The Times They Are A Changing

CMGMA Fall Conference
September 14-16, 2022
Embassy Suites, Loveland

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AGENDA

Wednesday, September 14

3:00-5:00pm	**Pre Conference Workshop** ***Mental Health 101: Recognizing and Supporting Someone in Need*** – Jennifer Morris, MA, LPC
5:00-6:00	**Kickoff Networking Event**

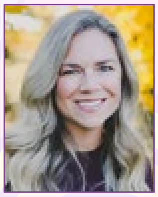
Thursday, September 15

7:00-8:00am	**Breakfast| Exhibit Hall Open**
8:00-9:30am	**Keynote Speaker** ***Help Wanted: What You Must Do (and Never Do Again) To Find and Keep Devoted Employees*** Joe Mull, M.Ed., CSP
9:30-10:30am	**Breakout Sessions** **Breakout A:** ***Help Wanted : Follow Up Q&A Session*** – Joe Mull, M.Ed., CSP **Breakout B:** ***ACMPE: Pathway to Certification*** – Gena Weir, FACMPE
10:30-11:00am	**Networking Break in Exhibit Hall**
11:00-12:00pm	**General Session** ***Trends, Insights, and Strategy: What Physician Groups and Health Systems Should Do To Prepare For the Future*** – Dana Jacoby and Gary Herschman, Esq.
12:00-1:00pm	**Lunch and CMGMA Update**
1:00-1:30pm	**Coffee and Dessert in Exhibit Hall**
1:30-2:30pm	**General Session** ***Colorado Employment Law Update*** – Barbara A. Bagdon, Esq.
2:30-3:30pm	**General Session** ***Top Financial Benchmarks to Monitor your Practice*** – Jackie Coult, CHBC and Bryon Williams
3:30-4:00pm	**Networking Break in Exhibit Hall**
4:00-5:00pm	**Breakout Sessions** **Breakout A:** ***Colorado Legislative Update*** – Eric Speer, MBAHA, FACMPE **Breakout B:** ***How to Combat Inflation by Leveraging Your Real Estate*** – Perry Bacalis
5:00-6:30pm	**Team Trivia and Networking Reception in Exhibit Hall**

Friday, September 16

7:00-8:00am	**Breakfast | Exhibit Hall Open**
8:00-9:00am	**General Session** ***The 10¢ Decision®: How small change pays off big*** – Laurie Guest
9:00-10:00am	**Breakout Sessions** **Breakout A:** ***Courageous Conversations: Saying what needs to be said*** – Laurie Guest **Breakout B:** ***Reducing your Cyber Liability – The Tools and the Answers for Your Practice and Cyber Policy*** – Blake Schwank
10:00-1045am	**Networking Break and Prizes in Exhibit Hall**
10:45-12:00pm	**Closing Keynote Session** ***Standing Your Ground With Payors*** – Sean Weiss

SESSION DESCRIPTIONS



Mental Health 101: Recognizing and Supporting Someone in Need
Jennifer Morris, MA, LPC

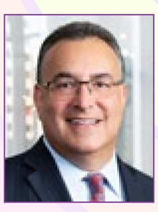
Mental health concerns are very common and often people want to help, but aren't sure exactly what to do. Join us to learn about the increasing prevalence of mental health concerns, how to recognize signs and symptoms in patients and people in your life, how to support someone in crisis, suicide prevention 101, and self-care for the provider.

Jennifer Morris, MA, LPC is a licensed therapist with AllHealth Network who serves as the Disaster Response Coordinator and School Based Mental Health Specialist providing training, consultation and crisis response services to all 5 local schools districts and the community. She has worked in the community mental health field for 25 years and specializes in disaster behavioral health and clinical training. She is a certified trainer for Mental Health First Aid, Psychological First Aid, and ASIST (Applied Suicide Intervention Skills Training) among others.

