

Quarterly Communicator

The Official Newsletter of Colorado MGMA

President Elect's Column By R. Mike Bergerson President-Elect

2006 and 2007 are proving to be very interesting times in health care. The potential federal and state legislative positive and negative impacts on the health care market are intensifying. One has to wonder what will set off, and when, the ultimate boiling point within our current health care system.

At the federal level, the political rumors are flying that the planned 2007 CMS cuts will go through. When one reads about the Medicare trust fund crisis, it is clear that our seniors cannot afford ongoing Part B premium increases. But one has to seriously wonder what the national trickle down consequences of these physician payment cuts would be? My parents are of the Medicare age, and I am very concerned that, if this transpires in 2007, they will not be able to find a primary care physician who will accept new Medicare patients.

CMS has also announced, as of August, that it will again start certifying specialty hospitals around the country. Hospitals and physician groups continue to wage a level of battle over outpatient ancillary services and outpatient surgical services.

(Continued on page 4)

President's Column By Susan Young President

I wanted to take this opportunity to thank all of you for your support with Senate Bill 198. As you probably already know, Governor Owen rejected this bill along with several others last month. The Members of CMGMA, MGMA and CMS should be very proud of their efforts. I am confident there will be other opportunities to pass similar legislature in the future.

In the future as other important opportunities to change health care policy arise; please let us know your opinions and thoughts. Each of us has a voice and a say in the future of health care so let's use it. The real trick will always be to get people to understand the issue at hand and listen to what you are saying.

Several of you have voiced an interest in helping CMGMA work on future related issues and we will let the membership know as these opportunities arise. We sincerely appreciate the expertise each of you has to offer.

I would like to remind you of a couple upcoming events. The First Annual CMGMA Golf Tournament will be held on Tuesday, August 22nd at the Ranch Country Club. The festivities will promptly start at 1:00 PM with a shotgun start. What better way to spend an afternoon than on a beautiful golf course with your friends and colleagues.

Another date you will want to pencil in on your calendars is our upcoming Fall Conference. The conference will be held on Friday, September 29th at the Sheraton Denver West. Our customary reception will be held on the evening prior to the conference.

I hope you all have a wonderful summer and I look forward to seeing you in August.

2006 Conference Schedule at a Glance

Fall Conference
September 29, 2006
Sheraton Denver West
Lakewood, CO

Visit www.cmgma.com
or call
303-756-8380
for more
information

Mark your Calendars!

The Fall CMGMA Conference will be held early this year, so mark your calendars now! We will hold the Fall CMGMA Conference on September 29, 2006 at the Sheraton Denver West in Lakewood. We hope to see you there!

CMGMA Board of Directors

Susan Young, FACMPE, President

Rocky Mountain Primary Care
8753 Yates Dr. #110
Westminster, CO 80030
303-205-0113 fax 303-205-0124
rmpcmso@idcomm.com

Michael Bergerson, President-Elect

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, Secretary

Colorado Rehabilitation & Occupational
Medicine, LLC
830 Potomac Circle, Ste. 290
Aurora, CO 80011
720-858-6463 fax 720-858-6427
janetmc@msn.com

Ellen L. Boyd, Past President

Centennial Valley Pediatrics
818 W. South Boulder Rd., #100
Louisville, CO 80027
303-666-7337 fax 303-666-7379
ellenboyd@qwest.net

J. Ronald Devries, Member-At-Large

Denver, CO 80220
303-548-7187 fax: 303-484-3166
jrdnewwest@aol.com

Gina Johnson, Legislative Liaison

Western Skies Billing Services
7345 S. Pierce St., #202
Littleton, CO 80128
720-221-1959 fax: 303-973-0413
gjohnson@backofficemd.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

Greetings Colorado MGMA members! Our annual MGMA meeting is in Las Vegas this year and it looks like Colorado will have at least 5 new Fellows! I congratulate those of you who have made the commitment, taken the time and submitted your outline, and are writing your paper or case studies this year. It will be a wonderful experience for you to attend the conference and be recognized as a new Fellow. The Fellows dinner is also a very elegant affair and something you will not want to miss. So watch for the MGMA conference registration material that you will soon be receiving. The conference dates are October 22 thru the 25th in Las Vegas. I am looking forward to seeing you there and to personally congratulate you at that time.

