

TENNESSEE MGMA 2019 SPRING CONFERENCE

BE THE
SUPERHERO
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MGMA[®]
TENNESSEE

April 3-5, 2019
The Westin Chattanooga

BE THE SUPERHERO OF YOUR PRACTICE

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CONFERENCE AGENDA

Wednesday, April 3rd

- 8:00-5:00pm **Registration**
- 8:30-11:30am **Preconference Workshops (Pre-registration and Fee Required):**
- The Threads that Connect a High-Performance Culture** – Tracy Spears
 - Finding Your Superpowers: Where to Start as a Manager** – Jackie Boswell, Steve Dickens, Loretta Duncan and Anne Pontius
- 12:00-1:00pm **Networking Lunch**
- 1:00-2:45pm **General Session: The 6 Competencies of Superhero Leaders** – Tracy Spears
- 2:45-3:30pm **Networking Break with Exhibitors**
- 3:30-5:00pm **General Session: Strategic Planning with the S.W.O.T. Team** – Cameron Cox
- 5:00-6:00pm **Opening Night Reception**

Thursday, April 4th

- 7:30-8:30am **Breakfast with Exhibitors**
- 8:30-9:45am **General Session: Washington Update** – Drew Voytal
- 10:00-11:00am **Breakout Sessions**
- Maximizing Profitability through Real Estate** – Dan Van Eps
 - Stark Realities: Practical Stark Law Considerations for Hospital-Owned and Independent Physician Groups**
Patti Cotten and Ian Hennessey
 - MACRA** – Jackie Boswell
 - Audit Survival Strategies Worthy of Red Capes** – Rhonda Buckholtz
- 11:00-11:30am **Exhibitor Networking Break**
- 11:30-12:30pm **Breakout Sessions**
- Culture of Compliance – How to Avoid Having the Government Circus Come to Town**
Scott Mertie and J.D. Thomas
 - Managing Expense, Revenue and Hopefully Profit in Today's Medical Practice** – Cameron Cox
 - Intruder Alert: Run, Hide or Fight** – Mark Coffey
 - Taking Drama Out of Practice Improvements Like the Superhero You Are** – Rhonda Buckholtz
- 12:30-1:30pm **Lunch with Exhibitors**
- 1:30-2:00pm Tennessee MGMA Committee Reports and Updates
- 2:00-3:00pm **Breakout Sessions**
- MACRA (repeat)** – Jackie Boswell
 - Intruder Alert: Run, Hide or Fight (repeat)** – Mark Coffey
 - Top 10 Security Vulnerabilities That Can End Your Practice** – John Motazed
 - Certified Coders to the Rescue** – Rhonda Buckholtz
- 3:00-3:45pm **Dessert Break with Exhibitors**
- 3:45-5:15pm **General Session: Panel Discussion: The Opioid Crisis – Avoiding the Hall of Doom** – Julie Loomis, Bryant Witt, Sharon Cannon; Moderator: Steve Dickens
- 6:00-9:30pm **Reception and Dinner**

Friday, April 5th

- 8:00-9:00am **Breakfast with Exhibitors**
- 9:00-9:30am **Break with Exhibitors**
- 9:30-11:00am **General Session: Juggling Elephants: Getting Your Most Important Things Done** – Jones Loflin

PRECONFERENCE WORKSHOPS



The Threads that Connect a High-Performance Culture – Tracy Spears

This impactful new program will help your team identify and embrace the seven keys to organizational culture. Developing a high-performance team is not easy. We'll go step-by-step through the process of understanding, ownership, commitment and action.



Finding Your Superpowers: Where to Start as a Manager –

Jackie Boswell, FACMPE, Stephen Dickens, JD, FACMPE, Loretta Duncan, FACMPE, and Anne Pontius, FACMPE

Whether you are new to practice management or have been at it a while and just need a refresher or update on current trends, this session is for you. This program will address financial reporting, human resources, HIPAA and OSHA. Presented by a panel of four leading industry consultants with more than 100 years of healthcare experience, attendees can expect tips and tools to improve everyday operations.



GENERAL SESSIONS

The 6 Competencies of Superhero Leaders – Tracy Spears

This interactive session is for leaders of teams, groups and committees who want to take their leadership to the next level of performance. We'll go in-depth on the 6 competencies and develop actionable commitments from participants.