***Help Wanted: What You Must Do (and Never Do Again) To Find and Keep Devoted Employees* – Joe Mull, M.Ed., CSP**

The employee revolution is here. As workers everywhere quit, retire, or change jobs, do you really understand what leads ordinary people to become dedicated employees? Grounded in social science research, Joe Mull uses his trademark humor and energy to define the new rules you must embrace to attract talent and spark commitment. Along the way, Joe will outline why pool tables, massages, and espresso machines never mattered, why those saying, "People just don't want to work anymore!" will be the first to fail, and why trying to find the best person for the job is a broken strategy. You'll leave with a clear blueprint for easily attracting the very best talent for years to come.

Joe Mull, M.Ed, CSP speaks and writes on cultivating commitment in the workplace. His company, Joe Mull & Associates, works with organizations in more than 20 states to help their leaders become better bosses and build stronger teams. Joe is the former head of Learning & Development for Physician Services at the University of Pittsburgh Medical Center (UPMC), where he directed learning strategy and implementation for one of the largest physician groups in the U.S.: over 9,000 employees across 500+ locations.



Trends, Insights, and Strategy: What Physician Groups and Health Systems Should Do To Prepare For the Future
Dana Jacoby and Gary Herschman, Esq.

This session will educate physicians on the latest trends in strategic transactions by physician groups in 2022 (which was extremely active in 2021). This includes diving into details regarding:

- Why physician groups are increasingly entering into transactions to join larger organizations?
- Pros and cons of different transaction types – private equity platforms, hospitals, mega-groups.
- What to expect -- Overview of transaction process.
- Key legal protections for physicians in LOIs and major agreements.

Gary Herschman, a healthcare M&A attorney and partner at Epstein, Becker & Green. Gary has been advising healthcare providers and business on mergers, acquisitions, and other strategic transactions for over 25 years, and is known throughout the country as a top leader in healthcare consolidation deals. Gary writes articles and is quoted on this topic in many national publications (including Bloomberg Health, Crain's, Becker's, Fierce Healthcare and others), and is a frequent speaker at healthcare industry conferences across the country. In particular, he advises hospitals, healthcare systems, physician groups, long-term care companies, ASCs, and healthcare technology companies on their most important and strategic transactions.

Dana Jacoby is recognized as a difference maker and trusted advisor to health system executives, medical practices, vendors, and other stakeholders in optimizing patient care while also elevating financial and operational performance. Dana's passion for operational excellence has driven a distinguished record of achievement at the intersection of market data, measurement and analytics, strategy design and implementation, and technology innovation. She is a published author and engages audiences as a keynote speaker, educator, and subject matter expert at medical forums, summits, and conferences. Dana has played a pivotal role in leading transformation throughout the highly regulated and value-centric healthcare industry.

Colorado Employment Law Update
Barbara A. Bagdon, Esq.

This presentation will provide an overview of recent Colorado legislative activity that has resulted in an array of new employment laws for employers to manage. Practical action steps will be offered for attendees to consider in their workplaces practices.

Barbara joined Employers Council's Northern Regional Office as an employment law attorney in April 2017. Her practice focuses on representing employers in a wide variety of employment law matters, including managing ill or injured workers, terminations, unemployment compensation, wage and hour, harassment prevention, managing employees, civil rights, diversity, and other employment-related issues. Barbara has had more than 23 years of experience practicing law. Prior to joining Employers Council, Barbara had eight years' experience as an employment litigator for a firm in Phoenix, Arizona. She also was a partner at a nationally recognized law firm specializing in franchise law. Barbara is Peer Review Rated as AV® Preeminent™, the highest performance rating in Martindale-Hubbell's peer review rating system.


Top Financial Benchmarks to Monitor your Practice
Jackie Coult, CHBC and Bryon Williams

Benchmark your way to financial success: Benchmarking is a proven management technique that allows groups to understand exactly how they are performing so problems are identified and quickly corrected. Equally important, benchmarking facilitates goal-setting that is essential to the financial health for any organization. Success comes to groups that are diligent in measuring results, comparing year-over-year trends, and implementing the information to make and support sound strategic business decisions.

