2017 Colorado MGMA Fall Conference

Ringmasters in Healthcare

Are you running the circus, or is the circus running you?

Organizational Governance

Staff

Financial Management

Risk Management

CMS Regulations

Patient Care

Risk Management

September 14th-15th 2017

Sheraton Denver West
The 2017 CMGMA Fall Conference is an annual event that brings healthcare professionals from across the state of Colorado together. It features top notch speakers, presentations and materials along with valuable networking opportunities.

The event will feature

- Outstanding speakers on timely topics targeted to medical group administrators, executives, managers, health administration students and faculty.
- Networking events, meals and social functions to facilitate discussion and relationship building.
- Valuable continuing education credits
- Exhibit Hall featuring providers of the industry’s most sought-after products and services

Who Should Attend

Medical group managers and administrators of all practice specialties who are interested in learning the practical health care solutions. Professionals encouraged to attend are medical group administrators, executives, managers, coders, billers, health administration students and faculty.

Objectives and Learning Methods

The 2017 CMGMA Fall Conference is designed for health care professionals engaged in managing the business of medicine. This program will help you advance your professional knowledge, create collegial connections through networking and acquire up-to-date information on the latest issues affecting your practice. You will leave this meeting with practical solutions.

CMGMA Executive Board

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In need of a new professional headshot?

CMGMA Gold Corporate Affiliate
HMRX will be providing this complimentary service to conference attendees!
# Colorado MGMA 2017 Annual Conference

**Ringmasters in Healthcare**

*Are You Running the Circus, or is the Circus Running You?*

**September 14-15 • Sheraton, Denver West**

## Thursday, September 14

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<th>Time</th>
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<tr>
<td>7:00am</td>
<td>Registration Opens</td>
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<tr>
<td>7:00am-8:00am</td>
<td>Breakfast in the Exhibit Hall</td>
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<tr>
<td>8:00am-9:30am</td>
<td>General Session – <strong>Juggling Elephants</strong> – Jones Laughlin, Keynote Speaker</td>
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<tr>
<td>9:30am-10:15am</td>
<td>Break in Exhibit Hall</td>
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<tr>
<td>10:15am-11:30am</td>
<td>General Session - <strong>MACRA: Essential Strategies in Economic Reform</strong> – Adele Allison</td>
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<td>11:30am-12:30pm</td>
<td>Lunch and CMGMA Update</td>
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<td>12:30pm-1:00pm</td>
<td>Dessert in the Exhibit Hall</td>
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<tr>
<td>1:00pm-2:00pm</td>
<td>General Session – <strong>Creating a Culture of Caring</strong> – Jody Hereford, MS, BSN, RN</td>
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<tr>
<td>2:00pm-3:00pm</td>
<td>Breakout Session A: <strong>Connecting Workaholics, Whiners, and Slackers on Matters Of Productivity</strong> – Jones Laughlin</td>
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<tr>
<td></td>
<td>Breakout Session B: <strong>Excel Your Practice</strong> – Eric Speer, MBAHA, CMPE</td>
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<tr>
<td>3:00pm-3:30pm</td>
<td>Break in the Exhibit Hall</td>
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<tr>
<td>3:30pm-4:30pm</td>
<td>Breakout Session A: <strong>ACMPE Certification and Fellow Update</strong> – Gena Weir, FACMPE</td>
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<td>Breakout Session B: <strong>Career Coaching: Composing a Career</strong> – Jody Hereford, MS, BSN, RN</td>
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<tr>
<td>4:30pm-5:30pm</td>
<td>General Session – <strong>Intelligent Business</strong> – Cameron Cox</td>
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<td>5:30pm-7:00pm</td>
<td>Networking Reception in the Exhibit Hall</td>
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## Friday, September 15