Strategic Planning with the S.W.O.T. Team –

Cameron Cox, MHA, FACMPE

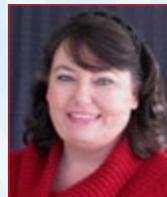
This presentation covers the basics of developing a strategic plan that enables your practice to adapt to changing conditions and new challenges. We will engage in a group exercise using a S.W.O.T. Analysis – identifying your practice's strengths, weaknesses, opportunities and threats. For example, understanding 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.



Washington Update – Drew Voytal

This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources.

Specific topics include 2019 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2019 Medicare Physician Fee Schedule, among a host of other timely issues.



Panel Discussion: The Opioid Crisis – Avoiding the Hall of Doom – Julie Loomis, JD, Bryant Witt, JD, Sharon Cannon, FACMPE;

Moderator: Stephen Dickens, JD, FACMPE

This panel discussion will provide an overview of the history of our opioid laws and where we are now. Followed by a discussion of case examples and how practices can protect themselves. We will also discuss what practices have seen, experienced, and learned.



Juggling Elephants: Getting Your Most Important Things Done – Jones Loflin

Jones offers keen insight on how we seem to be constantly struggling with too much to do. He offers the timely solution of using the blueprint of a circus to help your people get more of the things done that are important to them and your organization. In this humorous and thought-provoking message, Jones shares five key strategies based on proven concepts.

BREAKOUT SESSIONS

Thursday, April 4th, 10:00-11:00am



Maximizing Profitability through Real Estate – Dan Van Eps

In today's economy, maximizing profitability is crucial to staying in business. In addition to increasing production, managing overhead is vital. For most healthcare practices, real estate is typically the second highest expense behind payroll. There are dozens of factors that determine the outcome in every purchase or lease negotiation. A properly or poorly negotiated transaction can impact a practice by tens to hundreds of thousands of dollars over a ten-year period. With this much at stake, it is paramount to maximize every commercial real estate opportunity through essential strategies.



Stark Realities: Practical Stark Law Considerations for Hospital-Owned and Independent Physician Groups

– Patti Cotton, JD and Ian Hennessey, JD

Regulatory enforcement – including Stark Law violations – continues to rise. There's a national push toward value-based and coordinated care. There's even talk of a "regulatory sprint" to actually cut red tape in healthcare regulations. All the while, Stark Law compliance continues to be a vital issue for physician groups. In this breakout session, attendees will learn practical considerations for maintaining Stark Law compliance in both the hospital-owned and independent physician groups to equip medical group managers and administrators to be "Stark Law Superheroes" for their practices.



MACRA – Jackie Boswell, MBA, FACMPE

Many physicians, practice managers, as well as clinical and billing staff feel overwhelmed when it comes to MACRA, the Medicare Access and CHIP Reauthorization Act of 2015. MACRA is a law that reforms the Medicare payment system for physicians. MACRA shifts Medicare to a value based system, tying your Medicare payments to cost and quality performance. This presentation will offer suggestions for implementing the Quality Payment Program in your practice.



Audit Survival Strategies Worthy of Red Capes – Rhonda Buckholtz, CPC, CPMA, CRC, CDEO, CHPSE, CMPE, COPC

Practices today run with fewer resources, and tensions can be high. Audit landscapes are shifting, and practices need to prepare for the new targeted audits. Payer audits can compel practices to return hard-earned money if the right strategy is not utilized. Documentation to meet medical necessity is imperative for success. This session will include an overview of most problematic audit programs and how to respond to an audit.

Thursday, April 4th, 11:30-12:30pm



Culture of Compliance – How to Avoid Having the Government Circus Come to Town

– Scott Mertie, CHFP, CMPE and J.D. Thomas, JD

Compliance has never been more important, no matter the

size of the practice or type of facility. A culture of compliance protects an organization, and is increasingly expected by regulators and government enforcement authorities. Drawing on their decades of healthcare compliance experience, the speakers will focus on what it takes to create a culture of compliance, the risks of not doing so, and what to do if the government comes calling. The program will offer practical tips and take-aways for all types of practices -- from those with robust compliance systems to those just starting out -- and discuss compliance best practices in today's healthcare industry.

Managing Expense, Revenue and Hopefully Profit in Today's Medical Practice

– Cameron Cox, MHA, FACMPE

The goal of this presentation is to discuss approaches to improve revenue such as adding ancillary revenue, collecting more upfront, and continually ensuring that your insurance agreements are at their maximum. With the constant pressure of decreasing reimbursement and high deductible plans, cash flow can quickly become a concern. This session is a forum of ideas to assist in revenue and expense management impacting overall profitability. The presentation will identify effective methods for managing and planning strategically for revenue and expenses.



