

Colorado MGMA Office



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Colorado Medical Group Management Association

2010 Fall Conference

September 15-16, 2010
Red Lion Hotel
Denver, CO

Surfing the Healthcare Wave



**REGISTRATION AND
PROGRAM PREVIEW**

New this year!
Register online at
www.cmgma.com

*This conference is being subsidized by
CMGMA as a benefit to our members*



Medical Group
Management
Association

Colorado
A State Affiliate

JOIN US!

Surfing on Waves of Opportunities

We'll be here for you!

Come join us at the Red Lion Denver Central for learning and fun!

There are more creative minds involved in planning this conference than any previous one hosted by CMGMA, and we have a great line up along with fun for all!

Starting in the afternoon on Wednesday, September 15 will be a report directly from Washington, D.C. delivered by our representative on the firing line, Leah Cohen. The Washington presentation is always popular, and you will learn the latest news straight out that will keep you from *tombstoning*.

Leah will be followed by Diane McCallister MD, an internist as well as chief medical officer and patient safety officer for Porter Adventist Hospital since 2005. She will share information that will position us with the *lineup marker* so we will maintain a strong quality and safety systems in our practices.

After a brief *beach break* we'll have a chance to network and learn simultaneously in a *lineup* with your choice of facilitated focus groups on some favorite topics in round table format.

On Thursday morning the exhibit hall will open at 7:00 am for breakfast, for more excellent conversation with our loyal conference supporters. Elizabeth Woodcock, MBA, FACMPE, CPC, the real queen of the *Rip Curl Pro* is on stage at 8:15. Her presentation, *The Economic Tsunami: Surviving and Thriving in Turbulent Times* will keep you perched on the edge of your board, and after a short break, she will launch into *The Stimulus Package: Get Paid to Implement an EMR*.

Thursday afternoon will offer you a host of cutting edge topics on human resources, information technology and teambuilding.

By attending this conference you will be well positioned to *Surf the Wave* of success in your practices. If you don't have a surfboard, that's OK. Most of us wouldn't know what to do with it any way.



Jan Krause FACMPE
President

◆SCHEDULE AT A GLANCE◆

Wednesday, September 15, 2010

12:00-1:00 p.m.	Registration
1:00-2:00 p.m.	Session 1
2:00-2:15 p.m.	Break
2:15-3:15 p.m.	Session 2
3:15-3:30 p.m.	Break
3:30-4:30 p.m.	Session 3- Round Table Discussions
4:30-7:00 p.m.	Opening Reception in the Exhibit Hall; Introduction of Exhibitors

Thursday, September 16, 2010

7:00-8:00 a.m.	Registration & Breakfast
7:00 a.m.-2:45 p.m.	Exhibits Open
8:00-8:15 a.m.	Welcome
8:15-10:00 a.m.	Session 4
10:00-11:00 a.m.	Break in Exhibit Hall
11:00 a.m.-12:00 p.m.	Session 5
12:00-1:00 p.m.	Lunch and Business Meeting
1:15-2:00 p.m.	Session 6-Speaker A concurrent with Speaker B
2:00-2:45 p.m.	Break in Exhibit Hall Prize Drawings
3:00-3:45 p.m.	Session 7-Speaker C concurrent with Speaker D
4:00-4:45 p.m.	Session 8-Speaker E concurrent with Speaker F
4:45 p.m.	Adjournment

GENERAL INFORMATION

Membership Requirements

You are required to be a current member to register at the member conference rate. If you are unsure of your membership, please contact the Colorado MGMA Office (cmgma@conferenceoffice.com or phone 303-756-8380) *prior* to sending your registration to confirm your membership record.

If you are not a current member, you may *enclose membership dues* with your conference registration. Dues are: Student-\$40, Active-\$80, Associate-\$120, Sponsor Corporate Affiliate-\$150, Exhibitor Corporate Affiliate-\$250, and Gold Corporate Affiliate-\$1,000.

Your membership must be current *when you register* — we will be unable to register you at the member rate and receive your membership dues at the conference or after.

Active, Associate, and Student memberships are held by the individual and cannot be transferred. For the purposes of all dues, including Corporate Affiliates, the terms are a 12 month period beginning in the month the payment is processed.