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<thead>
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<th>Time</th>
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<tr>
<td>7:00am-8:00am</td>
<td>Breakfast in the Exhibit Hall</td>
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<tr>
<td>8:00am-9:00am</td>
<td>General Session – <strong>Mobile Technology in Healthcare</strong> – CT Lin, MD</td>
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<tr>
<td>9:00am-9:45am</td>
<td>Breakout Session A: <strong>Washington Update</strong> - Mollie Gelburd, Associate Director, MGMA Government Affairs</td>
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<td>Breakout Session B: <strong>Telehealth</strong> – Samantha Lippolis, MPA</td>
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<tr>
<td>9:50am-11:00am</td>
<td>General Session – <strong>Employment Law Update: The More Things Change, Do They Really Stay the Same?</strong> – Mary Stuart</td>
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<tr>
<td>11:00am-11:45am</td>
<td>Prizes in the Exhibit Hall</td>
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<tr>
<td>11:45am-12:30pm</td>
<td>Lunch</td>
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<td>12:30pm-1:30pm</td>
<td>General Session – <strong>Maximize Your Internet Presence</strong> – John Vachalek</td>
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<tr>
<td>1:30pm-2:30pm</td>
<td>General Session – <strong>He Said, She Said: Understanding Gender Differences in Communication</strong> – Sue Gillies, B.S., B.App.Sci. (Speech Pathology), MBA</td>
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<tr>
<td>2:30pm-3:30pm</td>
<td>Panel Discussion – <strong>Insight from Insiders</strong></td>
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In his 21 years as a speaker and trainer he has helped countless people regain confidence in their ability to achieve greater success in work and life.

Jones’ "3P Approach" of Powerful Ideas connected to Practical Solutions delivered with a Personal Approach has attracted the attention of organizations around the world. His client list includes Federal Express, Wal-Mart, Choice Hotels, Volkswagon, Bridgestone, Saudi Aramco and State Farm, as well as the United States Navy and Air Force.

Keynote: Juggling Elephants: Getting Your Most Important Things Done! It’s Time To Run YOUR Circus!

In your roles of managing your medical practice and your life, how do you handle the struggle of “too much to do?” Do you make a list of 37 things each morning and hope you don’t run out of day before you get them all done? Are you finding that the staff seems to be out of sync with you, causing you to spend more time trying just to keep things straight? The whole scenario can cause you to feel like you’re juggling elephants… and that’s not good for the patients, the staff, or you. What to do? Today’s speaker says the solution lies in running off and joining the circus… at least mentally.

In this keynote session packed with practical ideas, expect to:
- Create a concrete plan to better manage your professional workload and personal responsibilities
- Develop a process to be more strategic in your daily activities instead of always being held hostage by the urgent
- Identify steps you can take to better maintain your physical, mental, and emotional energy so you can stay focused on what’s most important

Breakout A: Connecting Workaholics, Whiners, and Slackers on Matters Of Productivity – Jones Laughlin

While much time is spent on understanding the different generations in the workplace, little attention is given to how work can best get done with so many different backgrounds and perspectives in an organization. Failing to address these productivity preferences only serves to limit team results and increase animosity between team members with different views on how work gets done.

In this powerfully practical presentation you will discover how to better leverage the productivity potential offered by different populations in the workplace, so that the most important work of your practice gets done effectively and efficiently.
Eric Speer  
**Breakout B: Excel Your Practice**  
Eric Speer is a COO and practice administrator with more than 10 years of experience in healthcare and managing Excel spreadsheets to turn data into actionable information. Must-have skills will be learned in order to easily evaluate your practice’s data and demonstrate with confidence that your practice is thriving: organize data for tracking outcomes; create tables effortlessly with a few clicks of the mouse; build executive financial summaries from practice management, income statement, and balance sheet data. In “Excel your Practice,” you will additionally learn how to use pivot tables to summarize large amounts of information quickly and present the information effortlessly in charts; organize data by using filters and formulas such as “vlookup”; and how to make an executive financial summary. For those who attend, you will receive the templates that Eric uses in his presentation.

Jody Hereford, MS, BSN, RN  
Jody Hereford is a registered nurse, exercise physiologist and coach with a passion for creating health and care in our individual lives, and within organizations and populations.

**General Session: Creating a Culture of Caring**  
What does it mean to care and how do I fit one more thing into my already overscheduled calendar? Explore the value and power of caring in our lives, in our work, and especially in ourselves.