Everyone should have heard the announcement that CMGMA is offering a one time "expense reimbursement" of \$200 to all Colorado MGMA members who receive Fellowship in Las Vegas. In order to be eligible, you must attend the Fellowship ceremony in Las Vegas, be a 2006 member of CMGMA, and submit appropriate expense receipts for \$200.

For those of you who are making plans to test soon, the following tips may be helpful to you.

- If you could buy only one book, *Ambulatory Care Management* is highly recommended.

- *Financial Management for Medical Groups* by Pavlock (2nd edition) also has great information.

- Read *Connexion* cover to cover.

- If you are weak in HR, *Human Resources in Healthcare: Managing for Success*, edited by Bruce Fried and James Johnson (AUPHA/Health Administration Press, 2002) provides a good survey of the subject.

- Get a partner or several people together and start a study group and review the Body of Knowledge.

- The online self-assessment is worthwhile as it will help you identify your weak areas.

The important thing is to make the commitment and start preparing. The tutorials are very helpful and you will be better prepared to take the test. The tutorials will be available at the annual conference in Las Vegas.

If anyone needs any help I am always available. You can reach me at 303-597-4444 or j.kjack@nwneuro.net

Enjoy your summer and I look forward to seeing all of you at the fall meeting on September 28 and 29th at the Sheraton Denver West.

Salary Survey Committee Update By Jan Krause

The questionnaires are in, and excitement is building! CMGMA members, along with the Colorado Medical Society (CMS), the Denver Medical Society (DMS) and affiliated county associations, have contributed information from 135 Colorado practices! Work is ongoing with over 2,800 staff and 800 physicians represented. There will be two reports printed in July, one for staff and one for physicians.

- ♦ All CMGMA member practices will receive a FREE copy of the 2006 Colorado Healthcare Staff Compensation Survey.

- ♦ All participating member practices of CMGMA will receive a FREE copy of the 2006 Colorado Physician Compensation Survey. Nonparticipating members will be able to purchase the reports for a rate of \$50 per copy. You must have completed the physician salary matrix portion of the questionnaire in order to receive a free copy.

- ♦ Nonmembers can purchase the 2006 Colorado Physician Compensation Survey report for \$250 and the 2006 Colorado Healthcare Staff Compensation Survey report for \$150.

- ♦ You must be an active (dues are currently paid) member in order for your participating practice to receive a FREE copy.

Thanks to all of you who have spent time completing questionnaires. Your efforts through CMGMA have been essential in creating these very useful benchmarking products. Colorado is regarded by other state MGMA's as having one of the leading surveys at the state level, and each year significant resources are involved in improving the reports. Keep the feedback coming!

Third Party Payer Committee Update By R. Todd Welter

Never a dull moment!

The music is playing and no one knows where they are going to sit down. Sloans Lake and MMA are being renamed Advantus and it is owned by Aetna. The Aetna team moved across the street and Aetna/Advantus are all in the same building. Unfortunately many of the contracting reps don't know who gets to keep their jobs.

United and PacifiCare have combined forces only to make a split between the two locations. Contracts are getting done but at a snail's pace.

(continued on page 4)

Corporate Affiliate Corner

The Evolutionary Medical Billing Companies: Matching Their Offerings to Your Needs

By: Daniel P. Stech
Director of Innovation, The Pinnacle Group

Many physician groups have found it beneficial to acquire expertise and technology outside of their practice by engaging billing companies, who deploy and support technology along with providing the practice additional services. The evolution of these outsourced services may be categorized into three generations:

1. First Generation—Transaction Support Services—Early service agreements with billing companies were simple in nature. The billing company provided charge entry, claims filing, and reporting services.
2. Second Generation—On-site access to scheduling and billing information. Ongoing improvements in connectivity technology have given billing companies the ability to offer integrated scheduling programs on the desktops of practices.
3. Third Generation—Comprehensive Practice Clinical and Financial Management Systems. Today, some billing companies possess more extensive capabilities which broaden their service offerings to include practice management, technology integration and electronic medical records. These companies have moved to a broad-based business and technology support program, not just traditional billing service.

Understanding where an outside service provider lies on the spectrum of technology, process, management sophistication and service offerings in connection with your needs will be a critical factor in determining which company you select to provide service. Moreover, appropriately matching your practice needs with the service provider's scope of offerings will influence both the cost-effectiveness of your business arrangement and the ultimate success of the outsourcing relationship.