Payment and Receipts

- ◆ MasterCard and Visa credit cards are accepted.
- ◆ Pre-payment in full by check or valid credit card is required to qualify for discounted fees. In cases where cards are initially declined, the prevailing fee at the time of approval will be due and charged.
- ◆ Receipts confirming registration will be sent for registrations received by September 1. If you do not receive a receipt by September 1, contact the Colorado MGMA Office to verify receipt of your registration.
- ◆ Please verify the accuracy of your receipt and contact the Colorado MGMA Office immediately with any changes (cmgma@conferenceoffice.com).
- ◆ In the event that a registrant is entitled to a refund for his/her registration fee, it will be processed via the same method it was paid; for instance if payment was made by credit card, the refund will be processed as a credit to your credit card account.
- ◆ For credit card charges, your agreement on the conference registration form authorizes Colorado MGMA to adjust the amount charged in the event fees and dues were miscalculated.

Continuing Education Credit ACMPE

This program is approved to receive (TBD) credit hours as assigned by the American College of Medical Practice Executives (ACMPE).

Exhibit and Sponsorship Information Available

For a complete Exhibit and Sponsorship Prospectus, contact the Colorado MGMA Office, e-mail: cmgma@conferenceoffice.com, phone 303-756-8380. Corporate Affiliate member company personnel not wishing to exhibit or sponsor at this conference may register on the form contained herein.

Services for People with Disabilities

If under the Americans with Disabilities Act you require specific aids or services during the conference, please check the appropriate box on the registration form or contact the Colorado MGMA Office. Please allow adequate time for arrangements to be made.



Join the theme!
We encourage all
attendees to come
dressed in your favorite
Hawaiian clothing. Surfs Up!
(and/or business casual)

EDUCATIONAL PROGRAM

♦Surfing the Healthcare Wave♦

Wednesday, September 15, 2010

SESSION ONE:

Washington Update, Leah Cohen, MA, Government Affairs Representative, MGMA
Discover how the policy and procedural changes from the 2011 Medicare Physician Fee Schedule and the Patient Protection and Affordable Care Act will affect your reimbursement and practice operations. This presentation will provide an overview of the Medicare payment formula, including a discussion of the 2011 conversion factor and the reimbursement calculation, including changes to the formula inputs.

SESSION TWO:

Using Hospital Quality Techniques to Improve your Office Safety, Efficiency, and Patient Satisfaction, Dianne McCallister, MD, MBA, Chief Medical Officer, Porter Adventist Hospital/Centura Health

Hospital quality disciplines can be applied to your office to improve patient care, decrease your risk and improve patient, physician and staff satisfaction.

Learning Objectives:

1. Communication techniques using SBAR can improve safety and satisfaction
2. Handoffs using checklists assure that the right things happen every time
3. Process Improvement can come from staff to change quality.

SESSION THREE:

Round Table Discussions:

1. PECOS - Provider Enrollment, Deadline January 2011, How to Prepare
2. Financial Benchmarking – Utilizing Customized Reports to Become a Better Performing Practice
3. Tax Law – Changes and Opportunities
4. Healthcare Benefits – HSA, HRA, Self Funded, Utilizing a Benefits Broker
5. Medical Records – What are the Laws?
6. Managed Care – What's Next?
7. Coding – E & M Basics and Modifiers

Thursday, September 16, 2010

SESSION FOUR:

The Economic Tsunami: Surviving and Thriving in Turbulent Times, Elizabeth Woodcock, MBA, FACMPE, CPC

The nation's economic crisis, healthcare reform, consumer-directed healthcare, and the uninsured are all making an impact on your medical practice. Meet these challenging times head-on with a high-energy, high-impact general session designed to give you the knowledge you need to actually thrive in these turbulent economic times. Get practical solutions you can put into action to contain costs, improve patient flow, prevent payment denials, and find overlooked coding opportunities.

SESSION FIVE:

The Stimulus Package: Get Paid to Implement an EMR, Elizabeth Woodcock, MBA, FACMPE, CPC

This spring, the government delivered the final rule governing the “meaningful use” definition. The Centers for Medicare and Medicaid Services (CMS) revealed the required elements for a physician to qualify for the American Recovery and Reinvestment Act (ARRA) stimulus funding.

Are you prepared to access the federal stimulus funds designed to modernize healthcare technology? With the program only months away, you need to understand the criteria to be a “meaningful user.”



Thursday, September 16, 2010 continued

SESSION SIX:

Speaker A-Why Bother with Teambuilding?, Coy Theobalt, MA, Owner, Coy Theobalt and Associates

This presentation will address the “elephant in the room” about how people tend to gag on the idea of teambuilding. It is a phrase that has lost its impact over the years.

