

MISSOURI MGMA 2024 Conference



Let's Fire It Up!

Igniting Healthcare with Enthusiasm

May 1-3, 2024
Sheraton Overland Park Hotel

MGMA[®]
MISSOURI

MISSOURI MGMA 2024 Conference

May 1 - 3, 2024 • Sheraton Overland Park

Conference Agenda

Wednesday, May 1st

- 11:00-5:00pm **Registration Open for Attendees and Business Partners**
- 1:00-4:00pm **Workshops**
- **LEAN Concepts: How They Affect Staffing** – Stefanie Hohensee, MHA, FACMPE
 - **Am I an 8? Using Enneagrams to Improve Communications** – Cameron Cox, III, MHA, FACMPE
 - **ACMPE Prep Course and Mock Exam** – Tracy Bird, FACMPE, CPC & Beth Castens, MHA, FACMPE
- 4:15-5:30pm **Opening General Session: *Finding the Masterpiece in the Mess*** – Sam Glenn
- 5:30-6:30pm **Networking Reception**

Thursday, May 2nd

- 7:30-8:30am **Breakfast with Exhibitors**
- 8:30-9:30am **General Session: *What's Your Culture Club*** – Cameron Cox, III, MHA, FACMPE
- 9:30-10:45am **Reverse Tradeshow (by invitation only)**
- 9:45-10:45am **Breakout Sessions**
- **Are you a LEADER or are you IN CHARGE** – Cameron Cox, III, MHA, FACMPE
 - **What's My Job, Really? Setting Clear Expectations for Your Docs** – Stu Schaff
 - **Firing Up Healthcare Excellence: Unleashing the Power of Benchmarking**
Tracy Bird, FACMPE, CPC, CPMA, CEMC, CPC-I
- 10:45-11:30am **Networking Break with Business Partners**
- 11:30-12:30pm **Breakout Sessions**
- **Mobile Integrated Healthcare Networks** – Doris Boeckman
 - **Patient Experience Journey Mapping** – Lisa Duran
 - **Shark Negotiating for the Conflict Averse** – Jason Levinson
- 12:30-1:30pm **Lunch with Business Partners**
- 1:45-2:45pm **Breakout Sessions**
- **Healthcare in the Age of AI: How Your Patients and Your Practice May Be Impacted**
Thomas Douglas
 - **Physician/APP Collaboration and Supervision** – Debra Funk
 - **Finding and Keeping Great Talent** – Elizabeth Perlak, JD
- 2:45-3:30pm **Dessert Break with Business Partners**
- 3:30-4:30pm **General Session: *Healthcare Outlook – CEO Panel Discussion***
David Argueta, Mercy; Max Buetow, CoxHealth; Bret Kolman, HCA Centerpoint;
Jani Johnson, St. Luke's Hospital of Kansas City; Charlie Shields, University Health; Moderator:
Kyle Adkins, Golden Valley Memorial Healthcare
- 5:30-8:30pm **BBQ Throwdown & Line Dancing**

Friday, May 3rd

- 7:45-8:30am **Breakfast with Business Partners**
- 8:30-9:30am **General Session: *Your Secret Power – The Bean*** – Lisa Duran
- 9:30-9:45am **Annual Members Meeting**
- 9:45-10:15am **Networking Break with Business Partners**
- 10:15-11:30am **Closing General Session: *Stay Alive All Your Life – Success Principles for Extraordinary Leadership & Living*** – Michael Ivanov

WORKSHOPS



LEAN Concepts: How They Affect Staffing

Discover strategies to enhance efficiency in your practice through innovative approaches that foster collaboration and shared goals. This workshop will allow you to gain actionable knowledge to energize and optimize your operations. Learn new ways to increase efficiency while creating teamwork and shared need in your practice. The information and insights will transcend conventional boundaries, offering a versatile set of skills that will energize and empower you to apply them effectively across various facets of your personal and professional life.

