The 2019 CMGMA Fall Conference is an annual event that brings together healthcare professionals from across Colorado. It features top notch speakers, presentations and materials along with valuable networking opportunities.

The event will feature
- Outstanding speakers on timely healthcare topics
- 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 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 2019 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 to everyday challenges.
Colorado Medical Group Management Association Agenda

The Amazing Race... of Medical Practice Management
September 12-13, 2019

Wednesday September 11
6:00-8:00pm Networking Event

Thursday September 12
6:30-7:30am Breakfast in Atrium (registered hotel guests only)
7:00am Registration and Exhibits Open
8:00-8:15am Opening Remarks
8:15-9:15am General Session: *It Takes 4 To Tango…These People Are Not Difficult, They Are Just Different!* – Candy Whirley
9:15-10:00am Break in Exhibit Hall
10:00-11:00am General Session: *Change Management* – Scott Foster
11:00am-12:00pm General Session: *HR Law Update*
12:15-1:15pm Lunch and CMGMA Update
1:15-1:45pm Dessert in Exhibit Hall
2:00-2:45pm Breakout Session A: *Emotional Intelligence: Get off the Roller Coaster!* – Candy Whirley
   Breakout Session B: *Washington Update Roundtable* – Jennifer Souders, FACMPE & Eric Speer, FACMPE
3:00-3:45pm Breakout Session A: *SWOT Analytics* – Cameron Cox
   Breakout Session B: *ACMPE Update* – Gena Weir, FACMPE & Rebekah Phillips, FACMPE
4:00-5:00 pm General Session: *The Next Frontier of Healthcare* – Cameron Cox, FACMPE
5:00-6:30pm Networking Event in Exhibit Hall

Friday September 13
6:30-7:30am Breakfast in Atrium (Registered Hotel Guests only)
7:00-8:00am Exhibit Hall Open
8:00-9:00am General Session: *Artificial Intelligence (AI) & Machine Learning: Challenges & Opportunities for Healthcare* – Dr. Kent Bottles
9:00-10:00am Breakout Session A: *Developing Your Contracting Value Proposition Proposal* – Pamela Ballou-Nelson, FACMPE
   Breakout Session B: *Building an Exceptional Online Strategy to Fuel Business Growth* – Derrick Kuhn
10:00 to 11:00am Break and Prizes in Exhibit Hall
11:00am-12:15pm General Session: *Leading During Times of Uncertainty; How to Engage Physicians in Payment Reform, Quality, and Change* – Dr. Kent Bottles
12:15pm Adjourn
Candy Whirley

It Takes 4 To Tango...These People Are Not Difficult, They Are Just Different!

International speaker, author, and former NFL Cheerleader, Candy Whirley is well known for leading and cheering audiences around the world to live and work better together and to stop driving each other CRAZY! In “It Takes 4 To Tango”, participants will learn how to be more flexible about the personality differences and understand what leads to problems like communication breakdown, negotiation let-down, and delegation downfall by learning the secrets to connecting and partnering with other personality styles.

Emotional Intelligence: Get off the Roller Coaster!

Have you ever had someone know just what buttons to push? In this interactive keynote, we will analyze your emotions by exploring what aggravates you, and by knowing exactly what ticks you off! Then we will discuss how to manage the obstacles so you can choose your emotions by being proactive NOT reactive. By the end of this keynote you will be able to recognize the emotions in people who are not like you, simple...right?

Scott Foster

Scott is an experienced results driven Human Resources talent management leader in healthcare, security, and marketing industries.

Change Management

Has anyone in healthcare experienced any change in their practice? The question for the leader of any practice is how do you lead your team through any change before the change leads you?

HR Employment Law Update

Attorneys Parker and Neilio will bring the most recent changes updates in HR Employment Law to ensure you mitigate the risks in your practice.

Lawson S. Parker, II

Lawson concentrates his practice on mergers and acquisitions and private equity transactions in the health care industry. He works with private equity funds, strategic buyers, hospitals, single and multi-specialty group practices, and other health care professionals on their transactional and operational matters. Lawson also advises clients on state and federal regulatory compliance issues, including transaction structuring considerations, corporate practice matters, anti-kickback and self-referral matter, and other health care fraud and abuse issues.

Kimberley Neilio

Kimberley’s experience as in-house counsel for DaVita Medical Group and Comcast Cable give her insight into the employment issues faced on a daily basis by her clients. As in-house counsel, Kimberley frequently supported her human resource and management clients on workplace investigations, accommodations, pay practices and discipline, among other things. She also provided employment law training to employees and employment law support on health care mergers and acquisitions. As both an in-house and law firm lawyer, Kimberley strives to develop relationships with her clients so she can provide practical advice on day-to-day matters, as well as when conflicts arise.