For questions or other inquiries on this article please contact:
Daniel P. Stech
Dstech@medbizz.com

CMGMA Endorses Credit Card Processing Service

The Colorado Medical Group Management Association continually seeks to improve the array of benefits provided to our members. Any product/service offering must deliver convenience, competitive pricing, and outstanding service before it can bear our name. With that in mind, we are excited to announce a new endorsed provider of credit card processing services to CMGMA members that delivers these qualities and much more.

Through an RFI process, the CMGMA has reviewed its' members existing providers in addition to bids offered by other leaders in the credit card processing industry. A careful review of each has been conducted with specific consideration given to price, service, local representation, and certainly product offering. In the end, the clear choice was **Element Payment Services**.

Element Payment Services: Endorsed Vendor

Element Payment Services specializes in processing for trade association programs and specifically for those in the Health Care and Medical Industries. They offer the most innovative and convenient functionality in addition to these unique features:

- State-wide representatives are available to meet with you regarding this opportunity. We can consult with you regarding your pricing and complete your application on-site. Your terminal conversion can even be done by one of our representatives at your location, or via the phone.
- Industry-leading online reporting provides you with constant online access to your merchant account where you can view statements and review the status of deposits, charge-backs and retrieval requests on a daily basis.
- Element Payment Services provides 24/7 support to your business. Their friendly and knowledgeable staff is dedicated to making this new program successful on behalf of the Colorado Medical Group Management Association and its' members.

To receive your free rate comparison, please fax your two most recent month-end merchant processing statements to Ken Salazar with PFC Payment Solutions, a partner of Element Payment Services @ (866) 462-6898. Ken will be happy to answer any questions you have regarding this exciting new program and you are encouraged to contact him directly at (970) 352-5000 ext. 350 or via email at ksalazar@pfccollects.com.

CMGMA's First Annual Golf Tournament *GOT GOLF?*

We do! Please join us at our inaugural golf tournament being held on Tuesday, August 22 at The Ranch Country Club in Westminster. The Ranch is a beautiful private Country Club located 2 miles west of I-25 on 120th street with an absolutely picturesque setting. The tournament will be a scramble format so that all can enjoy themselves. It will be a 1:00 pm shotgun start so that everyone will be finished at the same time so we can enjoy a wonderful dinner and awards celebration honoring our sponsors and the success our winners experienced out on the course. Don't be left out as this event is sure to sell out quickly. Please don't delay—Send your registrations in today! We welcome all members, DR.s and staff to join us in what is sure to become an annual tradition of "fun and sun" in the beautiful State of Colorado. For more information please contact Scott Raberge at 970-352-5000 ext. 321 or at scott@pfccollects.com



President-Elect's Column
(continued from page 1)

Hospitals need these revenues to offset growing indigent care, declining government and commercial payer reimbursements, and hospital departments that historically lose money but provide a large community benefit. Physician groups need these revenues to offset growing indigent care, to offset declining government and commercial payer reimbursements, and to maintain a viable medical group that is attractive to new physician recruits who provide a large community benefit. Hospitals and physician groups need to increasingly work together on common ground solutions for many common and shared problems.

At the state level Senate Bill 198 was recently vetoed by our governor. Unfortunately, this means, for the time being, that the large dominate health plans will be able to continue to dictate contract terms and pricing to all but the largest medical groups in our state. I have recently heard Senator Johnson speak, and I applaud his commitment to resurrect Senate Bill 198 in the next legislative session.

"Transparency" is also the new buzz word in the health care market. The primary focus of this has been to make the cost of health care services easier to find and understand for the general public. This is a good trend. Unfortunately payers have also decided to use this term to start distributing "quality" reports on physicians and hospitals. These quality reports rank physicians and hospitals

based on claims data analyzed by the payer. This is a very concerning trend.

Overall, medical groups and physicians in Colorado via CMGMA, MGMA, and our local and state Medical Societies need to step it up and form a strong, unified voice in 2007. Colorado needs our health care leadership, our expertise, and the backing of our medical groups like never before. We need to spend time and resources educating our legislators regarding the positive and negative ramifications of the potential upcoming federal and state legislative issues as well as the concerning market place trends. If we do not, the opposition certainly will.

Third Party Payer Committee Update
(Continued from page 2)

The Medicare Advantage plans are proliferating! As of this writing, there are three: Secure Horizons, Humana's Advantage and a product coming from Rocky Mountain Health Plans. Anthem may not be too far behind! The big difference this go round for the Medicare Advantage plans (We used to call them Medicare HMO's) is that the Feds require health plans to contract "by region" rather than by county. This means they are contracting all over the state. My understanding is that the MA plans, at least the PPO's, can access any provider who is participating with Medicare. However, this should not keep you from leveraging your position to get a good deal.