The Learning Objectives:

1. The qualities of a healthy team
2. How a strong team can reduce ongoing personnel problems
3. Picking a place to start developing a strong team in your practice

concurrent with

Speaker B- How to Hire Great Staff, Deanne Macdonald, Managing Partner, ExecTech Management and Consulting

This seminar will help you to identify staff who will help build a practice. You will learn what types of staff to hire and which to avoid.

Learning Objectives:

1. How to identify potential great staff
2. How to interview potential staff
3. How to avoid toxic staff who will damage your practice

SESSION SEVEN:

Speaker C-Health Information Exchange: Connecting Colorado Providers, Janice Whittleton, MBA, Director of Business Development and Outreach at CORHIO
CORHIO is designated by the State of Colorado to facilitate a health information exchange (HIE) to improve health care quality for all Coloradans. CORHIO collaborates with healthcare stakeholders including physicians, hospitals, clinics, public health, long-term care, laboratories, health plans and patients to develop secure systems and processes for sharing clinical information. In this session, you will learn what health information exchange (HIE) is, how HIE can benefit your practice and how CORHIO is rolling out HIE in communities across Colorado.

concurrent with

Speaker D-Twitter and Facebook Marketing, Dan Mullen, President & CEO, Stonetree Network Solutions, Inc.

Have you ever wondered “Which of the many different “social mediums” available is best used as a marketing tool for my practice?” This presentation will summarize the use of Twitter and Facebook marketing and how to leverage those technologies to increase your exposure on the web.

SESSION EIGHT:

Speaker E-The Patient Centered Medical Home, Mark Albert, D.C., President & CEO, CLINIX Health Services

Learning Objectives:

1. The Patient Centered Medical Home
2. The Patient Centered Medical Neighborhood
3. Accountable Care Organizations and you

concurrent with

Speaker F- HIPAA: The Third Wave, Janet McIntyre, JEM Healthcare Consultants

Health information is vital to the delivery of care in physician practices. The importance of protecting the privacy, confidentiality and security of personal health information is a top priority and responsibility for physicians and practice managers. This workshop will present a very brief overview of HIPAA from its enactment in 1996, and focus on the significant updates of 2009 (the third wave).



CONFERENCE SITE
Red Lion Hotel Denver Central
4040 Quebec Street
Denver, CO 80216



The conference will be held at the Red Lion Hotel Denver Central in Denver, CO located at **4040 Quebec Street Denver, CO 80216.**

Directions:

FROM INTERSTATE 70 EAST BOUND:

Take Exit 278 Quebec Street, stay right for Smith Road. After exiting, move to the left lane and take the first left onto Sandown Road (just before the railroad tracks). Cross over the Quebec Street upper level (Stop Sign) and go through the intersection onto the frontage road in front of Eagle Legacy Credit Union. The hotel entrance is on the right hand side.

FROM INTERSTATE 270 SOUTHEAST BOUND:

Take the Quebec Street Exit and turn left and get in the far right lane and pass under the Interstate. Stay right for Smith Road, after exiting move to the left lane. Take the first left on to Sandown Road (Just before the railroad tracks) and crossover the Quebec Street upper level (Stop Sign) and go through the intersection onto the frontage road in front of Eagle Legacy Credit Union. The hotel entrance is on the right hand side.

Room Reservations:

For hotel reservations call 1-800-Red Lion or 303-321-6666 and mention you are with the CMGMA 2010 Fall Conference to obtain a \$109 single or double rate. The cut-off date for reservations at the above rate is **August 25, 2010.**

REGISTRATION POLICIES

How to Register

◆ **NEW THIS YEAR:** You may join and/or register online with your credit card at www.cmgma.com

Or you may register by:

- ◆ **Fax** — 303-759-8861
- ◆ **Mail** — Colorado MGMA Office
90 Madison St., Ste 403, Denver, CO 80206
- ◆ **Phone registrations are not accepted.**

Payment must accompany registration in order for the Colorado MGMA Office to process your registration. Be sure to fully complete the registration form — the information requested is important in processing your registration.

Early, regular, and onsite registration fees will be applied based on the date registration is received in the Colorado MGMA Office, with payment in full (including current membership dues, if applicable). MasterCard or Visa credit cards must be used to pay all registrations received by web or fax.