Intruder Alert: Run, Hide or Fight

– Mark Coffey
We will go over steps to develop an emergency action plan for your practice. Including how to prevent active shooter incidents by recognizing behavioral indicators on the pathway to violence. Time will be spent looking at the history of significant active shooter incidents through expert perspectives.

Taking Drama Out of Practice Improvements Like the Superhero You Are

– Rhonda Buckholtz, CPC, CPMA, CRC, CDEO, CHPSE, CMPE, COPC

Practices run with fewer resources and tensions can be high. Learn how to use lean processes for drilling down to root causes through reporting to take the drama out of emotionally charged and unproductive situations. Understanding the right reports to run can take the drama out of situations and allow you to focus on the data for continual improvements and the crucial buy in you need from key stakeholders.

— Continued

BREAKOUT SESSIONS (continued)

Thursday, April 4th, 2:00-3:00pm

MACRA – Jackie Boswell, MBA, FACMPE (repeat)

Intruder Alert: Run, Hide or Fight – Mark Coffey (repeat)



Top 10 Security Vulnerabilities That Can End Your Practice – John Motazed

The top 10 newest internet threats that put your practice at risk. How could your employees unknowingly cost you \$1000's? New threats including email phishing, ransomware and drive-by web attacks will be discussed. Learn what

procedures to put in place to protect your practice and your patient information. This will be a dynamic interactive session.

Certified Coders to the Rescue – Rhonda Buckholtz, CPC, CPMA, CRC, CDEO, CHPSE, CMPE, COPC

We all know how important our certifications are. But sometimes getting the right information to decision makers is problematic. This session will dissect a solid coding scrubbing program and share the benchmarks, wins and losses. The details are always in the data, and proving how much is to gain can be found in the numbers.

SPEAKER BIOS

Jackie Boswell is an Assistant Vice President with the Medical Practice Services Department at SVMIC. Her background includes over 25 years as a medical management executive including hospital and physician practice administration. She obtained a Bachelor's degree in Computer Information Systems from Murray State University and a Masters Degree in Business Administration from Belmont University. She is a Fellow in the American College of Medical Practice Executives and has served as Finance Chair for MGMA's Financial Management Society and ACMPE Forum Representative for the Tennessee MGMA. Jackie is a member of the Board of Directors and Finance Committee at Three Rivers Hospital in Waverly, Tennessee. She also serves on the United Way Allocations Committee in Humphreys County.

Rhonda Buckholtz has more than 30 years of experience in healthcare, working in the management, reimbursement, billing, and coding sectors, and as an instructor. Buckholtz authors articles for healthcare publications and speaks at national conferences for AAPC, AMA, HIMSS, AAO-HNS, AGA, and ASOA. She is a co-chair for the WEDI ICD-10 Implementation Workgroup, Advanced Payment Models Workgroup, and has provided testimony ongoing for ICD-10 and standardization of data for NCVHS. Buckholtz is on the board of ICD Monitor, and is involved with operational practice optimization for Century Vision Global by providing transformational services and revenue integrity for ophthalmology practices. She was instrumental in developing AAPC's Certified Ophthalmology Professional Coder (COPC™) exam and curriculum, and AAPC's ICD-10 training and curriculum.

Sharon Cannon has been in the medical field for over 25 years, with much of her practice management experience focused in obstetrics & gynecology. She is an active member of the Medical Group Management Association, participating in both national, local and state assemblies. She has a bachelor degree in Healthcare Administration and is a Fellow in the American College of Medical Practice Executives. Her experience is in all aspects of medical practice management and she is currently serving as the TMGMA legislative liaison. Sharon is the administrator for Women's Group of Franklin.

Mark Coffey is the U.S. Department of Homeland Security's (DHS) Protective Security Advisor (PSA) for the Nashville, TN District and has served in this capacity since March 2005. As a Protective Security Advisor, Mr. Coffey is responsible to facilitate the flow of information between DHS and public and private partners involved in the protection of critical infrastructure. Prior to becoming a PSA, Mr. Coffey worked for the Tennessee Governor's Office of Homeland Security as the Senior Regional Advisor for middle Tennessee. Mr. Coffey retired after over twenty-one years as a Special Agent from the U.S. Air Force Office of Special Investigations (AFOSI) in October of 2003. Mr. Coffey has a Master's Degree in Management and Administration of Security and Justice Organizations, a Bachelor degree Management and Human Relations, and is an active member of American Society for Industrial Security.