**Career Coaching: Composing a Career**  
How does one compose a career? Is it filled with carefully crafted goals and strategic imperatives, or is it honed more by seeking and seeing the opportunities that present to us? Like most things in life, it’s probably more of a “both/and” path and not an “either/or” answer. This session will explore what seasoned professionals have learned along their journey, both from their successes, and as well, from the occasional “road rash.” The session will challenge you to explore more deeply about composing a career that matches you, your passions, and purpose.

Gena M Weir, PMP, FACMPE  
Gena M Weir, PMP, FACMPE, brings over 20 years of health care leadership experience to the CMGMA Board of Directors. Gena has contributed through collaboration and consistent communications by serving in a myriad of positions and currently sits as ACMPE (American College of Medical Practice Executives) liaison, working to help Colorado members achieve their goals of certification and fellowship through ACMPE. Gena has a successful track record of leadership, building physician relationships, process improvement, community involvement, associate engagement and organizational growth. A native of Denver, she attended the University of Northern Colorado where she earned a Bachelor of Science degree in Business Management. Gena became passionate about the healthcare industry early in her career as State Medical Claims Manager. Gena has proven leadership experience operationally and financially in both in-patient and ambulatory settings. She has promoted organizational growth and sustainability in a variety of for-profit and not for profit entities that include: dermatology, orthopedic spine surgery, physiatry, orthopedics, general surgery and primary care. With growth as her forte she has extensive experience with Mergers and Acquisitions (M&A) both at the clinical and hospital system level. She earned a Fellowship in the American College of Medical Practice Executives (AMCPE) through the Medical Group Management Association (MGMA). She also serves on the Board of Directors of the Colorado MGMA. Gena is active in healthcare policy and strategy, currently working on Office of eHealth Innovations Strategy Workgroup committee. Additionally, Gena is a respected Project Management leader and has achieved the Project Management Professional (PMP) designation.

**Breakout Session: ACMPE Fellowship and Certification Update**  
Attendees will learn about the available resources for Nominees pursuing CMPE and current CMPEs pursuing FACMPE, as well as the new certification requirements that will be implemented in the near future.

Cameron M. Cox, III, FACMPE  
Cameron Cox is President and CEO of MSOC Health. Recognizing the need for business expertise in small independent medical practices, Cam formed MSOC in 1997 as a means of assisting physicians as they adapt to the changing healthcare environment. Early in his career, Cam served as Practice Administrator for a radiology practice in Virginia. His role included all aspects of the revenue cycle, human resource management, strategic planning and business development, as well as daily operations. This experience provided an in-depth working knowledge of both the intricacies of start-up practices and the idiosyncrasies of mature practices. During his years as President of MSOC Health, Cam has had the opportunity to work with more than 200 medical practices ranging in size from one part-time physician to 20+ providers. MSOC has provided consulting and billing services to more than 300 individual providers in 20 medical specialties.

**General Session: Business Intelligence—Intelligent Business**  
We are constantly being told the new healthcare system will depend on “Big Data,” “Business Intelligence” and “Analytics.” What does this mean? Haven’t we always analyzed data? This presentation will challenge you to reconsider whether you are asking the right questions and whether you have the right data and tools to answer them. Learn how analytics adds value to your practice’s financial position and operations.
We’ll review some commercial products in the marketplace and also build some of our own!

Learning Objectives:
◆ Definitions: (Big) Data, Dashboard, Analytics
◆ Review effective dashboard principles
◆ Understand important differences between data, analysis and presentation
◆ Recognize differences in analytics
◆ Review Financial Metrics, Analytics in a practice setting

Friday, September 15

CT Lin MD
CT Lin MD is CMIO at UCHealth, a 7-hospital, 400-clinic system in the Rocky Mountain region. In 2016, UCHealth achieved HIMSS Stage 7, indicating highest achievement in EHR effectiveness.

He is board-certified in Internal Medicine and Clinical Informatics. He sees primary care patients and also facilitates workshops on physician-patient communication for students, residents and practicing physicians. His national publications and talks include: physician adoption of IT, EHR usability, online patient communication, and patient accessible records with Open Test Results and Open Notes. His national awards include “Healthcare IT innovator” and “Electronic Physician of the Year.”