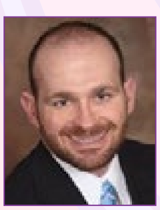
- Internal benchmarks
- External factors that can influence your group's financial health
- Trends to watch

Session Details:

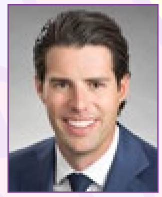
1) Key Practice Indicators (KPIs) and why they are essential
2) How to conduct a systematic calculation of top KPIs
3) Examine current specialty data and apply benchmarking principles to improve reporting efficiencies and effectiveness quickly and dramatically.
4) Methods for KPI tracking
5) Implementing the information from KPI tracking to help improve financial outcomes

Jackie Coult, CHBC
Certified Healthcare Business Consultant/SR Manager
As a Certified Healthcare Business Consultant, valuation analyst, experienced administrator, senior consultant, and national speaker. My strategy has been to focus on the individual needs of each practice or facility to create business solutions that improve profitability, efficiency, results and quality of care.
In my more than 29 years of consulting, I have worked closely with many physician practices and hospitals over a broad spectrum of specialties. Areas of expertise include but not limited to; Practice Formations, Mergers/Acquisitions, Revenue Cycle Management, Practice/Operational Assessments, Billing/Coding, Compliance, Healthcare Delivery Systems, Contract Negotiation, Budgeting/Accounting, and Operations.

Bryon Williams
Senior Associate Healthcare Consultant
Bryon has spent over 19 years in healthcare administration. Much of his career has been spent managing specialty medical practices in multiple states. Leveraging technology, Bryon strives to increases efficiencies and reduces common errors. Outside of Eide Bailly, Bryon enjoys photography, hiking, and trying new restaurants.



Colorado Legislative Update
Eric Speer, MBAHA, FACMPE



***How to Combat Inflation by Leveraging Your Real Estate* – Perry Bacalis**

Real estate is the second highest expense behind payroll for most healthcare practices. The type of property, location and space can impact every aspect of the practice, including the quality of care provided. Additionally, the difference between a properly or poorly negotiated transaction can benefit or cost a practice tens-to-hundreds of thousands of dollars.

In this session, we will share expert market knowledge, pitfalls to avoid before signing your next lease, and tangible ways your next real estate transaction can improve your practice's viability. We will also be discussing key considerations when deciding whether to own real estate.

Whether approaching a lease renewal, relocating your office, or considering purchasing real estate, these decisions can drastically affect your practice's profitability, current and future cashflow as well as your tax burden. The information covered in this session will educate and empower administrators to increase their profitability through real estate while saving a substantial amount of time, stress and avoiding costly pitfalls.

Learning Objectives

1. Discuss the important role real estate plays in your practice and how it is one of the best opportunities to substantially impact the profitability of the practice over the long-term
2. Interpret purchase versus lease options through detailed economic analysis. Discuss the tax implications as well as other benefits and potential pitfalls to owning your own real estate
3. Give examples of a posture and negotiation strategy, particularly as it pertains to a lease renewal negotiation. Lease renewals can be confrontational and complex unless the right strategy is in place

***The 10¢ Decision®: How small change pays off big* – Laurie Guest**

Service is at the center of every business, whether you're making widgets, providing health care solutions, or serving gourmet cuisine. From company culture to guest interactions, the choices we make day in and day out add up to create exceptional experiences for everyone involved. Sure, some decisions are big ones. But more often, it's the "10¢ decisions"—the ones that barely cost a dime (literally or figuratively) but have a massive impact—that can transform customer service from so-so to stellar. With decades of firsthand experience to draw from, Laurie shares her insights into making smart, effective choices to improve guest encounters, staff satisfaction, and your business as a whole.