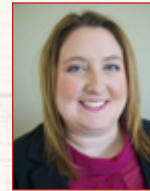
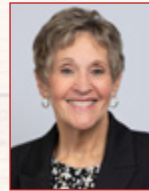


Am I an 8? Using Enneagrams to Improve Communications

Cameron Cox, III, MHA, FACMPE

The Enneagram is a classification system for personality types and psychological motivators. It has proven to be an invaluable tool in uncovering gaps and crevices within small and large group communication. When used effectively, this tool can be instrumental in improving

interpersonal relations in numerous arenas such as the physician board room and amongst practice staff. This interactive session will introduce the general concept of how the Enneagram system is designed, help you identify your own Enneagram type, and discuss how to deploy Enneagram-enhanced communication within your practice. Participants will leave with a higher level understanding of how to engage physicians, colleagues, and staff to increase employee satisfaction.



ACMPE Prep Course & Mock Exam

Tracy Bird, FACMPE, CPC & Beth Castens, MHA, FACMPE

This workshop will review CMPE/FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for the Certified Medical Practice Executive (CMPE) exam. Participants will then take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.

GENERAL SESSIONS



Sam Glenn



David Argueta



Max Buetow



Brett Kolman



Jani Johnson



Charlie Shields



Kyle Adkins



Lisa Duran



Michael Ivanov

Finding the Masterpiece in the Mess – Sam Glenn

Life can be messy, filled with changes, challenges, and uncertainty. However, with the right perspective, we can discover the meaning, message, and masterpiece in the mess. Sam is a self-taught abstract artist who uses his own original art concepts to communicate that life can be messy, but with the right perspective, we can discover an uplifting message and masterpiece within our messes.

What's Your Culture Club – Cameron Cox, III, MHA, FACMPE

Culture matters. And it has never been more important than today. With the open and constant flow of information in our society, culture not only matters but a sincerely positive, uplifting culture can be instrumental in a business' success. A healthcare practice is no different. To quote a line from a great movie: "Attitude reflects leadership." Establishing an effective culture within the organization establishes a firm foundation of success for many management areas such as customer service, marketing, recruitment and economic growth. This presentation will highlight multiple perspectives of what an effective organizational culture can mean to a truly successful healthcare practice.

Healthcare Outlook – CEO Panel Discussion

David Argueta, Mercy; Max Buetow, CoxHealth; Brett Kolman, HCA Centerpoint; Jani Johnson, St. Luke's Hospital of Kansas City; Charlie Shields, University Health; Moderator: Kyle Adkins, Golden Valley Memorial Healthcare

Hear from five exemplary CEOs who have not only mastered the art of healthcare management but have also elevated their organizations to unprecedented heights. Elevate your conference experience with this one-of-a-kind roundtable. Imbibe the spirit of Kansas City while immersing yourself in impactful discussion that promises to leave a lasting impression about the state of healthcare today and the outlook for tomorrow.

Your Secret Power – The Bean – Lisa Duran

It's easy to camp in mindset of feeling powerless to the many changes happening in our clinics or hospitals. In this session you will learn your superpower to defeating that mindset. You will be given tools to help empower your teams to overcome and be agents of change. Real, sustainable culture change starts with how we think about change and what we do with it.

Stay Alive All Your Life – Success Principles for Extraordinary Leadership & Living – Michael Ivanov

The world is changing faster than we ever imagined. There is a need, now more than ever, for leaders, business professionals, and people from all walks of life to dig deep within themselves and stay true to their mission and find opportunity to not only survive, but thrive in uncertain times. Michael's life changing message and principles have opened up audiences everywhere to cultures of service, gratitude, reflection and endless potential.

2024 MISSOURI MGMA BUSINESS PARTNER SPONSORSHIP PROGRAM



*Strengthen Your
Business Relationships*

Please accept our invitation to highlight your company and reach medical practice administrators and managers throughout Missouri. Medical Group Management Association of Missouri is a professional association dedicated to serving the unique needs of practice administrators throughout the state.