With all these changes – BE SURE TO WATCH PAYMENTS FOR ACCURACY!

I see issues all over the state where the health plans have upgraded their systems, had a lot of staff turnover, merged, divested or acquired and the result is payment accuracy chaos. Since virtually all claims are computer adjudicated, it is when there is change that the volume of payment errors rises. There is enough change going on right now that the incidence of reimbursement error will, no doubt, soar!

Remember, it is the fall that everything starts to happen, but by fall it's too late to do anything about it. Use these summer months to get ready... 1) find out who your customers are, 2) where do they work, 3) what kind of benefits do they have (we have taken to hiring some college kids to help put this data together for our clients). It is incredibly useful when the real contracting season starts in September.

That is all for now, have a great Summer!

**CMGMA Committee
Chair Persons**

Dennis Flint, Membership Committee
High Country Health Care
P.O. 1292
Frisco, CO 80443
970-668-1791 fax: 970-668-1792
dennis.flint@rmmso.com

Jan Krause, 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

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

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

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

Medical Banking assistance, we have a
at First National Bank history of offering
of Colorado was unparalleled professional
designed with your services. All decisions are
needs in mind. made locally, and we even
make house calls.

Whether you're a medical business manager in need of cash management, or a physician who could use a private banker's expert assistance, we have a history of offering unparalleled professional services. All decisions are made locally, and we even make house calls.

To schedule a meeting with a Medical Banking expert and learn more, call 303-308-3882 today.

**1 First National Bank
of Colorado**

Member FDIC • Equal Housing Lender

Are You Ready for an Unexpected Job Interview?

By Deborah Walker, CCMC
Career Coach ~ Resume Writer
 www.AlphaAdvantage.com
 Deb@AlphaAdvantage.com

Most job seekers wait to polish up their interview skills until they are looking for a new position. Important interview opportunities, however, can present themselves at any time. For example,

- **Unplanned internal job openings:** There is a sudden opportunity to advance your career from within, and your boss recommends you as a candidate for the job. **ARE YOU READY TO COMMUNICATE YOUR CONTRIBUTIONS TO THE COMPANY?**

- **A recruiter calls:** The position sounds like just the career move you've been wanting. **WILL YOU SAY THE RIGHT THINGS TO WIN THE JOB OR WILL YOU BLUNDER YOUR BEST CHANCE?**

- **A former colleague introduces you to his boss:** They are building an exciting new division for their company and looking for new staff. **CAN YOU ENTICE HIS INTEREST IN YOU AS A MUST-HAVE NEW TEAM MEMBER?**

Those who continually grow in their careers are always prepared for these situations. Their interview skills are sharp at all times. To know if your skills are sharp enough to handle a surprise interview, see if you can answer the following four questions:

1. Can you concisely state your value proposition in 30 seconds or less?

A value proposition is meant to intrigue your listener with a quick overview of your skills, expertise, and industry know-how. If you can offer a precise summary of why you are the perfect candidate for that job, you are more likely to get to the second or third interview. A concise value proposition can make a critical difference in winning you a new position.

2. Do you know your top five accomplishments, and can you communicate their impact to your employer's bottom-line initiatives?

A list of your top accomplishments will allow a potential employer to imagine what you can do for him or her. Accomplishments give employers a way to associate your skills with their needs—and a

reason to remember you. Be prepared to list your top skills and show how they can help meet corporate needs.

3. Are you prepared to answer your own toughest interview questions, or do you hope they just won't come up?

Don't leave yourself vulnerable to questions like "If you're doing so well in your job, why do you want to leave?" A good recruiter or hiring manager will see you sweat and stutter and squirm; you'll lose their confidence and destroy a chance to get your dream job. Think about the questions that will be your biggest pitfalls—and be prepared to answer them.

4. Do you know how to find out your interviewer's motivations to understand how best to answer their questions?

This is a very important question. Without knowing your interviewer's motivations, how will you know if your answers hit the mark of what he or she is looking for in a perfect candidate? There are many ways to conduct research discreetly and determine exactly what that employer needs. Once you have those answers in hand, you can target your interview answers accordingly.

A good career coach can help you answer all these questions and more, preparing you for the interviews you plan—and the interview you didn't expect. With those answers in hand, you can take your career from mediocre to marvelous with "always-ready" interview skills.

