



MGMA-MISSOURI SPRING CONFERENCE

MAY 7-9



MGMA
Medical Group Management Association
Missouri

L E A D E R
CHAMPIONS

P R A C T I C E
CHAMPIONS

LEADER CHAMPIONS | PRACTICE CHAMPIONS

May 7 – 9, 2017 ♦ Tan-Tar-A Resort, Osage Beach, MO

Conference Agenda

Sunday, May 7th

12:00-5:00pm	Registration
1:00-4:00pm	Local Chapter Board of Directors Leadership Symposium
3:00-4:00pm	Preconference Sessions <ul style="list-style-type: none">◆ New Managers Workshop - Michelle Yarnall, CMPE, CPC◆ ACMPE Overview - Merry Mullins, FACMPE◆ Seeing into the Future of Human Resources Issues - Kyle Haubrich, JD
4:00-5:00pm	Reception for all First Time Attendees & New Members
5:00-6:30pm	Opening Night Reception & Dinner
6:30-8:00pm	General Session: No Excuse! Incorporating Core Values, Accountability and Balance into Your Life and Career - Jay Rifenbary
8:00-10:00pm	Cocktail Party at Mr. D's

Monday, May 8th

7:00-8:00am	Breakfast with Exhibitors
8:00-9:30am	General Session: Big Hearted Leadership - Donn Sorensen, MBA, FACMPE
9:30-10:00am	Exhibitor Networking Break
10:00-11:00am	Breakout Sessions <ul style="list-style-type: none">◆ Quality and Efficiency Measurement in Healthcare - Adele Allison◆ Improved Patient Engagement through Improved Patient Experience - Stephen A. Dickens, JD, FACMPE◆ HIPAA's Bite Catching up with Its Bark - Kyle Haubrich, JD and Diane Robben, JD◆ Just for the Record - The Why and How of Chart Auditing - Tracy Bird, FACMPE, CPC
11:15-12:15pm	Breakout Sessions <ul style="list-style-type: none">◆ Using Telemedicine to Drive Value in the Medical Practice - Stephen Gebhart, MBA, CMPE◆ Addressing Physician Burnout by Instilling a Culture of Continuous Physician Engagement - Curtis Mayse, FACMPE◆ Ask Our Panel: Discussing Collections, Patient Experience and Automation - Jamie McCarthy◆ Clinical Documentation Improvement in the Physician Practice - Tracy Bird, FACMPE, CPC
12:15-1:15pm	Lunch with Exhibitors
1:15-2:45pm	General Session: The Early Days of the Trump Administration and Its Impact on Healthcare - Richard Sanders, JD
2:45-3:15pm	Exhibitor Networking Break
3:15-4:15pm	Breakout Sessions <ul style="list-style-type: none">◆ Cyber Security: What Practice Managers Should Be Aware of in the 21st Century - John Motazed◆ The Move from Volume to Value - David Raney◆ Keeping Your Practice Out of Jeopardy - Mark Hakim, MBA, CPHRM◆ Coder Liability - Tracy Bird, FACMPE, CPC
4:30-5:30pm	Networking Reception

Tuesday, May 9th

7:00-8:00am	Breakfast with Exhibitors
8:00-8:15am	Annual Business Meeting
8:15-9:30am	General Session: Washington Update - Suzanne Falk
9:30-10:00am	Exhibitor Networking Break
10:00-11:30am	General Session: Motivating Healthcare Employees in an Era of Change - Joe Mull, M.Ed
11:30am	Closing Remarks & Prize Drawings

Sunday, May 7th

12:00-5:00pm **REGISTRATION**

1:00-4:00pm **LOCAL CHAPTER BOARD OF DIRECTORS LEADERSHIP SYMPOSIUM**

3:00-4:00pm **PRECONFERENCE SESSIONS**



New Managers Workshop

Michelle Yarnall CMPE, CPC,
*Practice Administrator,
Pediatric Associates of SW Missouri*

Please join Michelle for an overview of practice management including financials, human resources and marketing. Please bring questions to the session for group discussion.