In this brochure we will share opportunities for your company to connect with professionals whose focus is in medical practice administration. These opportunities include becoming a Missouri MGMA Business Partner member, exhibiting at our Annual Conference, and sponsorships.

MO MGMA Membership

When you join Missouri MGMA as a Business Partner member you are aligning your company with our association and gain access and exposure to the Active members of MO MGMA. Our members are encouraged to take advantage of your industry knowledge and expertise. Membership includes executives and managers of private group practices, integrated delivery systems, and companies that support medical provider organizations. Business Partner members are listed in our member database, contribute educational content to our newsletters, webinars, and breakout sessions, and receive discounts on events. MO MGMA's membership includes:

- 672 Active members
- 54 Business Partner members
- 28 Lifetime members

Exhibitor and Sponsorship Opportunities

Our Annual Conference is a great opportunity to promote your products/services and network with practice administrators. Our sponsors and exhibitors interact with attendees and are invited to attend all general sessions, meals, and social activities.

Reverse Trade Show

Exhibitors are given the opportunity to spend individualized, quality time with decision makers during the conference. Participants will have one hour to present the benefits of your products/ services to practice executives. During the hour you will spend 10 minutes with 2 decision makers from 6 organizations.

Newsletter Sponsorship

Six times a year over 800 professionals receive *Communiqué*, our industry news and information newsletter. We also use this publication to send to administrators across the state who are interested in membership.

Website Sponsor

Our website houses association news, event information, sponsor listings, Career Center and a Members Only area that includes a membership directory and a variety of resources for our members and website visitors. Your logo appears on our home page and includes a link that will take visitors and members directly to your company website.



MISSOURI MGMA **2024 ANNUAL CONFERENCE**

May 1-3, 2024 • Sheraton Overland Park Hotel

Education

The Missouri MGMA Annual Conference begins Wednesday, May 1st and concludes Friday, May 3rd. Nationally-recognized speakers present general, specialty and breakout sessions designed to educate and respond to the ever changing healthcare management industry. Our program routinely receives accreditation from the ACMPE and AAPC.

Attendees

Practice administrators, managers and medical group professionals from Missouri and the surrounding area attend this annual educational and networking event.

Networking Opportunities

We're firing up the grill and bringing together some of the most seasoned professionals and top leaders in healthcare. Pack your cowboy boots and hat because we are throwing a BBQ bash like no other! Networking is ranked second behind education as the reason our attendees come back year after year. Through riveting sessions, an inviting exhibit hall, great meals and fun events our agenda is built with you in mind. With six hours of direct exhibitor contact, our goal is to provide you the opportunity to market your services and products to decision makers across the state.

Exhibit Hall

Fifty tabletop exhibits are available. Each area will be furnished with a draped 6' table, wireless internet access and two chairs. Base fees for exhibit space include conference meals and attendance for two primary representatives. Additional company representatives may attend at an additional fee. Exhibit locations are assigned based on the level of sponsorship in the conference as well as the order applications are received with payment.

Location

Sheraton Overland Park Hotel, 6100 College Blvd, Overland Park, KS 66211. We have secured a room block at the discounted rate of \$174/night. Please make your reservation by April 9th to receive this special rate. To access the online reservations link, please visit our website at mgma-mo.org.

Sign up today to become a sponsor or exhibitor at mgma-mo.org.

EXHIBITOR EVENTS*

Wednesday, May 1st

12:00 – 4:00pm Exhibit Setup
4:15 – 5:30pm Welcome & Opening General Session
5:30 – 6:30pm Opening Night Reception

Thursday, May 2nd

7:30 – 8:30am Breakfast with Exhibitors
9:45 – 10:45am Reverse Tradeshow (optional w/fee)
10:45-11:30am Networking Break in Exhibit Hall
12:30 – 1:30pm Lunch with Exhibitors
2:45 – 3:30pm Networking Break in Exhibit Hall
5:00 – 8:00m BBQ Bash with Exhibitors

Friday, May 3rd

7:45 – 8:30m Breakfast with Exhibitors
9:00 – 9:30am Exhibitor Debrief Meeting
9:45 – 10:15m Networking Break in Exhibit Hall
10:30-12:00pm Exhibit Dismantle

*Events may change after final conference Agenda has been determined.