Attendees will discover:

- How to turn things around "on a dime"
- Ways to self-assess customer service levels
- High-impact opportunities to shine that the competition is most likely missing
- Ideas for improving the service level of every team member

***Courageous Conversations: Saying what needs to be said* – Laurie Guest**

Do you ever wish you had just the right words to handle situations at work? Whether you need the perfect words to handle difficult patients, language to deal with challenging staff, or simply the guts to say what the boss needs to hear, this session can help.

Known as a courageous communicator, Laurie has spent more than 25 years teaching others how to use the right words and phrases to help achieve a desired result. During this highly interactive program, attendees will take common scenarios and learn how to phrase the communication in ways that increase their influence with others.

- How to swap words to create connection
- Ways to achieve desired results from others
- Practical approaches to deal with difficult people
- Secrets to making miserable moments tolerable

***Reducing your Cyber Liability – The Tools and the Answers for Your Practice and Cyber Policy* – Blake Schwank**

As cyber attacks greatly increase, you need to protect your practice and your patients from cyber criminals. If you are baffled by all of the acronyms and tools or are just trying to answer that confusing cyber policy questionnaire, this session will help you out! Blake has the unique ability to have a deep technical background and be able to communicate complex issues to his clients with a wide variety of IT experience. If you are lost on EDR, MDR, SIMM, NGAV, Zero Trust, MFA, SOC, NOC and are afraid to incorrectly answer your policy questions, attend this session. This will also be a great session to learn about other layers of security you can add to protect you and your data.

Standing Your Ground With Payors
Sean Weiss

Don't miss this end of conference Key Note by Sean M. Weiss (AKA 'The Compliance Guy') as he shares tried and tested strategies for Standing Your Ground With Payors. Sean will discuss regulatory (law) vs. sub regulatory guidance documents (LCDs) and their impact on claims processing and adjudication. From there Sean will take you on a journey through case examples of time and again the government getting it wrong and outcomes of audits, investigations and trials and the impact "medical necessity" has on claim determinations! A discussion of the importance for self-auditing and how that demonstrates a culture of compliance within your organization will be as well as understanding how to use OIG / DOJ studies and reports to your advantage to stay a step ahead.

The government and commercial payors know what you are doing, shouldn't you when it comes to your data and how to best analyze it to identify outliers and/or aberrance before the folks with badges do…

With the end of the Public Health Emergency declared in the majority of states and CMS considering how to shift back to pre-pandemic rules it's just a matter of time before the audits hit your organization. TPE, MAC, OIG, RAC, MIC, CERT and SIU as well as other types of audits are in full-swing. Sean will provide you the steps to put in place now, to mitigate risk! Remember a strong offense is your best defense!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CONFERENCE INFORMATION

CONFERENCE VENUE

Embassy Suites Loveland Hotel,
Spa and Conference Center
4705 Clydesdale Parkway
Loveland, Co 80538
Make your reservation by calling (970) 593-62001.
Mention CMGMA to receive discounted rate!

REGISTRATION FEES

Take advantage of Early Bird registration and save $50! Register before July 25 to receive discount.

CMGMA Active Member: $300 ($350 after 7/25)
Non-Member: $400 ($450 after 7/25)
Business Partner/Vendor attending, not exhibiting: $550 (this registration is for educational purposes only, no suitcasing will be allowed)

CONFERENCE REGISTRATION

The registration fee covers all meetings, materials, meals, and breaks. Conference breakfast and lunch functions are for registered exhibitors and conference attendees only. Attire for the conference is business casual. A jacket or sweater is suggested.

ACCREDITATION

American College of Medical Practice Executive (ACMPE) Credit Hours: To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the My Transcript area of mgma.com.

This program is eligible for up to 11.5 live continuing education units.

CANCELLATION POLICY

Cancellations received prior to July 25, 2022, are subject to a $100.00 cancellation fee. Cancellations received after July 25, 2022 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

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Join us Thursday, September 15 from 5:00-6:30pm for Team Trivia and Networking Reception in Exhibit Hall

Trivia Night