ACMPE Overview

Merry Mullins MBA, FACMPE, President,
Healthcare Management Experts, LLC

This session provides information on the American College of Medical Practice Executives requirements for certification and fellowship, and will give you a better understanding of the process involved for advancement in the College. This session offers you a first step for assessing skills and helps you develop a plan for pursuing certification and fellowship.



Seeing into the Future of Human Resources Issues

Kyle J. Haubrich JD, Associate Attorney,
Eckenrode-Maupin, Attorneys-at-Law

Want to brainstorm with your peers and learn what challenges and successes other physician offices are dealing with in Human Resources? Join us for this interactive session as we explore the many HR topics you face on a day-to-day basis.

4:00-5:00pm **RECEPTION FOR ALL FIRST TIME ATTENDEES & NEW MEMBERS**

5:00-6:30pm **OPENING NIGHT RECEPTION & DINNER**

6:30-8:00pm **GENERAL SESSION**



No Excuse! Incorporating Core Values, Accountability and Balance into Your Life and Career

Jay Rifenbary, Keynote Speaker

Built on a solid foundation of core values, self-responsibility, organizational accountability, integrity and purpose, this exciting "No Excuse!" program teaches, validates and supports the importance of key principles and skills, such as self-control, personal respect, forgiveness, passion and positive attitude, as they pertain to one's personal and professional success. Gaining a greater understanding of the importance of consistency in behavior, decisiveness and personal honesty, your employee's productivity and efficiency in the work place can soar. Ultimately, this contributes to the morale and productivity of your entire organization.

8:00-10:00pm **COCKTAIL PARTY AT MR. D'S**

Monday, May 8th

7:00-8:00am **BREAKFAST WITH EXHIBITORS**

8:00-9:30am **GENERAL SESSION**

Big Hearted Leadership

Donn Sorensen MBA, FACMPE,
President, Mercy-East Region



Donn's simple, straightforward style equips and inspires audiences to achieve greater success through kindness and compassion. During this session Donn will discuss how to establish an organizational culture that creates success through compassion, develop an effective leadership approach that values both productivity and people, and how to improve your skills at being present and transferring enthusiasm.

9:30-10:00am **EXHIBITOR NETWORKING BREAK**

10:00-11:00am **BREAKOUT SESSIONS**



Quality and Efficiency Measurement in Healthcare

Adele Allison, Director of Provider Innovation Strategies,
DST Systems

Six years into automation of the clinical side of healthcare, legislation and policy is accelerating economic reform, using data to drive new value-based payment models. More and more payers are measuring the quality and efficiency provided by hospitals, physicians and non-physician providers to become purchasers of value. This session will focus on the measures being used by payers to determine the value of services delivered, including under the Merit-based Incentive Payment System (MIPS), as a factor in reimbursement determination; and, underscore workflow redesign necessary for consistent data capture during the clinical workflow including the various sources and uses of data produced by providers.



Improved Patient Engagement through Improved Patient Experience

Stephen A. Dickens JD, FACMPE, Assistant Vice President of Medical Practice Services,
State Volunteer Mutual Insurance Company

As healthcare trends away from patient satisfaction toward the patient experience, it is important for physicians, practice executives and staff to understand how this shift in ideology will impact their practice. At the conclusion of this session, participants should be able to identify the components to patient engagement; recognize the need to transition from measuring patient satisfaction to patient experience; and understand the importance of patient experience to the practice's financial wellbeing.



HIPAA's Bite Catching Up with Its Bark

Kyle J. Haubrich JD, Counsel,
Sandberg Phoenix & von Gontard PC

Diane Robben JD, Shareholder,
Sandberg Phoenix & von Gontard PC

This session will give an overview of HIPAA and its general compliance requirements. We will discuss what should be in your manual, training requirements, risk analysis and documentation. We will also review some non-compliance nightmares and what we can learn from them.