ANNUAL CONFERENCE SPONSORSHIPS

Annual Conference Sponsorships allow your company to target your exposure to the conference attendees. Whether it's a networking event, education hour or meal, you'll find a variety of ways to give your company maximum exposure.

	GOLD SPONSOR \$7,000	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$3,500	EXHIBITOR ONLY \$2,000/\$2,250 (non-member)
Premier Exhibit Location	✓	✓	✓	
Exhibit Representatives	4	4	2	2
Pre/Post Conference Attendee List (Excel file, includes emails)	✓	✓	✓	✓
Company Logo on Printed Program	✓	✓	✓	
Company Logo on Conference Signage	✓	✓	✓	
Exclusive Conference Sponsorship	<i>Select One:</i> Attendee Bag Attendee Gift Attendee Lanyard	<i>Select One:</i> Thursday Lunch Welcome Reception	<i>Select One:</i> Thursday Breakfast Friday Breakfast Break	
eNewsletter Advertisement	Full-page	Half-page	Quarter-page	
Video ad up to 30 seconds in length played at opening session. (Videos must be produced by company)	✓	✓		
Reverse Trade Show participant	✓	✓	✓	
Membership List (Excel file, includes emails)	✓			
Company Logo & Hyperlink on MO MGMA website	✓	✓	✓	
Recognition on Social Media (LinkedIn; Facebook)	✓	✓		

Questions? Email us at info@mgma-mo.org or call 205-616-5938

Newsletter Sponsorship

Missouri MGMA's *Communique* is published bi-monthly to our entire database and is used as a marketing tool to attract new members. Newsletters are archived on our website for a period of one year and newsletter sponsors are featured in our eNews emails.

PRICE PER ISSUE*

Full Page	\$750
Half Page	\$400
Quarter Page	\$250

* A discount of 10% off total with placement of four or more sponsorships.

DATES OF PUBLICATION

February 15, 2024	August 15, 2024
April 15, 2024	October 15, 2024
June 17, 2024	December 16, 2024

DEADLINE FOR PLACEMENT

10 days before scheduled date of publication

ACCEPTABLE FORMATS

.pdf, .jpg, .tif

SPONSORSHIPS

Full Page	8"w x 10.5"h
Half Page	8"w x 4.75"h
Quarter Page	4"w x 4.75"h

MGMA
MISSOURI

COMMUNIQUE

October/November 2023

Happy Fall Y'all 😊

So here we are at the beginning of my favorite time of year, the 4th quarter. In true Missouri fashion, the temperature can't decide if it wants to hang onto summer and blase us into oblivion or if it will concede to the fact that the days are shorter, and we are farther from the sun. Last weekend I went canyoning with my boys and I had clothes for all 4 seasons ready to go because I went from seething hot in the day to cool, almost cold, sleeping in a tent at night. I personally like the cooler weather because it's not as much fun picking apples and pumpkins when sweaty, right?

The last quarter of the year is a great time for practice managers. This is the time of year that we begin looking at budget projections for this year and next year. We also begin looking at capital expenses that we would like to make before the end of the year for tax purposes versus those that will fall into the 2024 budget timeframe. It is also a time to evaluate staff members' performance and dedication to their jobs to decide if they should be rewarded for their efforts in making our practices successful.

Fourth quarter is also a great time to reflect on how the year has gone for the practice as a whole. Was there patient population growth, are the revenue streams being productive, are the providers happy and productive, is the staff happy and productive? There are all good things to reflect on and consider as the year begins to wind down. If there are issues with one of the areas in the practice, then using the last few weeks of the year to devise a remediation plan can be the key to starting off the next year on the right foot.