Patti T. Cotten For over 30 years, Ms. Cotten's practice has concentrated in healthcare law, with a special focus on regulatory issues. She is a partner at London Amburn and co-chairs the firm's Healthcare Compliance, Regulatory Matters, HIPAA, Peer Review, and Managed Care practice group. Ms. Cotten is a member of the Tennessee Bar Association, the Knoxville Bar Association, and the American Health Lawyers Association. She has been awarded the very highest distinction (A.V.) in Martindale-Hubbell's legal ratings. A native of Knoxville, Tennessee, Ms. Cotten graduated from the University of Tennessee with a Bachelor of Science in Communications in 1982 and received her law degree from the University of Tennessee College of Law in 1986.

Cameron Cox is the MacGyver of healthcare business management, and he's a man with a mission: to help medical practices thrive. Once a practice administrator himself, Cam is now the president and CEO of MSOC Health, a leading medical billing and consulting company. Cam is a Fellow of the American College of Medical Practice Executives and holds undergraduate and graduate degrees in Healthcare Administration from the University of North Carolina at Chapel Hill. Never settling for the status quo, he is passionately engaged as an Advocacy Leader for the North Carolina Medical Group Managers Association in the state in which he resides.

Stephen A. Dickens is an attorney with SVMIC where he is the Vice President of Medical Practice Services. He is a published author and frequent speaker at state and national conferences on the topics of operations, strategic planning, leadership, patient experience and human resources. Mr. Dickens has spent the last 24 years working with physicians in various roles including 15 years in medical practice, hospital and home care executive positions before joining SVMIC in 2008. He is a Past Chair of the Medical Group Management Association having served as the first solo chair of MGMA-ACMPE. He is a Past President of the MGMA Financial Management Society, Tennessee MGMA and Tennessee Association for Home Care. He is a Board Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives. In addition, he has previously earned Fellowship in the American College of Healthcare Executives and certification as a Home and Hospice Care Executive by the National Association for Home Care.

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.

Ian P. Hennessey Mr. Hennessey is an attorney with London Amburn and is concentrated on healthcare matters, with a focus on mergers and acquisitions, corporate law, regulatory issues, and employment law, as well as medical malpractice and long-term care defense. He currently serves in leadership for the Tennessee Bar Association Health Law Section. Mr. Hennessey graduated from Vanderbilt University with a bachelor's degree in 2004 and received his law degree from the University of Tennessee College of Law in 2007. He is a member of the Tennessee Bar Association and the Knoxville Bar Association, Hamilton Burnett American Inns of Court.

Jones Loflin has made it his life's work to deliver powerful ideas and practical solutions to individuals and organizations struggling with too much to do. His books are described as "illuminating" and his presentations as "unforgettable." In his 24 years as a speaker and trainer he has helped countless people regain confidence in their ability to achieve greater success in work and life. Prior to becoming an internationally-recognized speaker, Jones was an educator. His past work includes serving as the "Trainer of Trainers" for the best-selling book, *Who Moved My Cheese?* Jones is grateful for every opportunity to work with individuals and organizations seeking better results. He lives in North Carolina with his wonderful wife Lisa and their two daughters.

Julie Loomis is Assistant Vice President of Risk Education for State Volunteer Mutual Insurance Company where she develops educational programs and assists policyholders and staff with risk management issues. Ms. Loomis is a member of the Tennessee Bar Association and the American Society of Healthcare Risk Managers (ASHRM). She recently contributed to ASHRM's Medication Safety Pearls. She serves on the Risk Management/Patient Safety section of the Medical Professional Liability Association. Ms. Loomis is a speaker on risk management and professional liability topics at medical professional association meetings, medical schools and residency programs, and industry seminars.

Scott Mertie leads Kraft Healthcare Consulting, LLC, an affiliate of KraftCPAs PLLC. With more than 25 years of experience in the healthcare industry, Scott consults on various areas involving third-party reimbursement, operations, and compliance for clients throughout the United States. Additionally, Scott provides expert reports and testimony for healthcare-related litigation engagements. His clients include hospitals, long-term care facilities, physicians, and other providers, as well as law firms. Scott has also partnered with the American Institute of Healthcare Compliance to develop and instruct a Medicare/Medicaid cost reporting boot camp and certification of Certified Cost Reporting Specialist. His previous experience includes working for a Nashville-based hospital management company, Nashville hospital system, and other CPA firms.