Cameron Cox, FAcMPE

The Next Frontier of Healthcare

Medical practices today face dramatic and rapid change—health care reform, the evolving ACO and medical home concepts, use of mobile information technology, acquisition by health systems and hospitals (again). These are active shifts that will dramatically impact the future of your practice and your own personal career path. In this seminar, we discuss ways to position your practice to thrive in the changing healthcare landscape.

SWOT Analytics

This presentation covers the basics of developing a strategic plan that enables your practice to adapt to changing conditions and new challenges. We will engage in a group exercise using a S.W.O.T. Analysis—identifying your practice’s strengths, weaknesses, opportunities and threats. For example, understanding who your competitors are and what they offer is one of the backbones for constant improvement in customer service, improved access and improved quality of goods or services. We will tackle this topic and more with a dynamic strategic planning process that constantly evolves to keep your practice moving forward.

Gena Weir, FACMPE & Rebekah Phillips, FACMPE

ACMPE Update

Grab your breakfast and join CMGMA ACMPE Forum Representatives for a discussion on how to take your career to the next level with certification and fellowship.

Jennifer Souders, FACMPE & Eric Speer, FACMPE

Washington Update Roundtable

Grab your breakfast and join CMGMA Legislative Liaisons for the hottest healthcare law updates in the state.

Dr. Kent Bottles

Artificial Intelligence (AI) & Machine Learning: Challenges & Opportunities for Healthcare

Dr. Kent Bottles, Lecturer at The Thomas Jefferson University College of Population Health will provide an overview of how AI & machine learning are poised to transform all aspects of health care. Dr. Bottles will provide basic definitions, case studies where AI is already out-
performing human physicians, analysis of whether AI will replace physicians and other providers, characteristics that will allow physicians and other providers to work collaboratively with AI, and ethical concerns that this issue brings.

Learning Objectives:
By the end of the presentation, you will be able to:
• Provide basic definitions of AI terms
• Discuss peer reviewed literature that shows AI outperforming physicians in diagnosis and treatment of patients
• Explain how physicians will need to learn new skills to work with AI
• Discuss the ethics of AI and Machine Learning

Leading During Times of Uncertainty; How to Engage Physicians in Payment Reform, Quality, and Change
Dr. Kent Bottles will discuss why it is so hard to engage physicians in payment reform, quality, and change. What worked well in the past under the fee-for-service payment system will not be successful under the new value-based payment programs. The ACA and health care reform are moving toward more accountability for physicians and hospitals, and the new MACRA and MIPS payment programs require different actions by all providers. Dr. Bottles will provide insights into what works and what does not work to help physicians adjust to this rapidly changing environment.

Learning Objectives:
By the end of the presentation, you will be able to:
• Understand why the change from fee for service to value based payments is coming
• Discuss what changes are necessary to be successful under value based payments
• Understand why physicians can be resistant to change
• Better comprehend why MACRA & MIPS changes the whole ball game
• Implement programs that work under the new environment

Pamela Ballou-Nelson, FACMPE
Developing Your Contracting Value Proposition Proposal
A value proposition creates a strong differential between you and your competitors: Yes, we all have competitors. An effective value proposition tells the populations we serve, employers and payers why they should seek care from you and not from the competition. A value proposition tells the story of your outcomes, cost savings and positive patient experience. In other words, it provides your practice with a unique differentiation. In a value-based world of contracting, your value counts.

Objectives:
• Define value proposition
• Who is my customer?
• How to develop a practice value proposition
• Examples of value propositions
• Share your story

Derrick Kuhn
A serial entrepreneur, obsessive researcher and complex problem solver, Derrick Kuhn has focused on business growth for nearly 20 years. Using digital strategy and the appropriate tools as a catalyst for growth, Derrick has helped companies both large and small reach new heights. With experience ranging from a national medical device distributor to small private practices, to Colorado’s largest healthcare provider, UCHealth, Derrick has worked to understand the intricacies of each to help them achieve sustainable growth.

Building an Exceptional Online Strategy to Fuel Business Growth
Are your online efforts aligned with your practice group’s growth plan? In this presentation Derrick shares optimal strategies, tactics and lessons learned from successfully leading the entirety of UCHealth’s digital marketing efforts for five years. You’ll learn how the right digital strategy combines business objectives, key issues and appropriate actions to move healthcare practices of all sizes forward. Topics will include: strategic thinking, the online patient experience and how it primes the in-person patient experience, website usability, search engine optimization (SEO), digital advertising and more.
Conference Information

Conference Facility
Embassy Suites Hotel, Spa & Conference Center
4705 Clydesdale Pkwy., Loveland, CO 80538

Room Rate: $149
Click here to reserve your suite now or call 800-EMBASSY and reference the CMGMA block

Conference Registration

Early Bird Special!
Register by July 25 to take advantage of our Early Bird Special and receive $100 off of your registration fee!
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 17 are subject to a $50 processing fee. Cancellations after August 17 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 8 ACMPE Credit Hours