October can be good for your personal health and well-being too. The weather is cooler and the air is clearer so take some time to go outside and get refreshed before we get

Poor documentation during intake resulted in a **wrong-site surgery** causing permanent damage to a good knee.

The Joint Commission data reveals that wrong-site incidents are the fourth most frequently reported medical error.

To minimize surgical errors, practices insured by ProAssurance can access several risk management tools from our surgical teams and protocols are working. Risk consultants gather APC review data, note potential weak spots, and deliver recommendations based on their data.

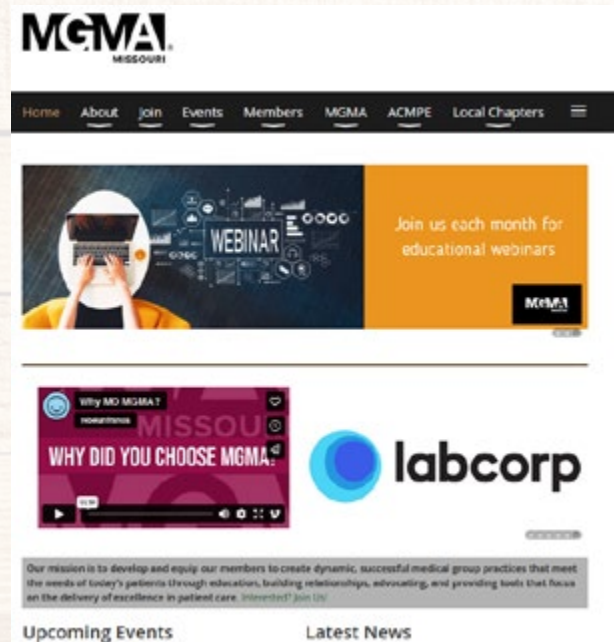
Helping our clients access their patient safety protocols and offering strategies learned from our closed claims history helps them mitigate risk and be prepared if they ever receive face a malpractice claim.

PROASSURANCE
Timed Policy
Healthcare Professional Liability Insurance
& Risk Management Services

ProAssurance.com - 800-282-6342

Website Sponsorship

The Missouri MGMA website is one of the key methods of sharing communications between the Missouri MGMA members. In addition to providing online membership applications and conference information, our website also contains sponsor information, industry news and updates, and a Members Only area that includes a membership directory and other resources. Missouri MGMA members are comprised of medical practice managers representing large and small group practices including free standing, hospital-affiliated, and university-affiliated medical groups. These groups represent over 2,000 physicians across the state and provide an unlimited source of information and resources.



Don't miss an opportunity to increase your visibility within the Missouri healthcare community



What's included in your website sponsorship?

- Listing on the Sponsors area of our website
- Company logo & contact information (POC, email, & number)
- Full description of your offered services
- Link back to your company's website

Questions?

Email us at info@mgma-mo.org

or call 205-616-593

MISSOURI MGMA EXHIBITOR/ SPONSOR TERMS & CONDITIONS

Qualifications of an Exhibitor:

Missouri MGMA conference management will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the MO MGMA Conference. Exhibitors shall be limited to those whose products or services are related to medical, professional, or practice interests. MO MGMA reserves the right to refuse to provide exhibit space to any exhibitor not compatible with the general character and objectives of the MO MGMA Conference, or if the MO MGMA Conference is full upon receipt of the application.

