

2016 FLORIDA MGMA CONFERENCE



T H E A M A Z I N G
R A C E
OF MEDICAL PRACTICE MANAGEMENT

June 22-24, 2016
Hyatt Regency Grand Cypress
Orlando

MGMA
Medical Group Management Association
Florida

Florida Medical Group Management Association Agenda
**The Amazing Race...
of Medical Practice Management**
June 22-24, 2016

Wednesday, June 22, 2016

- 11:00 a.m. - 5:00 p.m. Conference Registration Desk Open
- 12:00 p.m. - 1:00 p.m. Strolling Lunch in the Exhibit Hall
- 12:00 p.m. - 6:30 p.m. Exhibit Hall Open
- 1:00 p.m. - 1:30 p.m. Welcome and Opening Remarks
- 1:30 p.m. - 2:45 p.m. Opening Session:
Change Management: Survive and Thrive in the New Economy – Mary Kelly, PhD
- 2:45 p.m. - 3:30 p.m. Break in Exhibit Hall
- 3:30 p.m. - 5:00 p.m. Breakout Sessions:
- ***360° of Leadership – Steering Around the Icebergs*** – Mary Kelly, PhD
- ***Will Your Practice Incur a Speed Bump of a HIPAA Security Audit?*** – Russ Dorsey
- ***Healthy Conversations for Tough Issues*** – Scott Foster
- 5:00 p.m. - 6:00 p.m. Opening Reception in the Exhibit Hall
- 6:00 p.m. - 8:00 p.m. Dinner and Casino Night



Thursday, June 23, 2016

- 7:00 a.m. - 5:00 p.m. Conference Registration Desk Open
- 7:00 a.m. - 8:30 a.m. Florida MGMA Collaborative Committee Meeting
- 7:30 a.m. - 8:30 a.m. Buffet Breakfast in Exhibit Hall
- 7:30 a.m. - 3:30 p.m. Exhibit Hall Open
- 8:30 a.m. - 10:00 a.m. Breakout Sessions:
- ***Managing Toxic Personalities in an Organization*** – Scott Foster
- ***Employment Law 101: Avoid the Employee Race to the Courthouse*** – Suzanne Boy
- ***The Payer Contracting Process: Negotiating and Managing Like a Pro*** – Penny Noyes, CHC
- 10:00 a.m. - 10:45 a.m. Break with Exhibitors
- 10:45 a.m. - 12:00 p.m. Breakout Sessions:
- ***Payer Credentialing and Product Participation-Avoiding Related Denials*** – Penny Noyes, CHC
- ***Ethical Leadership*** – Nick Hernandez, MBA, FACHE
- ***Making your Business Intelligence Drive Improvements in Your Practice*** – James Stroud, CPA
- 12:00 p.m. - 1:15 p.m. Buffet Lunch
- 1:15 p.m. - 2:45 p.m. Breakout Sessions:
- ***Your Practice Revenue Cycle is the Key to Profitability and Your Value Contribution*** – James Stroud, CPA
- ***Risk Management Strategies for Physician Practices Applying Risk Reduction Strategies to Enhance Patient Safety*** – Shannon McCormick, BSN, RN, CPHRM, LHRM and Teresa McMillan, RN, MSA, CPHRM, LHRM, CPPS
- ***Practice Management 101, Equipping the Next Generation of Practice Managers for Success*** – Chip Geitz, CPA, CMPE
- 2:45 p.m. - 3:30 p.m. Break with Exhibitors
- 3:30 p.m. - 5:00 p.m. General Session:
Social Media, Women, and Patient Engagement: Listening to the Digital Voice and Reaching Today's Healthcare Consumer – Geeta Nayyar, MD, MBA



Friday, June 24, 2016

- 7:00 a.m. - 12:00 p.m. Conference Registration Desk Open
- 7:00 a.m. - 8:30 a.m. Local Chapter Board Member Breakfast
- 7:30 a.m. - 8:30 a.m. Buffet Breakfast
- 8:30 a.m. - 9:45 a.m. Breakout Session:
- **MGMA Washington Update – Suzanne Falk**
- **Pathway to Certification and Fellowship with the ACMPE – Lori-Ann Martell, CMPE**
- 9:45 a.m. – 10:00 a.m. Break
- 10:00 a.m. - 11:15 a.m. General Session:
People Driven Business – CJ Coolidge
- 11:15 a.m. - 11:45 p.m. Business Meeting / Grand Prize Drawing
- 11:45 a.m. Adjournment



