

# Quarterly Communicator

The Official Newsletter of Colorado MGMA

## Past President's Column By Susan Young Donahue, FACMPE

For those of you that did not have an opportunity to attend the Annual MGMA Conference, I would like to share some thoughts and very practical concepts from one of the General Session speakers, Professor John Kotter. Professor Kotter is a world renowned expert on leadership and change. He has authored eleven award-winning business books and one very clever "Fable" titled *Our Iceberg is Melting*.

*Our Iceberg is Melting* is a very simple and clever story about a colony of penguins that appear to be living in a very happy and harmonious setting until one very inquisitive little bird discovers their iceberg is melting.

Professor Kotter creates several penguin characters to demonstrate the challenges associated with solving problems and helping people, or in this case penguins, deal with change. This very simple fable outlines eight steps to help organizations achieve change successfully.

I highly recommend you take the time to discover how a very funny and witty story about penguins can help you and your staff accept and conquer change more effectively. In one short hour, you will be laughing and ready to triumph over any challenge or obstacle in your way.

Enjoy!

## President's Column By Mike Bergerson



Mike Bergerson with his wife Lisa and sons Evan and Nathan

Happy holidays from Colorado MGMA!

I write this as we are approaching Christmas and year end in our medical groups. It is a busy time of year in our personal as well as professional lives. This time of year is also an excellent time of year to take some time to ponder our personal and professional goals for 2007.

CMGMA is no different. CMGMA sets aside the important time to establish professional goals for the next year. As is stated in the CMGMA by-laws, "The purpose of this Association shall be to advance the profession of medical group practice management, the industry of ambulatory health care delivery

carried on through various forms of medical group practice, and to cooperate with other related health organizations to improve health delivery to the general public." CMGMA has been nurtured and developed by our past Board leaders into an association now known nationally as a model other states are striving to follow. The current CMGMA Board is honored to carry on this tradition of leadership.

What a time of change in health care. At the state level, CMGMA has a wonderful opportunity in 2007 to grow our influence and our association "voice" by working on a closer level with related medical / physician associations. We have increasingly been reaching out to the Colorado Medical Society, to state level specialty medical assemblies, to our state legislators, and to other physician related associations such as the Colorado Ambulatory Surgery Center Association (CASCA). We're also working hard to strengthen our partnership with national MGMA. And finally, we have a new governor who will weigh in on some very important legislation over the next few years. Expect to see the revised version of Senate Bill 198 again on the docket. And please look forward to many legislative updates in 2007 including some requests for calls to action. At the state level, your individual letters, e-mails, and phone calls are critical and carry a lot of weight.

(continued on page 3)

## 2007 Conference Schedule

Spring Conference  
March 22-23, 2007  
Antlers Hilton  
Colorado Springs, CO

Visit [www.cmgma.com](http://www.cmgma.com)  
or call  
303-756-8380  
for more  
information

Don't forget to renew your CMGMA Membership today. And remember...the deadline for you to be included in the 2007 membership directory is January 31.

**CMGMA Board of Directors**

**Michael Bergerson, President**  
Orthopaedic Center of the Rockies  
2500 E. Prospect Rd.  
Ft. Collins, CO 80525  
970-419-7006 fax: 970-419-7160  
mbergerson@orthohealth.com

**Janet McIntyre, FACMPE, President-Elect**  
Colorado Rehabilitation & Occupational  
Medicine, LLC  
830 Potomac Circle, Ste. 290  
Aurora, CO 80011  
720-858-6463 fax: 720-858-6427  
jmcintyre@coloradorehab.com

**Mary Jo Bock, FACMPE, Secretary**  
Cherry Creek Pediatrics  
4900 E. Kentucky Ave.  
Denver, CO 80246  
303-756-0101 fax: 303-756-1408  
mj\_bock@med3000.com

**Susan Young Donahue, FACMPE, Past President**  
Rocky Mountain Primary Care  
8753 Yates Dr. #110  
Westminster, CO 80030  
303-205-0113 fax: 303-205-0124  
rmpcmso@idcomm.com