He leads a team of 17 physician informaticians. “We improve physician satisfaction and effectiveness by building world-class relationships and innovative tools.”

Mobile Technology in Healthcare
As technology evolves, both patients and physicians should rethink their approach to, and expectations of, healthcare. What used to be locked in private files can easily be shared. What used to require face-to-face conversation is now texted or tweeted at instant speed. What was only available on desktop-tethered computers can now move between PCs, mobile devices and large displays. How will the care of patients and the lives of physicians change? UCHealth’s technology demonstration hospital pushes the envelope to find out what works.

Mollie Gelburd
Mollie serves as a member liaison for MGMA Government Affairs and has broad expertise in the details of federal legislative and regulatory issues, and their impact on group practices. She coordinates Association grassroots efforts and is a frequent speaker at MGMA state and national meetings. Previously, she worked as an attorney at the Social Security Administration, where she was responsible for making recommendations on disability determinations.

Breakout Session: Washington Update
This update will provide timely information on the status of pertinent healthcare issues under consideration and finalized by Congress and federal regulatory agencies, including recently finalized implementation details for transitioning to the new Merit-Based Incentive Payment System (MIPS) and alternative payment models (APMs). Attendees will learn about breaking legislative and regulatory developments affecting medical groups, gaining a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices. Additionally, attendees will learn what resources are available to clarify these federal initiatives.

Topics will include:
◆ Medicare’s new dual pathway to value-based reimbursement featuring MIPS and APMs
◆ 2017 Medicare Physician Fee Schedule
◆ HIPAA and other federal compliance issues

Samantha Lippolis
Samantha Lippolis is the Telehealth Director for Centura Health. Centura Health serves individuals across Colorado and western Kansas through 16 hospitals, health neighborhoods, physician practices and clinics, home care and hospice, rural affiliate hospitals and Flight For Life® Colorado. As Telehealth Director, Samantha is responsible for strategy, planning and implementation of Centura’s telehealth program. In four years she has grown the program from one to forty-five patient telehealth sites and from 1 to 13 specialties.

Prior to joining Centura, Samantha worked on telemedicine efforts across Colorado since 2009 for Kaiser Permanente, Children’s Hospital, and University of Physicians Inc. She was named a Rural Health Fellow in 2012 by the National Rural Health Association and a fellow in telehealth by the Clinton Global Initiative University in 2010. In 2015 and 2017 she worked directly with and testified in the Colorado House, Senate and Medical Board to provide reimbursement parity and modernize medical board guidance for telehealth.

Samantha believes a virtual delivery network can be a powerful tool to provide high level and specialized services to all. Proximity doesn’t need to be a barrier to receiving top-notch medical care.

Breakout Session: Telehealth
The presentation will cover the nuts and bolts of a virtual care delivery in practices and hospital settings. You will learn the current regulatory and payment landscape, care delivery models, and operational considerations.
◆ Virtual Care Delivery System
◆ Definitions
to your business. We’ll take a deeper look into the key aspects which engage your existing patients and drive new prospects.

We will tie recent societal trends to the impacts you are experiencing in your practice. This session will help you understand the keys to creating impactful and effective communications.

**General Session: Maximize Your Internet Presence**

We will tie recent societal trends to the impacts you are experiencing in your practice. This session will help you understand the keys to creating impactful and effective communications.

**Mary Stuart**

Mary’s practice encompasses all aspects of commercial litigation and labor and employment, the Employee Retirement Income Security Act (ERISA), and employee-benefits litigation. She has obtained defense judgments for employers in multiple jury and bench trials and arbitrations, represented employers in dozens of labor arbitrations, advised corporate directors in ERISA class action lawsuits, and drafted and counseled on executive employment agreements and noncompete agreements. Mary’s litigation experience provides a solid base for advising clients in the energy and healthcare industries on best employment practices for avoiding litigation by:

- Consulting on employee issues from hiring to discharge
- Training of HR staff on compliance and investigations
- Advising on and litigating employment claims
- Advising on purchase and sale agreements on employee-related issues
- Drafting corporate and employment policies

**General Session: Employment Law Update:**

The More Things Change, Do They Really Stay the Same?

