened his practice "back home" in his grandfather's hardware store building and practiced there for 27 years. He has been a past president of the Southwest Virginia Dental Society and has volunteer at Virginia's various MOM projects across the state. Dr. Shelburne has also been a short term missionary with the Baptist Medical Missions International to Honduras, CA.

Some dentists may fear litigation but few worry about going to prison. Dr. Shelburne became aware that he was a target of an investigation when on October 24, 2003 the FBI broke down the back door of his office and confiscated all his business and dental records. Over the course of the next 3 years every aspect of his life was subjected to the closest scrutiny. Roy was indicted in October of 2006 was found guilty of healthcare fraud, racketeering, and money laundering in March of 2008. He was sentenced to 24 months in Federal Prison and was ordered to pay fines and restitution. Roy was released from Federal custody in May of 2010 is presently serving a 3 year period of supervised probation.

During the investigation as well as in the preparation for and during the trial it became apparent that his records, billing, and coding systems were faulty and ignorance is no excuse. The Court stated that this action was intended to send a message to the healthcare community and Dr. Shelburne has taken that statement literally. Dr. Shelburne has now focused his efforts toward the education of others to prevent the same from happening to them. His message is that it is possible to implement systems that can form a defensive systems approach. A speaker, consultant, and writer, Dr. Shelburne specializes in record keeping and business systems that protect and defend.

Education

1977-1981

Virginia Commonwealth University/Medical
College of Virginia

Richmond, VA

Doctor of Dental Surgery, DDS

- Honor graduate from the School of Dentistry: 5th of 115
- Omicron Kappa Upsilon, National Dental Honor Fraternity
- International College of Dentists Award for Academic excellence
- Radiology Award for outstanding student in radiology
- Summer emergency treatment team
- Admissions committee for new student selection

1973-1977

University of Virginia

Charlottesville, VA

Double Major: BA's in Biology and Religious Studies

- Alpha Phi Omega: National Service Fraternity
- Yearbook "Corks & Curls"
 - Staff member 1973-1977
 - Fraternity Editor 1974-1975
 - Office manager 1975-1976
 - Managing Editor 1976-1977
- **Mission Work:**
 - ✓ Baptist Medical Dental Missions International, short term missionary to Honduras, CA 1997- 2006

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- **Professional Affiliations:**
 - ADA Subject Matter Expert on Finance
 - ADA Snodent Coding Committee
 - ADA Dental Informatics Committee member: 2011- present
 - American Association of Dental Consultants: 2010 – present
 - Association of Dental Management Consultants: 2012 – present
 - Speaking Consulting Network: 2010 - present
 - Secretary/Treasurer of the Southwest Virginia Dental Association 1986-1988
 - President of the Southwest Virginia Dental Association 1988-1989
 - Alternate Delegate to the Virginia Dental Association meeting 1986-1989
 - Delegate to the Virginia Dental Association Annual Meeting 1990-1992
 - Mission of Mercy volunteer, Wise, Virginia 1999-2003 and 2005-2007
 - Mission of Mercy volunteer, Grundy, Virginia 2005-2007
 - Preceptor for the Virginia Commonwealth University School for Dentistry 2006 -2008
 - **Community Service:**
 - Lee County community Hospital Board of Directors: 1989-1994 and 1996-2002
 - Board Chairman LCCH 1990-1994 and 1996-2002
 - Interim CEO of LCCH, October 1998 thru April 1999

- **Incarceration and Probation:**
- United States Federal Prison, Manchester, KY, August 20, 2008 till February 14, 2010.
- Lebanon, VA Halfway House, February 14, 2010 till May 15, 2010
- Supervised Probation, May 15, 2010 until May 15, 2013
- Travel limited by permission of parole officer

Employment History

2010-Present	Roy S. Shelburne, DDS; Speaker, Writer, Consultant	Jonesville, VA
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Independent Contractor

- Provider of Board of Dentistry approved remediation, Florida and Virginia
- Contributing Writer; Insurance Solutions Newsletter
- Published in:
 - The Beacon of the AADC
 - Tri-County Dental Society Bulletin of the CDA
 - Dental Entrepreneur Magazine
 - The Observer, of AADOM
- Consultant and trainer, focusing on record keeping and risk management
- Project coordinator for Dr. Charles Blair and Associates, Inc.
- Speaker (See Below for a listing)

May 2010 - March 2011

Dental Lab Manager, Tri-State Dental Lab, Jonesville, VA

July 1981 - July 2008

Private Practice of Dentistry, Roy S. Shelburne, DDS, Pennington Gap, VA

Link to Presentation:

<http://www.youtube.com/watch?v=3g0Qvpn7Wt8>

<http://www.youtube.com/user/royshelburne?feature=mhum>

Link to Kevin Henry, Dentistry IQ/Dental Economics Interview:

http://www.youtube.com/user/royshelburne?feature=mhum#p/a/f/1/ZUutBZ8B_tQ

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A few previous presentations include:

- **4th Annual Risk Management Seminar**, UNC School of Dentistry, Chapel Hill, NC, March 18, 2011
- **Salt Lake Dental Society**, Salt Lake City Utah, May 13, 2011
- **American Association of Dental Consultants National Workshop**, Phoenix, AZ, May 19, 2011
- **The Kentucky Dental Association State Meeting**, Louisville, March 9, 2012, Clinical Records Prevent Criminal Records and Keynote at the KDA Board Dinner
- **Oregon Dental Association State Meeting**, sponsored by the ODEA, Portland, OR, April 13, 2012
- **The American Dental Association's National Dental Benefits Conference**, Criminal Prosecution, the Ultimate Claims Review, Chicago, IL, September 14, 2012
- **American Dental Management Consultant's (ADMC) Annual Meeting**, "Freedom is", San Francisco, CA. October 17, 2012
- **Carestream Dental Users Conference**, "Do Dentistry, Not Time", Atlanta, GA, November 3, 2012
- **Western Regional Dental Convention, Phoenix, AZ**: Two half-day presentations, March 8, 2012: Clinical Records Prevent Criminal Records, Do Dentistry Not Time
- **The Hinman Dental Meeting, March 21, 2013**, Clinical Records Prevent Criminal Records, Do Dentistry Not Time, March 21, 2013, Stay out of Jail, How to Navigate Dentistry's "Danger Zones"

- **AzDA and ADSOH Student Combined Event:** Clinical Records Prevent Criminal Records, August 7, 2013, Mesa, AZ
- **Arkansas Dental Association State Meeting:** Clinical Records Prevent Criminal Records/Maneuvering the Coding Minefield, Little Rock, AS, September 20, 2013
- **American Association of Oral Maxillofacial Surgeons National Meeting (AAOMS),** 2013, Orlando, FL, "Clinical Records Prevent Criminal Records", October 11, 2013
- **Mid-Continent Dental Convention, St. Louis, MO,** October 14, 2013, Clinical Records Prevent Criminal Records and Maneuvering Dentistry's Danger Zones
- **The Greater New York Dental Meeting, New York, NY,** December 1, 2013, Do Dentistry, Not Time
- **Carestream's OMS Dental Users Meeting,** Atlanta, GA, January 25-27, 2014, Clinical Records Prevent Criminal Records
- **The Academy of General Dentistry (AGD) National Meeting,** Detroit, MI, June 28, 2014: Do Dentistry, Not Time
- **Arkansas Dental Association State Meeting:** Risky Business, Where's the Risk and How to Avoid Them; Maneuvering the Insurance Minefield, Little Rock, AS, September 20, 2014
- **ADA 2014 - America's Dental Meeting:** Staying out of Jail, Maneuvering the Coding Minefield and Do Dentistry, Not Time, San Antonio, TX
- **The Yankee Dental Congress:** Maneuvering the Dental Minefield, Boston, MA, January 31, 2015
- **The Chicago Midwinter Meeting:** Maneuvering the Dental Minefield, Risky Business, Where are the Risks and How to Avoid Them, and Do Dentistry, Not Time, Clinical Records Prevent Criminal Records. February 27 and 28, 2015
- **The Washington State Dental Meeting:** Do Dentistry, Not Time, 3-hour lecture presentation and a 2 hour break out hands on session. June 11, 2015
- **The Georgia Dental Association State Meeting:** Do Dentistry, Not Time, 2-hour lecture presentation. July 11, 2015

- **Dentrix Business of Dentistry Conference:** Dental Records Prevent Criminal Records, 3-hour lecture presentation. October 9, 2015
- **Yankee Dental Congress:** Criminal or Clinician, 3-hour lecture presentation. January 28, 2016
- **Western Regional Dental Convention, Phoenix, AZ:** Two half-day presentations, April 10, 2016: Clinical Records Prevent Criminal Records, Do Dentistry Not Time
- **Siroworld:** August 15, 2016: Maneuvering the Dental Minefield, One-hour breakout session
- **Greater New York Dental Meeting:** December 27 – 30, 2016, 2016: Do Dentistry, Not Time, Maneuvering the Dental Minefield, and a “hand on” Coding Bootcamp
- **The Yankee Dental Congress:** January 28, 2017: Do Dentistry, Not Time, half-day and Hands on Documentation “Boot Camp”, half-day
- **The Indiana Dental Association State Meeting:** June 8, 2017, All day presentation
- **New Mexico Dental Association Meeting:** June 9, 2017, All day presentation Documentation, Billing, and Coding Boot Camp
- **Dentsply Sirona World:** September 16, 2017 and in 2018, Las Vegas, NV, breakout session: Do Dentistry, Not Time.
- **TBSE (The Best Seminar Ever),** November 11, 2017 Las Vegas, NV, breakout session: Do Dentistry, Not Time.
- **The Yankee Dental Congress:** January 2018: Do Dentistry, Not Time, half-day and Hands on Documentation “Boot Camp” and Stop the Insanity, hands on workshop
- **The Texas Dental Association Meeting 2018**
- **The Pennsylvania Dental Association Meeting 2018**
- **CareStream Global Summit**
- **Star of the South, 2019 (asked back for 2020)**
- **Arizona Dental Meeting (Western Regional Meeting)**

Scheduled to present at the **Greater New York Dental Meeting 2019, Star of the South 2020, The Louisiana Dental Meeting (New Orleans) and the Connecticut State Dental Meeting, AADOM National Meeting**

Meeting planner recommendations available on request

Honorarium: Quoted on request

Sponsor support may be available on an event by event basis. Please let me know if sponsor support would be of interest to you.

I deeply appreciate your careful consideration

Roy