**Judith Spurgeon, Member-At-Large**  
Southern Colorado Clinic, P.C.  
P.O. Box 9000  
Pueblo, CO 81008  
719-553-1808 fax: 719-553-2213  
jspurgeon@scc.md

**Gina Valenti, Legislative Liaison**  
Banner Health  
1300 Main St.  
Windsor, CO 80550  
970-686-5646 fax: 970-686-5118  
gina.valenti@bannerhealth.com

**Julie M. Kjack, FACMPE, College Forum Rep.**  
Northwest Neurology, PC  
3550 Lutheran Pkwy., #200  
Wheat Ridge, CO 80033  
303-597-4444 fax: 303-577-1444  
j.kjack@nwneuro.net

**Scott Raberge, Corporate Affiliate Rep.**  
Professional Finance Co., Inc.  
5754 W. 11th St., #100  
Greeley, CO 80634  
970-352-5000 x321 fax: 970-352-7972  
scott@pfccollects.com

**The College Corner  
By Julie Kjack, FACMPE**

Happy New Year and best wishes to all Colorado MGMA members! As we start another new year it is important that you be informed about the ACMPE - American College of Medical Practice Executives.

As most of you may know, Colorado was privileged to welcome 5 of our members into Fellowship for the year 2006. It is our hope that we have more Colorado MGMA members attain Fellowship in 2007.



*2006 Fellows From Left to Right, Lance Goudzwaard, Mike Fisher, Ronald Menaker, ACMPE 2006 Board Chair, Mary Jo Bock, Janet McIntyre, Jan Krause  
Photo by Melissa Emdin, ACMPE*

The best place to get information regarding the college and the process is on the MGMA website. On the home page, under Popular Topics on the left side of the page, click on the following link:

\* ACMPE Board Certification - Recognizing your value.

Just click on that link and you will access to a page called Professional Development: ACMPE. The menu available from that page tells it all. The following links are there for you to explore:

- \* ACMPE News and Highlights
- \* ACMPE Board Certification Requirements
- \* ACMPE Fellowship
- \* ACMPE Continuing Education
- \* ACMPE Presentation Requirements
- \* ACMPE Board Certification Examinations
- \* 2007 ACMPE Board Certification Exams & Tutorials
- \* ACMPE Resources
- \* And more

I clicked on ACMPE Board-Certification and Examinations and there are 4 pages of details. Then I clicked on ACMPE Board Certification Exams & Tutorials in order to get the dates for 2007 testing.

Colorado offers three dates for testing in 2007: February 10th, April 28th and July 28th. The testing is done at the MGMA office and you must register in advance.

Registration deadlines are: January 26th, April 13th and July 13th.

Exams are offered in many other states and the three dates are standard and they vary by the state. If you are interested in testing in another state, the information is readily available to you.

Medical administration is our chosen career and it makes good sense to advance to Fellowship status in the American College of Medical Practice Executives - ACMPE.

I encourage everyone who is a member of ACMPE to check out the wealth of information offered on the MGMA website. If anyone would like to talk to me about the requirements and process, I am available at my desk number: 303-597-4444 or my cell number: 303-435-4444 or by email: j.kjack@nwneuro.net

**Corporate  
Affiliate Corner  
By Scott Raberge**  
(pictured right)

2006 proved to be a great year for Corporate Affiliates and the CMGMA. We had a total of 67 Corporate Affiliates with 24 of those being new members in 2006. We have 57 Exhibitor Corporate Affiliates, 6 Sponsor Affiliates, and 4 Gold Corporate Affiliates. The exhibitor support of both the Spring and Fall conference proved to be overwhelming as we sold out space in the exhibit room and had to use the overflow atrium of the Sheridan West Hotel. We are looking forward to another great year in 2007 with the addition of our newly created annual golf tournament which will take place in August...watch for upcoming details.

**Salary Survey  
Committee Update  
By Jan Krause, FACMPE**

Lull in the survey cycle...

This is the time of year to begin thinking ahead to the 2007 cycle. Please e-mail or phone me with any comments you have about the 2006 reports. Each year we try to improve the survey, and your comments are needed to make that happen. Let me know what could be added or deleted, and how you used the reports.