This session will cover legal updates at the state and federal level, including changes in policy at various agencies such as the NLRB and the EEOC. We will focus on what the changes mean to employers for updating their internal policies and procedures.

**John Vachalek**

Since founding Webolutions, in 1994, John Vachalek has been driven to make a positive difference in people’s lives. As the still-active President and CEO for the business-minded marketing agency, John continuously pioneers proprietary marketing tools and systems that have inspired hundreds of businesses to thrive in our ever-evolving world. John has received numerous awards for both himself and Webolutions including 40 under 40 DBJ Award and Denver’s Largest Web Development.

**General Session: Maximize Your Internet Presence**

We will tie recent societal trends to the impacts you are experiencing in your practice. This session will help you understand the keys to creating impactful and effective communications which engage your existing patients and drive new prospects to your business. We’ll take a deeper look into the key aspects of your internet presence including website homepage must-haves. You will leave with a check list of immediate action items you can take to create a more dynamic and results-oriented online presence.

**Sue Gillies, B.S., B.App.Sci. (Speech Pathology), MBA**

Sue Gillies is a strategic change catalyst: conceptualizing, creating, developing and leading programs to facilitate sustainable cultural and process-oriented change, resulting in improvements in efficiency and effectiveness across organizations. She believes that effective communication and the ability to put oneself in someone else’s shoes are critical to any change, and therefore to overall business success.

**General Session: He Said, She Said:**

Understanding Gender Differences in Communication

Think about the last misunderstanding you had with a colleague or a patient. Can you put your finger on the underlying cause? Did someone shut you down mid-sentence, before you had the chance to finish your idea? Did you get frustrated by the time it was taking the other person to articulate their thought? Were you at a loss in the immediate aftermath to understand why the breakdown occurred? And have you ever considered that this communication failure might have been the result of a gender difference?

While men and women are equals, we are not the same. Most of us acknowledge that, in general, we think differently, problem-solve differently and, consequently, communicate differently. And yet, despite this knowledge, we rarely take these differences into account in our day-to-day interactions in the workplace. Furthermore, many of us are not aware of our own specific masculine and feminine traits and how these qualities impress upon the way we are perceived.

Communication is a lynchpin of success, and breakdowns can be detrimental: lost time, reduced quality, poor service, increased stress and frustration, unnecessary misperceptions and ultimately lost dollars. This presentation takes a pragmatic look at workplace communication through the eyes of the masculine and feminine expressions of ourselves in order to explore how understanding, appreciating and practically adapting to these differences can positively impact communication and, therefore, the efficiency, effectiveness and quality of your practice management.

**Panel Discussion - Insight from Insiders**

You do not want to miss this interactive panel discussion with healthcare professionals from leading practices across the state. This session is designed to troubleshoot, problem solve and provide tools that the attendee will be able to implement in their office. This session will provide an opportunity to network with peers and collaborate with those who face the same daily challenges as you.
CONFERENCE INFORMATION

CONFERENCE FACILITY
Sheraton Denver West
360 Union Blvd., Lakewood, CO 80228
Make your hotel reservations by calling 303-987-2000 and reference CMGMA to receive the discounted group rate of $149. Room block closes on August 5.

CONFERENCE REGISTRATION
Early Bird Special!
Register by July 15 to take advantage of our Early Bird Special and receive $100 off of your registration fee!
CMGMA Members - $250 ($350 after 7/15)
Non-Members - $350 ($450 after 7/15)
Join CMGMA for $99 and save! Activate your membership today to start receiving member benefits immediately!
Business Partners/Affiliates (not exhibiting) - $550
Registering 5 or more attendees?
Contact our office for organizational discount- Kristina@m3solutionsllc.com / Register online at www.cmgma.com

REFUND POLICY
Cancellations received prior to August 24, 2017 are subject to a $50.00 processing fee. Cancellations after August 24 cannot be refunded. Substitutions from within the same group are acceptable. Please submit requests for cancellation or substitution in writing via email to: kristina@m3solutionsllc.com

CONTINUING EDUCATION CREDIT
This two-day program is eligible for: 12 ACMPE Credit Hours / 12 AAPC CEUs