John Motazed is a leading expert in disaster recovery and has been recognized by Fox Business, NPR, PBS, CRN, FedEx and the Missouri Health Information Technology Assistance Center for his expertise and swift response during the May 2011 tornado that devastated Joplin, MO. John has co-authored a best-seller, "Under Attack", which discusses cybersecurity and the precautions you can take to protect yourself. John is president of SNC Squared. SNC Squared was accepted in the 2012 and 2013 Edition of Inc. 500|5000 Magazine for being one of the fastest growing companies in the nation. John resides in Joplin, MO.

Anne Pontius is Sr. Medical Practice Consultant with Medical Practice Services of SVMIC. Prior to joining SVMIC in 2008, Anne was President and Founder of Laboratory Compliance Consultants for over 20 years. In that capacity, she worked around the country with hundreds of physicians in private practice and several academic medical centers. Anne has a BS degree in Medical Technology and a Masters in Business Administration. She is certified in Healthcare Compliance from HCCA. After achieving her Certification as a Medical Practice Executive, she went on to become a Fellow in the American College of Medical Practice Executives.

Tracy Spears is the Founder of the Exceptional Leaders Lab. She specializes in developing leaders, inspiring teamwork, and enhancing inter-office communications. The innovative content in her keynote speeches and workshops is taken directly from her best-selling books, "What Exceptional Leaders Know" and "The Exceptional Leaders Playbook". Her energetic and interactive approach has helped leaders and aspiring leaders all over the world improve their leadership skills, their communication, and their understanding of how people and organizations succeed. Tracy is a graduate of the University of Oklahoma and an accomplished athlete who was a member of the U.S. National Softball Team. Tracy is a member of the National Speakers Association and one of the highest rated leadership, diversity & inclusion, and team development coaches in America.

J.D. Thomas is a partner in Waller's Government Investigations, Healthcare, and Litigation practice groups. He represents and advises companies and individuals in a broad array of criminal, civil, and regulatory matters, with a focus on government investigations and prosecutions, *qui tam* and False Claims Act defense, government enforcement actions, and other sensitive and non-routine legal matters. Prior to joining Waller, J.D. served as an Assistant United States Attorney with the United States Attorney's Office for the Middle District of Tennessee. In the role of AUSA, J.D. investigated and prosecuted numerous actions brought under the False Claims Act, the Anti-Kickback Statute and the Stark Law, among others. He served as the lead attorney for the United States in a number of notable cases, including the largest civil False Claims Act recovery in the Middle District of Tennessee and the State of Tennessee, the largest in-patient short stay settlement ever obtained under the False Claims Act and one of the largest grant fraud settlements. J.D. graduated from Vassar College with a Bachelor of Science in Political Science in 1998 and received his law degree from the University of Virginia School of Law in 2004.

Dan Van Eps is the Chief Operating Officer for Carr Healthcare Realty, a national provider of commercial real estate services for healthcare tenants and buyers. Dan speaks across the country providing information on real estate transactions, including lease renewals, expansions, relocations, startup offices, purchases, and practice transitions. Dan has over 27 years of experience in senior management and business ownership.

Drew Voytal serves as an Associate Director for MGMA Government Affairs in Washington DC. In his primary role as a Government Affairs member liaison, he works to inform membership of the federal rules and regulations impacting medical group practices around the country. He works closely with MGMA state affiliate chapters to organize grassroots efforts and is a frequent speaker at state and national meetings. Drew works to create learning resources for both MGMA members as well as members of congress and administration officials. He holds a Master of Public Administration with a Healthcare Administration focus, and a bachelor's degree in Political Science, both from Western Michigan University.

Bryant Witt has extensive experience in all aspects of the representation of hospitals, physicians, and other health care organizations. He has also handled many complex regulatory issues. Bryant has substantial trial experience defending health care entities in professional liability matters and business litigation. He served as leader of his former law firm's health care practice group. Mr. Witt graduated from the Cecil C. Humphreys School of Law, University of Memphis in 1996 and Rhodes College in 1991.

CONFERENCE INFORMATION

CONFERENCE FEES

	<u>By 03/15/19</u>	<u>After 03/15/19</u>
Active Member	\$259	\$299
AAPC Member	\$259	\$299
Affiliate Member	\$459	\$499
Pre-Conference Workshop*	\$50	\$50
<i>(*Registered attendees only; Pre-registration required; Space is limited to 40)</i>		
Non-Member	\$459	\$499

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.

LOCATION

The Westin

Chattanooga, TN

Call 1-866-912-1083 by March 4, 2019 to receive group room rates. Our group code is: TAMTAAK



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.



The program has the prior approval of AAPC for 13.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

CANCELLATION POLICY

Cancellations received prior to March 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 tmgma.com***



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