

TMGMA Fall Conference Path to the Future

September 12-13, 2019
DreamMore Resort
Pigeon Forge

TMGMA[®]
TENNESSEE

TMGMA Fall Conference

Thursday, September 12

8:00 am	Exhibitor Registration
9:30 am	Attendee Registration
10:00 am	Exhibit Hall Opens
10:30 - 11:45 am	Opening General Session The Power of a Moment: Giving Ordinary Experiences Extraordinary Impact Janelle Satterfield, SPHR, Cormetech
12:00 - 12:40 pm	Networking Lunch and Scholarship Awards
12:45 - 1:45 pm	Pricing Transparency and Front End Collections Chastity Werner, RHIT, CRCR
1:45 - 2:15 pm	Break with Exhibitors
2:15 - 3:30 pm	Creating a Workforce that is Engaged, Not Entitled Janelle Satterfield, SPHR, Cormetech
3:30 - 4:00 pm	Break with Exhibitors
4:00 - 5:00 pm	2019 Tennessee Legislative Update Yarnell Beatty, JD, Tennessee Medical Association
5:00 - 6:00 pm	Networking Reception with Exhibitors

Friday, September 13

7:00 - 7:45 am	Breakfast with Exhibitors
7:40 - 8:00 am	Annual Business Meeting
8:00 - 9:00 am	Jigsaw, Networking and Problem-Solving Adele Allison, SS&C Technologies
9:00 - 9:30 am	Break with Exhibitors
9:30 - 10:45 am	Managing Risk in the Medical Practice J. Baugh, JD, CPA, SVMIC, Loretta Duncan, MS, FACMPE, CHC, SVMIC Calvin B. Marshall, Jr., JD, Chambliss, Bahner & Stophel P.C.
11:00 - 12:00 pm	Digital Makeovers that Don't Break the Bank Edward Domain, Creative Anvil
12:00 - 12:15 pm	Closing Remarks and Prize Drawing

GENERAL SESSION DESCRIPTIONS

***The Power of a Moment: Giving Ordinary Experiences Extraordinary Impact* – Janelle Satterfield, SPHR**

In our lives there are moments we will remember for years, and others that expire almost as quickly as they occurred. Some moments define our careers in ways we could never have anticipated. What if we didn't just remember the remarkable moments of our lives and careers, but made them? We can be the architects of moments that deliver insight, pride and connection. These moments are what gives the lives of our employees purpose and meaning, and propel them into greatness. So, given the opportunity, will we settle for being ordinary, or give our teams something extraordinary?

***Pricing Transparency and Front End Collections* – Chastity Werner, RHIT, CRCR**

We can go to the grocery store, gas station or on Amazon and at any given point see a cost comparison of products and a real-time estimate of products or services we are purchasing. We can choose to pay for our services through our phones, bank account, or a credit card. But in healthcare, we still struggle today to even provide a bill to the patient at the end of

their visit on services provided. To the consumer, it is assumed it should be easy to do, however, behind the scenes it is a complex and cumbersome process that only the greatest healthcare providers achieve and conquer. During this session we will review: Trends in the consumer-direct market; Impact of payment trends; Strategies to increase revenue and decrease collection costs; Training and educating staff; Tracking progress and monitoring success; and Transparency equals higher profitability.

***Creating a Workforce that is Engaged, Not Entitled* – Janelle Satterfield, SPHR**

Employee engagement is not just about the employee, it's about connecting the employees with the goals of the organization. For years organizations have been investing time, money and energy into engaging employees, based on the promise that engagement drives better performance. But many organizations say that despite their best efforts, engagement programs haven't delivered as expected. While engaging employees is essential, the truth is engagement isn't enough. Engagement without accountability creates entitlement. When engagement and accountability meet, breakthrough results occur.

2019 Tennessee Legislative Update – A. Yarnell Beatty, JD

The 2019 session of the Tennessee General Assembly brought important changes to prescribing laws, the business of medical practice, and other topics to add to your compliance list. Attendees will learn the salient features of these new state laws, get a preview as to what 2020 might bring, and gain practical insights from 30 years of practicing health care law. This comprehensive legislative update is a must in order to stay ahead of the curve and out of the way of regulators.

Jigsaw, Networking and Problem-Solving – Adele Allison

Changing economics, clinic automation, patient engagement, provider burnout, health IT ... the litany of challenges in operating a practice today seems never ending. Constant change continues to alter the traditional health care business model, requiring the industry to redefine and redesign. This session will engage you interactively to promote peer networking, critical thinking and problem-solving associated with the day-to-day challenges of a medical practice. Working in small groups, you will explore the dynamics of the top pain points faced by practices in Tennessee today. Join us in these interactive discussions to identify essential strategies and technologies that can lead to long-term, sustainable success.

Managing Risk in the Medical Practice – J. Baugh, JD, CPA, SVMIC, Loretta Duncan, MS, FACMPE, CHC, SVMIC, Calvin B. Marshall, Jr., JD, Chambliss, Bahner & Stophel P.C.

This session will provide information from industry experts on risks that impact a medical practice. Three panelists will provide examples of the most inherent risks in medicine and ways to avoid/reduce those risks in the areas of clinical care, regulatory compliance and information security. The panel discussion will include 20 minutes from each panelist with 15 minutes at the end of the session for Q&A.