If you would be interested in being an advisor to the process in 2007, your participation is welcome.

We at Krause, Kirkpatrick and Betrand wish you a wonderful and peaceful holiday season. May you achieve all your goals in 2007!

Colorado MGMA Office  
Summit Meetings, Inc.

90 Madison Street, Suite 403  
Denver, CO 80206-5414  
303-756-8380 fax 303-759-8861  
cmgma@conferenceoffice.com

(continued from page 1)

At the federal level, the Medicare cuts have been averted, one more year. Study this freeze carefully. Depending on your specialty, RVUs most commonly utilized, and individual CPT RVU component updates, your Medicare rates may not necessarily be "frozen." In my world of orthopedic surgery, we're still slotted for a -1% reduction because of 2007 CPT RVU component edits. There are also significant cuts in Medicare radiology payments that were not corrected by the recent federal legislation. MGMA has been doing a fantastic job tracking these federal changes via the MGMA staff stationed in Washington DC.

CMGMA has scheduled our annual planning retreat for the last weekend in January. We will be taking some time during this weekend to review past CMGMA goals, to review and discuss progress made on these priorities, and to set CMGMA goals for the next year. As we prepare for this retreat, I would welcome your feedback regarding your Colorado Medical Group Management Association. What are significant topics that you would like covered at future Spring and Fall educational events? What needs of our membership are not being met at this time? How could CMGMA be providing better or different services to our membership? To help us prepare, please feel free to e-mail me your comments at [mbergerson@orthohealth.com](mailto:mbergerson@orthohealth.com).

## Member Spotlight



Lance C. Goudzwaard,  
MSHA, FACMPE

Lance Goudzwaard received a Bachelor's Degree from the University of Wyoming, and a Masters Degree from the University of Colorado. He has served as the Chief Executive

Officer for Arapahoe Gastroenterology and its affiliates since 2000.

Lance has been a member of CMGMA since 2000 and has this to say about his involvement, "For those individuals looking to get connected, I recommend getting involved at the committee level. The year I spent on the Salary Survey Committee was a great experience."

His 13 years of healthcare experience prior to joining Arapahoe Gastroenterology include serving as Administrator for a 5-physician Bone Marrow Transplant group, a 60 provider Internal Medicine group, as well as time spent in Finance, Marketing, and Strategic Planning.

Lance (and his wife Corrin) have two girls, Kyra (3) and Kalli (9-months), who fill the majority of his free time. However, when he is able to steal away he enjoys golf, volleyball and hockey.

## "Spring in the Springs" Conference



The 2007 CMGMA Spring Conference will take place March 22 & 23 at the Antlers Hilton in Colorado Springs, CO.

This dynamic event will feature Rosemarie Nelson, MS, (pictured right) of MGMA's National Health Care Consulting Group.

"60 Practice Tips in 60 Minutes" is the Cliff Notes version of Rosemarie's fabulous seminar titled *Implementing Best Practices of Successful Medical Groups*.

Other Topics and Speakers include: Abe Wagner, *Breaking the Communication Barrier*; Kim Ritter, *To Spy or Not to Spy*; Current Hot Topics in the Colorado Legislature including "Son of Senate Bill 198" (fair contracting)

Be sure to join us Thursday evening for a reception that includes great food, drinks, and networking!

Watch your mail for the registration brochure!



## CMGMA Committee Chair Persons

### Jan Krause, FACMPE, Salary Survey Committee

Krause & Company, P.C.  
4155 E. Jewell Ave., #200  
Denver, CO 80222  
303-691-5090 fax: 303-753-1532  
[jkrause@krausecpa.com](mailto:jkrause@krausecpa.com)

### Jeffrey Milburn, Finance Committee

Colorado Springs Health Partners, P.C.  
2 South Cascade Ave., Ste. 410  
Colorado Springs, CO 80903  
719-538-2911 fax: 719-538-2999  
[jmilburn@cshp.net](mailto:jmilburn@cshp.net)