Session Synopsis'



Change Management: Survive and Thrive in the New Economy - Change is fun for some people, but miserable for others. Personality type, job position, seniority, and past experiences all determine how different people react to the idea of changing the way they conduct business. Understanding how people will react and addressing their concerns in advance of implementation can determine the success or failure of the new process. Change management is a critical part of any organization that leads, manages, or enables people to accept and embrace new processes, technologies, systems, structures and values. This fun and interactive experience explores how health care professionals can maximize new opportunities and help others understand the change process. The intent of effective change management is to: Address the concerns and barriers of the people who will need to adopt the new methods; Address the concerns and trepidation of the supporting roles; Overcome the uncertainty obstacles that impede necessary change to achieve greater effectiveness; Ensure that everyone in the organization is ready, willing, and able to perform their role in the new environment. Through an entertaining and interactive session focusing on leadership at all levels, increasing productivity, and how to enact change, participants will understand why the program is being implemented, how it is going to benefit them, and why adapting to the new system is in their best self-interest. We overcome ambiguities, barriers, resistance, and reluctance to change behavior and methodologies. **Mary Kelly, PhD, Productive Leaders, Denver, CO.**

360° of Leadership – Steering Around the Icebergs - Great leadership is an upside down pyramid. You as the leader are there to support the people working for you. Great leaders build effective teams and remind managers and leaders to communicate, develop employees, listen, and strategize for optimal results. This session will focus on: What to consider as you assume a new role with new responsibilities; How to communicate effectively with your diverse workforce; What most employees wish their leaders knew; Ways to use the strengths of your workplace demographics and How to motivate employees even without a budget. The military asks employees to sleep at work. You probably don't

expect your people to work for several weeks without a day off. Learn the secrets of leadership and motivation from a 21-year Navy veteran who lead multi-cultural teams all over the world in this thought-provoking, action-packed session. Designed for teambuilding, experienced managers, and senior management. **Mary Kelly, PhD, Productive Leaders, Denver, CO.**



Will Your Practice Incur a Speed Bump of a HIPAA Security Audit? With CMS Meaningful Use audit well underway, with HHS OCR audits expanded in 2015, and with the instances of cyber-attacks and human errors on the rise, it is much more likely your practice will see the “speed bump” of an audit letter. On the other hand it could be a “fast forward” envelope that could contain a new outlook on how your practice manages technology and risk. This presentation will focus on the upside of HIPAA compliance (yes, there is one) and how to get there through the Risk Assessment process and benefit from doing so. We'll discuss new resources and software tools that make short work of the assessment and compliance process. We'll discuss the IT best practices at the basis of HIPAA compliance and why adhering to them will actually make your life easier and will reduce IT risks and costs. We will also cover the CMS audit process and how to prepare and respond, citing examples from actual CMS audits. **Russ Dorsey, L. Paul Kassouf & Co, P.C., Information Services and Healthcare Consulting Group, Birmingham.**



Healthy Conversations for Tough Issues - We know that healthy yet tough conversations take place every day that help leaders to inspire their teams and the individuals that make up those teams to achieve maximum performance. The fact is most of these performance conversations take place behind closed doors. The purpose of this session is to identify resources that provide effective options and tools for holding healthy conversations on tough issues. Participants will develop the skills and motivation required to initiate and follow through on tough conversations. And yes, we will practice! **Scott Foster, Director of Talent Acquisition, SSM Medical Group, St. Louis, MO.**

Managing Toxic Personalities in an Organization – Toxic people can be a combination of self-centered attitudes, motivations, and behaviors that have adverse effects on staff, the organization, and mission performance. This person lacks concern for others and the climate of the organization, which leads to short- and long-term negative effects. Scott will identify ways to work in this environment and discuss how you can protect yourself and your staff from buckling under the pressure. **Scott Foster, Director of Talent Acquisition, SSM Medical Group, St. Louis, MO.**



Employment Law 101: Avoid the Employee Race to the Courthouse

– It is no secret that employees are bringing claims against their employers at a record pace, and the ever-evolving nature of employment law can make management and prevention of problems difficult for even the most experienced practice leader. Thorough knowledge of employment laws, early recognition of issues, and swift problem solving is key to reducing your practice's exposure to the many employment claims so prevalent today. This fun, interactive presentation will discuss some of the basic things every practice leader needs to know about employment law, and offer tips on how best to combat common issues that arise between employers and their employees. Topics will include the revised wage/hour regulations, discrimination, harassment, LGBT issues, performance management, and more. **Suzanne Boy, Henderson Franklin Attorneys at Law, Ft, Myers.**



The Payer Contracting Process: Negotiating and Managing Like a Pro – Get practical approaches from a veteran “payer insider” to organize, inventory, analyze, renegotiate and manage your practice's payer contracts. You'll even take home a contract inventory tool to help you get started.