Digital Makeovers That Don't Break the Bank – Edward Domain

The days of cheap & easy websites are over. If your practice is going to maintain a digital presence, there are certain standards that you need to incorporate into your design, yes, but there are ways to increase your site's effectiveness by implementing relatively easy to make changes that will give a site owner clear views into their web traffic: Where it comes from, how it got to your site, and how you can make educated decisions about changes to your website based on facts provided by data vs going on feelings, guesses and emotion. This will be an easy to understand session in plain English for the non-hardcore techie.

MEET OUR SPEAKERS



As the national director of provider innovation strategies, **Adele Allison** monitors healthcare reform for SS&C Health as a legislative/regulatory subject matter expert. Having served as the co-chair of the HHS ONC Beacon-EHR Vendor Affinity Group, Adele currently serves on the HHS WEDI board of directors and is the co-chair for the WEDI Payment Models Workgroup. Adele has nearly 30 years of healthcare experience and is

an active participant with HHS' HCPLAN. A published author, Adele is a member of UAB's health informatics advisory board on curriculum development and served on UAB's HITECH Committee for health IT curriculum development; and, is president of Alabama HIMSS.



Edward Domain is a serial entrepreneur, having started and exited two businesses as the founder and CEO. His last business, Techli, was a digital news company acquired by Publicize in San Francisco. He had a television show on PBS centered on entrepreneurship & innovation, and is working on a new startup launch now. A global speaker on innovation and technology, he has been a guest of foreign governments and his articles are read and shared worldwide. He most recently was the Sales Director, West Coast, of Anvil Analytics, a data + analytics marketing firm.



J. Baugh is a Senior Claims Attorney for SVMIC. Mr. Baugh graduated from Lipscomb University with a Bachelor of Science degree in Accounting and from the Nashville School of Law with a J.D. degree. He is currently licensed to practice as a Certified Public Accountant and as an Attorney in the State of Tennessee. He has been a member of the Claims Department of SVMIC since 2000.



Loretta Duncan is a Senior Medical Practice Consultant with the Medical Practice Services department of SVMIC. Prior to joining SVMIC in 2008, she was the Director of Practice Management for the Arkansas Medical Society. Loretta has over 20 years' experience in healthcare, and currently specializes in HIPAA compliance. She has a Master's of Science in Health Law and Policy and is a board-certified Fellow in the American College of Medical Practice Executives.



Yarnell Beatty joined Tennessee Medical Association (TMA) in 2001 as general counsel. As Senior Vice President and General Counsel, Mr. Beatty oversees TMA's legal, government affairs, insurance, and eHealth departments. Mr. Beatty formerly served as staff counsel to the Tennessee Department of Health as well as positions in the Department as Executive Director of the Tennessee Board of Medical Examiners and Director of

Health-Related Boards. He has been strongly involved in TMGMA having served on the Executive Council and Legislative Committee. Mr. Beatty holds a B.A. degree from Vanderbilt University and law degree from Emory University School of Law.



Cal Marshall is an attorney in the Health Care and Business Practice Groups at Chambliss, Bahner & Stophel, P.C. He works with clients, including many TMGMA members, on a variety of health care and business matters, including medical practice contracting and compliance issues, HIPAA/HITECH compliance, data breach response, telemedicine issues, fraud and abuse law, Medicare enrollment and payment issues, and compliance with state laws and regulations. Prior to practicing law, Cal served as an aide to several members of the U.S. House of Representatives, working on health care policy and government oversight matters.



Janelle Satterfield, SPHR is the Training & Development Manager for Cormetech, a world leader in manufacturing of high-quality environmental catalysts. She has over a decade of experience managing teams and her passion for developing talent and seeing people reach their full potential, is the driving force behind what she does. She specializes in training program design, workshop facilitation, workforce planning, coaching & advice, and employee relations. Janell currently serves on the Education & Workforce committee at the Chamber of Commerce and is on the board of directors for Junior Auxiliary. She is a certified SPHR and holds a Bachelor of Science in Human Resources from the University of Tennessee.



Chastity Werner, RHIT, CRCR is an independent consultant that works with hospital and physician clients on nearly every aspect of practice and faculty management including credentialing, revenue cycle performance improvement, and operation efficiency. Her 20-year health care career includes hospital, physician, and payer segments of the industry. From starting at the front desk, through claim adjudication, Chastity has successfully worked with practices, hospitals, clearinghouses and insurance companies. She has experience ranging from underwriting, to claim processing as well as clearinghouse assessments and operation improvements. Having experienced total EHR/PMS implementation firsthand, she is a valuable resource in this area.

CONFERENCE INFORMATION

CONFERENCE REGISTRATION

	<u>By 08/15/19</u>	<u>After 08/15/19</u>
Active Member	\$125	\$150
Life Member	No Charge	No Charge
Non-Member	\$325	\$350

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.

LOCATION

DreamMore Resort
2525 DreamMore Way
Pigeon Forge, TN 37863

Please call 800-DOLLYWOOD (800-365-5996) to make reservations by August 13th and reference the TMGMA Fall Conference to receive our discounted room rate of \$155/night.



ACMPE CREDIT

American College of Medical Practice Executive (ACMPE).

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.

CANCELLATION POLICY

Cancellations received prior to August 15, 2019 are subject to a \$50.00 cancellation fee. No refunds will be issued for cancellation requests after this date. Substitutions from within the same group are acceptable.

**For additional information and to register,
please visit our website at mgma.com**