Just for The Record - The Why and How of Chart Auditing

**Tracy Bird FACMPE, CPC, CMPA, CEMC, CPC-I,
CEO, Medical Practice Advisors**

In May 2014, the Office of Inspector General released a report that found 55% of claims for E&M services were incorrectly coded or lacked documentation resulting in \$6.7 billion in improper payments. Payers continue to increase audit activity leaving practices who don't perform regular chart audits vulnerable. Implementation of an auditing program is a good risk management strategy, and may benefit the practice financially. This session will discuss details of the auditing process and demonstrate how to conduct an audit of Evaluation and Management services.

11:15-12:15pm BREAKOUT SESSIONS



Using Telemedicine to Drive Value in the Medical Practice

**Steve Gebhart MHA, MBA, CMPE,
Vice President Operations, Mercy Clinic**

As the healthcare workforce shortage intensifies and the demand for accountable care increases, telemedicine has been recognized as a solution that leverages these scarce healthcare resources and drives best practices that lead to optimal clinical outcomes. This presentation examines the application of telemedicine in areas that will drive value to medical groups, providing better access to care for patients ranging from primary care to specialty services to better patient management in the hospital setting.



Addressing Physician Burnout by Instilling a Culture of Continuous Physician Engagement

**Curtis Mayse FACMPE, Principal,
CliftonLarsonAllen, LLC**

Physician engagement is a tenuous road and not for the faint of heart. Join Curt and discuss proven ways to engage physicians in the proper activities in your practice and keep them enthused after the honeymoon period. We will look at ways to recognize and remedy physician burnout. We will also learn how to instill a culture of physician leadership by developing and establishing learning programs targeted for improving physician engagement and leadership.



Ask Our Panel: Discussing Collections, Patient Experience and Automation

**Jamie McCarthy, Director of Business Development,
Phreesia**

An expert panel, led by Jamie as our moderator, will discuss leveraging PM and EHR products to transition their medical groups to new technologies aimed at increasing collections and automating elements of the patient visit. Our focuses will be increasing collections, predictive revenue and RCM, while managing changes to the patient experience. The session will feature an in-depth Q&A with the audience.

Clinical Documentation Improvement in the Physician Practice

**Tracy Bird FACMPE, CPC, CMPA, CEMC, CPC-I, CEO,
Medical Practice Advisors**

The transition to value based reimbursement has begun. Over the next few years, fee for service reimbursement will be in the rear-view mirror. Providers will be paid for accurately and thoroughly capturing the true

clinical picture of a patient's condition. Payers will reimburse providers based on a complex system of measuring, reporting and scoring the value and quality of care. This session will explore important aspects of improved clinical documentation and how coders and billers can work with providers to insure success.

12:15-1:15pm

LUNCH WITH EXHIBITORS

1:15-2:45pm

GENERAL SESSION



The Early Days of the Trump Administration and Its Impact on Healthcare



**Richard D. Sanders, Esq.,
The Sanders Law Firm, P.C.**

After a historic election resulting in single party control of the executive and legislative branches, this session will review the initial activities of the Trump Administration and the Republican-majority United States Senate and House of Representatives and their resulting impact on the healthcare systems at a national and state level. In particular, we will discuss efforts to repeal the Patient Protection and Affordable Care Act of 2010, proposals to replace that system, and how that activity presents opportunities and challenges for physician practice managers in planning for the future.

2:45-3:15pm

EXHIBITOR NETWORKING BREAK

3:15-4:15pm

BREAKOUT SESSIONS



Cyber Security: What Practice Managers Should Be Aware of in the 21st Century

John Motazed, CEO, SNC Squared Technology Group

In this session we will be discussing newest threats, attacks and internal employee issues that can affect your practice. This will be an interactive presentation and attendees we will be given sample policies to be used in their offices to help reduce the liabilities from employee's actions and behaviors.



The Move from Volume to Value

**David Raney, Vice President, CoxHealth Network
and Business Development**

During this session, David will discuss the movement from volume-driven fee for service reimbursement to value-based compensation models, including Bundled Payments for Care Improvement, MACRA/MIPS, Medicare Advantage, and other programs that represent this shift in reimbursement. Specific programs and techniques deployed at CoxHealth will be reviewed. David will then lead a brief discussion about what these changes might mean for you in your practice.