While still basic enough for the beginner, the seasoned practice administrator can also benefit from this start-to-finish overview of what it takes to systematically evaluate and re-negotiate your payer agreements. **Penny Noyes, CHC, Health Business Navigators, Bowling Green, KY.**

Payer Credentialing and Product Participation- Avoiding Related Denials

– Practices are often unaware of the credentialing and linking status of their providers to its payer contracts and the need to be specifically linked to the various products and programs (HMO, PPO, Medicare Advantage, Exchange, Medicaid Replacements, etc) included in those contracts. Let this speaker, who used to handle the contracting and credentialing on the payer side for over 180,000 providers, share how you can assess the status of your providers' credentialing and the products to which each is linked, so that you can address and correct errors and omissions that will enhance your denials management efforts. **Penny Noyes, CHC, Health Business Navigators, Bowling Green, KY.**

Ethical Leadership - Who are you? What do you stand for? What is the essence of your character? Every day we have to make decisions. It is through this decision making process that we show



those around us the quality of our character. As an Administrator, you are a role model whose moral fitness is evaluated on a daily basis; you set the climate for your organization. Those who have the courage to face up to ethical challenges in their daily lives will find that same courage can be drawn upon in times of great stress ...in times of great controversy. It takes moral courage to hold your ideals above yourself. It is the defining aspect of your character. **Nick Hernandez, MBA, FACHE, ABISA, LLC.**



Making your Business Intelligence Drive Improvements in Your Practice

– As a medical practice executive, you have an abundance of roadblocks, speedbumps and sharp turns in your path. Working hard at your job is crucial but by working smartly as well, you can be assured of arriving at a place of success. Let's talk about the methods by which you can plan to identify financial opportunities, increase practice profits, retain a top staff and communicate your value to your physicians. **James A. Stroud, CPA, Warren Averett, LLP, Birmingham, AL.**

Your Practice Revenue Cycle is the Key to Profitability and Your Value Contribution

– No matter how fast you run, practice profits determine whether you have a chance of reaching a good destination. Those profits are dependent on a great revenue cycle and the revenue cycle of your practice has many potholes in it. Failure to avoid even one hole in the revenue cycle road results in no payment to your practice. This will be a session to explore the steps in the cycle, talk about ways to grow the grand prize in the practice bank account, and consider the shift from fee-for-service to payments based on quality, efficiency and patient satisfaction. **James A. Stroud, CPA, Warren Averett, LLP, Birmingham, AL.**



Risk Management Strategies for Physician Practices Applying Risk Reduction Strategies to Enhance Patient Safety

– The ambulatory environment is prone to problems and errors that include missed/ delayed diagnoses, delay of proper treatment or preventive services, medication errors/adverse drug events, and ineffective communication and information flow. This presentation covers some of the most frequent problems in the ambulatory setting that leads to adverse events and medical liability claims. You will learn how to apply risk reduction strategies to improve patient safety and reduce your risk of a medical liability claim. **Shannon McCormick, BSN, RN, CPHRM, LHRM and Teresa McMillan, RN, MSA, CPHRM, LHRM, CPPS, MAG Mutual Insurance Company, Atlanta, GA.**





Practice Management 101, Equipping the Next Generation of Practice Managers for Success

– Rapid accumulation of practices has caused concern among leaders of private practices regarding their practice manager leadership competencies in this environment of healthcare reform. Practice managers are now required to have the skills to better understand the operational and financial strain placed on physician practices. This session discusses the evolving role of private practice managers in this environment of healthcare reform to ensure proper accountability and the usage of collaborative teams to share best practices. **Chip Geitz, CPA, CMPE, Medical Center Clinic, Pensacola.**