Compliance

- a. Smoking inside the MO MGMA Conference is prohibited
- b. Exhibitors may not serve alcohol inside the MO MGMA Conference.
- c. MO MGMA Conference management reserves the right to reject, remove or prohibit any exhibit/display in whole or in part, or any Exhibitor or its representatives if, in the opinion of MO MGMA Conference management, the exhibit or the activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are detrimental to the goals and purposes of the MO MGMA Conference.
- d. Prohibited or inappropriate conduct which results in the Exhibitor removal will also result in the forfeiture of all exhibit fees, or any other fees; the Exhibitor will remain liable for any damages due to its actions.
- e. Use of an exhibit space by two or more organizations is not permitted. Subletting of space is not permitted.
- f. Any Exhibitor who is a "no show", meaning that the exhibit is not set up and staffed by the Conference opening time, without prior permission, will forfeit his/her exhibit space for the duration of the MO MGMA Conference. Non-attendance does not constitute cancellation on the Exhibitor's part, and no refunds or credits will be issued. MO MGMA Conference management will replace a "no show's" exhibit space as it determines is in the best interest of the MO MGMA Conference.
- g. "Suitcasing" is prohibited. Suit-casing is the act of soliciting business in the aisles during the exhibition or in other public spaces, including another company's exhibit or a hotel lobby.

Assignment of Exhibit Space

- a. Exhibitor may consider his/her space as reserved in the MO MGMA conference upon acceptance of a completed application and full payment has been received. Conference Sponsors will receive premier exhibit placement in the exhibit hall. Other exhibitors will be assigned space based on the order in which the application and payment have been received.
- b. MO MGMA Conference management reserves the right to assign exhibit space, change the floor plan or move Exhibitor's exhibit space, without prior notice, if MO MGMA Conference management determines that it is in the best interest of the MO MGMA Conference.

Cancellation Policy

- a. A refund less a \$300 processing fee will be made to the Exhibitor if cancellation is received by April 1, 2024.
- b. No refunds will be issued after April 1, 2024.
- c. MO MGMA assumes no responsibility for having included the name of the cancelled Exhibitor in materials related to the MO MGMA Conference.

Promotional Errors:

MO MGMA will not be liable for any errors or omissions in the MO MGMA Conference's attendee lists, websites, newsletter or any other promotional or on-site materials. MO MGMA assumes no responsibility for having included the name of a cancelled Exhibitor in material related to the MO MGMA Conference.

*****NO SUITCASING WILL BE ALLOWED AT ANY OF MO MGMA'S MEETINGS*****

Please note that while all meeting attendees are invited to the Exhibit Hall, any person(s) who have not paid for an Exhibit at the conference who is observed to be soliciting business in the aisles or other public spaces, in another company's exhibit, who is in violation of any portion of the Exhibit Policy, will be asked to leave immediately. Additional penalties may be applied. Conference Management recognizes that suit-casing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suit-casing violations may occur at venues other than the exhibition floor and at other events. Conference Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.



MISSOURI MEDICAL GROUP MANAGEMENT ASSOCIATION
2024 ANNUAL CONFERENCE & SPONSORSHIP PROGRAM
 Sheraton Overland Park Hotel May 1-3, 2024

Exact Company Name for Signage/Recognition: _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____ Company Website: _____

Exhibit Fee

MO MGMA Business Partner Member \$2,000 \$ _____

Conference Sponsor Level _____ \$ _____

Exhibit Hall Representatives:

1. Name: _____

Email: _____

2. Name: _____

Email: _____

3. Additional Representative (\$200 additional fee applies):

Name: _____

Email: _____

Newsletter Sponsor

Price Per Issue: Full Page Ad \$750 x ___ # issues* \$ _____

Half Page Ad \$400 x ___ # issues* \$ _____

Quarter Page Ad \$250 x ___ # issues* \$ _____

Advertising Month(s): December February April June August October

*Apply a 10% discount off total with placement of four or more ads. **Invoiced after each issue is published

Website Sponsor

Annual Website Sponsor Logo, Link & Listing \$750 \$ _____

Scholarship Sponsor

Contribution to the Practice Manager Scholarship Fund* \$25, \$50, \$100 or other amount \$ _____

*Scholarship fund supports a practice manager's advanced education or conference attendance

TOTAL: \$ _____

Submitted by: _____

Signature: _____ Date: _____