### John Milewski, Membership Committee

Colorado Allergy and Asthma Centers  
125 Rampart Way, Ste. 200  
Denver, CO 80230  
720-858-7431 fax: 303-753-1532  
[johnm@coloradoallergy.com](mailto:johnm@coloradoallergy.com)

### Todd Welter, Third Party Payer Committee

R.T. Welter & Associates, Inc.  
9605 W. 49th Ave., Ste. 201  
Wheat Ridge, CO 80033  
303-534-0388 fax: 303-534-0393  
[tw@rtwelter.com](mailto:tw@rtwelter.com)

# Medical Banking

WE WILL GIVE your FINANCES the SAME ATTENTION you give YOUR PATIENTS.

Today's complex financial and regulatory environment can make your job of managing a medical practice a tough task. That's why at First National Bank of Colorado, we offer Medical Banking – where you can benefit from products and services that are specifically designed for your industry and your practice.

We make house calls too. To learn more, call 303-308-3882.



Member FDIC  
Equal Housing Lender

# Political and Legislative Implications for the Practice Manager

By Janet McIntyre, FACMPE,  
President-Elect

Tending simply to the business side of practice management is not enough for today's practice manager. Revenues and expenses are hugely important, but they are markedly affected by numerous factors. Two large factors are political and legislative ones.

In today's constantly changing and complex marketplace, practice managers need to keep a watchful eye on the political and legislative environment. This Fall's past election in Colorado ushered in a Democrat-controlled legislature and governor—a marked change from the state's Republican past. The legislative session will start in January 2007 and there are many healthcare issues on the docket. Practice managers need to know about these issues and actively participate in getting them enacted or defeated.

In the 4th quarter of 2006, I represented CMGMA on a task force sponsored by Colorado Medical Society (CMS). CMS was asked by the Colorado Association of Health Plans (CAHP) to meet together to craft language for the next legislative session's bill on healthcare contracting. CMS asked CMGMA for a practice manager representative. That's how I got involved. I learned a lot! Hopefully, you knew of Senate Bill 198 from last year. It was a bill that mandated insurance carriers to be more clear and straightforward with contracting with healthcare providers. It passed the House and Senate, but was vetoed by the Governor after the session and thus was killed for the year. However, forces are rallying to craft the Son of Senate Bill 198 for the upcoming session. Practice managers should pay careful attention and help out with such a bill and process. If you are frustrated at all with or by your practice's insurance contracts, you should stay on top of this bill. We at CMGMA will do our best to keep you apprised.

We as practice managers with CMGMA need to work collaboratively with associated organizations like Colorado Medical Society, MGMA, and others to better our insurance contracts and general healthcare marketplace. Another related group is Quality Healthcare Coalition (QHC). This task force was formed in 2000 by a group of healthcare competitors to lobby the State Division of Workers' Compensation to adjust the state WC fee schedule that had not had an increase in over 6 years. Not only was QHC successful in getting a 12% increase in the fee schedule in 2003, but also it forced the Division

to review the fee schedule annually so such a lag in fee reimbursement would not occur again. If you or your practice would like more info or would like to join QHC, please contact Makayla Jacob at 720-276-9667 or email: QHC1@hotmail.com.

Once again in 2007, we dodged the 5% decrease in Medicare reimbursement. It may simply be a stay of execution. This specter haunts us each year. It is not just Medicare, but also all of the commercial contracts based on Medicare and RBRVS that can be affected.

CMGMA will try to keep you apprised of key happenings, but each individual must do his or her part. We have a legislative liaison, Gina Valenti, who can help you find info or resources. Also, all members of CMGMA's board are available too. Use us!

Please, as part of your resolution for 2007, become more politically and legislatively aware. Read the newspapers, listen to the radio and TV. Make your voice heard by phone calls and letters to our state senators and representatives. Join a task force or help out on a bill. You really can make a difference and help craft a better future for the practice of medicine in our state. We as practice managers cannot complain about what is happening in healthcare, we must do something to fix it—or at least improve it. Political and legislative action will do this. Get on board!