Social Media, Women, and Patient Engagement: Listening to the Digital Voice and Reaching Today's Healthcare Consumer



Patient engagement has become one of the most central issues as healthcare moves to value-based payment. One of the most frequently overlooked engagement tools is social media. This presentation will focus on the relevance of social media in health care, the power of the female voice in the social landscape and in healthcare decision making, and how one of Florida's largest MSOs is leveraging both social media and the female healthcare consumer to close the gap in patient engagement. **Geeta Nayyar, MD, MBA, Chief Healthcare and Innovation Officer, Femwell Group Health, Inc., Miami, FL.**



MGMA Washington Update – This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these

changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources. Specific topics include: payment changes under the final 2016 Medicare Physician Fee Schedule, key updates to federal quality reporting programs and what the future of the Medicare program looks like post-SGR repeal, among others. **Suzanne Falk, MGMA Department of Governmental Affairs, Washington, DC.**



Pathway to Certification and Fellowship with the ACMPE

– This session provides general 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 an opportunity to ask questions, mock test questions and time to answer many questions that surround the pathway to certification. **Lori-Ann Martell, CMPE, Practice Administrator, Advanced Medical Center, Naples, FL.**



People Driven Business - Things are starting to crack.

Even the most stable and secure industries are falling apart, and what used to work doesn't seem to be working so well. It's no longer enough to produce quality products at a fair price. Without a true differentiator, competitive advantage seems to evaporate quickly. The world is a remarkably different place than it was even a year ago. As technology advances and the world becomes smaller, many businesses will undermine the success they need and want by operating with 30 year old fundamentals. Waiting to adapt to changes in the market until they have negatively impacted your business is a sure way to send your organization back to the Dark Ages. The best place to be is on the front lines of change – on the edge, leading it. **CJ Coolidge, Professional Speaker and Author, Friendsworth, TX**



Conference Information

Conference Facility

Florida MGMA is excited to be having our annual conference at the Hyatt Regency Grand Cypress. Escape to one of Orlando's most renowned luxury resorts; Hyatt Regency Grand Cypress. Set within a 1500 acre paradise – that includes 45 holes of Jack Nicklaus Signature Design golf, this award-winning Lake Buena Vista resort offers a serene retreat ambiance that appeals to families and business travelers alike.

Dining is a distinct pleasure in restaurants that range from seafood specialties to fresh sushi and sumptuous weekend breakfast buffets. Take advantage of the endless selection of on-site activities including golf, a tennis and racquet club, a 21 acre lake with water sports, a 1/2 acre lagoon swimming pool with waterfalls and waterslides and Camp Hyatt children's programs. This family friendly resort hotel is just 18 miles from Orlando airport and offers an ideal location adjacent to Disney World.



Make your hotel reservations directly with The Hyatt Regency Grand Cypress at 866-649-1539 and identify yourself as part of the Florida MGMA Conference to receive our group rate. The rates are \$189 for a Standard Garden View Room per night. Make your reservations online at: <https://resweb.passkey.com/go/FLMGMA2016> or by going to our website at www.flmgma.com under Annual Conference and click the link provided. **Reservations will be accepted in our group block until May 25, 2016 or until the group block is sold out.**

Conference Registration

The registration fee covers all meetings, handouts, meals, social functions and breaks. If you plan to bring a spouse or guest to attend Wednesday's Opening Reception and The Amazing Race Dinner, tickets may be purchased on the enclosed registration form. Conference breakfast and lunch functions are for registered attendees and exhibitors only. Attire for the conference is business casual. A jacket or sweater is suggested at your discretion.

Refund Policy

Cancellations received prior to June 1, 2016 are subject to a \$50.00 processing fee. Cancellations after June 1, 2016 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Please submit request for cancellations in writing to: flmgma@yahoo.com or via fax to: (205) 981-2901.

CME Credit

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program.

Florida MGMA is an affiliate chapter of the Medical Group Management Association (MGMA), the oldest and largest membership organization for professionals in the field of practice management. Florida MGMA was founded in 1974 by, and for, the medical practice administrator. The founding members of Florida MGMA hoped to create a state organization that provided administrators the opportunity to network with one another and share experiences, problems and solutions. It was also a goal of the founding members to provide educational opportunities for the members of Florida MGMA. The Mission of FMGMA is to improve the effectiveness of medical group practices in Florida and the skills of the individuals who manage or lead them.