Cancellation

- ◆ Requests for refunds must be in writing (fax 303-759-8861 or e-mail cmgma@conferenceoffice.com).
- ◆ Deadline for full refund less \$25 processing fee — September 6th
- ◆ **After September 6th, no refunds will be made.**
- ◆ Special exceptions such as family and health emergencies will be handled on a one-on-one basis by the Colorado MGMA Board.
- ◆ There will be no form of refund for "no shows" unless considered a special exception by the Colorado MGMA Board.

Change in Registrant Name

To make a change in who is attending from your organization, email cmgma@conferenceoffice.com or fax a copy of your original registration form — mark "COPY" in upper right-hand corner, cross out name and insert new name and any other changed information. Active, Associate, and Student memberships are held by the individual, so the person replacing you needs to hold the same membership status as you do. Anyone from a Corporate Affiliate's company may register at the member rate.

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**Colorado MGMA Office
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www.cmgma.com

CONFERENCE REGISTRATION FORM

Colorado MGMA Fall Conference
September 15-16, 2010, Denver, CO

- ♦ Use a separate form for each registrant.
For extras, make photocopies.
- ♦ Keep a copy of this completed form for your records.
- ♦ Please type or print clearly to avoid name badge errors.
- ♦ Review registration and membership requirements on page 7 prior to completing this form.

For Office Use Only	
Date Rec'd _____	Reg # _____
Amt Pd \$ _____	Ck _____ CC _____
Date Payment Processed _____	
Transaction # _____	

SECTION A

First name for badge _____
First name _____ Last name _____
Title _____
Organization or School _____
Mailing address _____
City _____ State _____ Zip _____
Daytime phone (_____) _____ Fax (_____) _____
E-mail _____
*Completing this section in full is **required** to process your registration*

SECTION B

Check one:

- Colorado MGMA 2010 Member
- Renewing or new member paying dues with this registration
- Non-Member not wishing to join Colorado MGMA at this time

Type member:

- Student Member
- Active
- Associate
- Corporate Affiliate not exhibiting or sponsoring (may be anyone from member company—
not just the designated representative)

Do you plan to attend the Wednesday Reception? Yes No

Please indicate your preference for vegetarian meals. Yes No
Other special diet requests _____

Do you require any specific aids or services related to disabilities? Yes No
Describe needs _____

I have attended _____ CMGMA conferences before this one.

Over

REGISTRATION FORM CONTINUED

Name: _____

SECTION C

Circle Appropriate Price

Please note: A member is an active, associate, or corporate affiliate not exhibiting or sponsoring.

	Early by 8/27	Regular after 8/27
<input type="checkbox"/> Member—Wednesday Only	\$ 60	\$ 85
<input type="checkbox"/> Non-Member—Wednesday Only	\$ 100	\$125
<input type="checkbox"/> Student—Wednesday Only	\$ 25	\$ 35
<input type="checkbox"/> Member—Thursday Only	\$115	\$145
<input type="checkbox"/> Non-Member—Thursday Only	\$175	\$200
<input type="checkbox"/> Student—Thursday Only	\$ 50	\$ 60
<input type="checkbox"/> Member—Full Conference	\$145	\$200
<input type="checkbox"/> Non-Member—Full Conference	\$290	\$340
<input type="checkbox"/> Student—Full Conference	\$ 60	\$ 75

Conference Registration Fee

\$ _____

SECTION D

Membership Dues

You are required to be a paid and current 2010 Member to register at the membership conference rate. Dues renewals must accompany this registration in order to register at the member rate. Registering online at www.cmgma.com accomodates both becoming a CMGMA member, and registration for this conference. You may **not** pay dues on site and register at the membership rate.

Dues Renewal:

- \$40 Student member (must provide copy of current student ID)
 \$80 Active
 \$120 Associate

Corporate Affiliate:

- \$150 Sponsor \$250 Exhibitor \$1000 Gold

Dues Payment

\$ _____

SECTION E

Total Amount Due

\$ _____

Method of Payment MasterCard Visa Check

Make Checks Payable to Colorado MGMA

Print Name on Card/Check _____

Check/Credit Card # _____ Security Code _____ Expiration Date _____

By signing below, I hereby authorize CMGMA to charge my credit card accordingly if I miscalculated fees. I acknowledge that I have reviewed and agree to all registration policies outlined herein.

Signature _____

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