Risk Management Jeopardy

**Mark Hakim MBA, CPHRM, Director, Strategic
Partnerships and Risk Resource Department, ProAssurance**

This interactive presentation will take the audience through a series of risk management questions much in the same fashion as the popular game show. Posing questions, providing answers and group discussion, will enhance the learning experience while having fun at the same time. From basic risk management concepts to cutting edge issues, this presentation will have something for all practice managers.

Coder Liability

Tracy Bird FACMPE, CPC, CMPA, CEMC, CPC-I, CEO, *Medical Practice Advisors*

Professional coders are always concerned about compliance and risk. This program explores the responsibilities of professional coders to identify risk areas that create a vulnerability. This session will also discuss tactics to maintain compliance as well as strategies for fraud and abuse prevention.

4:30-5:30pm **NETWORKING RECEPTION**

Tuesday, May 9th

7:00-8:00am **BREAKFAST WITH EXHIBITORS**

8:00-8:15am **ANNUAL BUSINESS MEETING**

8:15-9:30am **GENERAL SESSION**

Washington Update

Suzanne Falk, Associate Director of Government Affairs, MGMA

Medical practices often receive contradictory information about the actions of Congress and federal administrative agencies. This update provides critical information about legislative proposals under consideration in Washington and timely regulatory issues.

Other highlights include details on federal quality reporting programs and resources available to help group practices successfully navigate numerous changes and federal initiatives.



9:30-10:00am

EXHIBITOR NETWORKING BREAK

10:00-11:30am

GENERAL SESSION



Motivating Healthcare Teams in an Era of Change, More Work, & Fewer Resources

**Joe Mull M.Ed,
Keynote Speaker and Author**



Healthcare is undergoing a profound transformation. Healthcare employees everywhere are being asked to do more with less. As a result, many teams are frustrated, exhausted, and burned out. Now more than ever, healthcare leaders at every level must understand those conditions that lead employees to give their all, care, and try. Drawing on fresh research in employee engagement and workplace psychology, this dynamic presentation teaches leaders clear strategies for getting their teams firing on all cylinders.

11:30am

CLOSING REMARKS & PRIZE DRAWINGS



Conference Information

CONFERENCE FEES

MGMA-MO ACTIVE MEMBER

Before 04/14/17

After 04/14/17

\$295

\$395

AAPC MEMBER

\$295

\$395

NON MEMBER

\$395

\$495

MGMA-MO LIFE MEMBER

\$125

\$150

CONFERENCE FEE REFUND POLICY

Cancellations received prior to April 14, 2017 are subject to a \$50.00 cancellation fee. Cancellations received after April 14, 2017 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

CREDIT HOURS

American College of Medical Practice Executive (ACMPE) Credit Hours: To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the My Transcript area of mgma.com.

The program has the prior approval of AAPC for 11.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

HOTEL INFORMATION

Tan-Tar-A Resort, located in Osage Beach, Missouri, is a resort removed from the hustle and bustle of the outside world. Quietly nestled on 420 lush acres along the Lake of the Ozarks, this Midwest 3-Diamond resort is a haven for endless excitement or complete relaxation. Come to the Lake of the Ozarks, only three hours from St. Louis and Kansas City, and discover a place unlike any other. It's convenient location and stunning surroundings makes Tan-Tar-A the premier Missouri family vacation resort.

Hotel reservations can be made by calling 800-826-8272 or online at www.tan-tar-a.com. Reservations must be received on or before April 7, 2017. Be sure to use our group code: MDCL to receive the discounted rates. Rates are as follows:

Resort complex:

Guest room: \$126

One Bedroom Suite: \$189

Two Bedroom Suite: \$251

Run-of-House:

Guest room: \$115

One Bedroom Suite: \$179

Two Bedroom Suite: \$241



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