

# VISION 2020

April 29 - May 1, 2020  
Franklin Marriott  
Cool Springs



**MGMA**<sup>®</sup>  
TENNESSEE

## TENNESSEE MGMA SPRING CONFERENCE

# VISION 2020

April 29 – May 1, 2020 | Franklin Marriott Cool Springs  
Conference Agenda

### Wednesday, April 29th

8:00-5:00pm

Registration

8:30-11:30am

Preconference Workshops (Pre-registration and Fee Required):

- **ACMPE Prep Course & Mock Exam Workshop** – DeAnna Brown & Cristian Lieneck
- **Reinventing Yourself – Leadership Starts with You** – Iris Grimm

12:00-1:00pm

Networking Lunch

1:00-2:45pm

General Session: **Hindsight + Foresight = Vision2020** – Iris Grimm

2:45-3:30pm

Networking Break with Exhibitors

3:30-5:00pm

General Session: **Connecting the Workplace and Life through F.U.N.!** – Paul Long

5:00-6:30pm

Networking Reception

### Thursday, April 30th

7:30-8:30am

Breakfast with Exhibitors

7:30-8:30am

First Time Attendee Breakfast

8:30-9:45am

General Session: **Leading with Superior Communication from the Executive Level** – Susan Childs

10:00-11:00am

Breakout Sessions

- **Washington Update** – Claire Ernst
- **How Courageous Leadership Builds Trust** – Sabrina Moon
- **Emotional Intelligence and Revenue Cycle** – Susan Childs

11:00-11:30am

Networking Break with Exhibitors

11:30-12:30pm

Breakout Sessions

- **Is Time Really Up? The Response of the Healthcare Industry to #MeToo** – Patti Cotten
- **Washington Update (repeat)** – Claire Ernst
- **Emotional Intelligence and Revenue Cycle (repeat)** – Susan Childs

12:30-1:30pm

Lunch with Exhibitors

1:30-2:00pm

Tennessee MGMA Committee Reports and Updates

2:00-3:00pm

Breakout Sessions

- **How to Create the TEAM for Value Based Reimbursement** – Tracy Bird
- **How Courageous Leadership Builds Trust (repeat)** – Sabrina Moon
- **Is Time Really Up? The Response of the Healthcare Industry to #MeToo (repeat)** – Patti Cotten

3:00-3:45pm

Dessert Break with Exhibitors

3:45-5:15pm

General Session: **911 Rescue This Practice!**

6:00-9:30pm

Reception and Dinner

### Friday, May 1st

7:30-8:30am

Breakfast with Exhibitors

8:30-9:45am

General Session: **Victimless Leadership** – Liz Jazwicz

9:45-10:15am

Networking Break with Exhibitors

10:15-11:30am

General Session: **Diversity in the Workplace** – Ronald Harris

# PRECONFERENCE WORKSHOPS



## ACMPE Prep Course & Mock Exam Workshop

- DeAnna Brown, FACMPE, CPC & Cristian Lieneck, PhD, FACMPE, FACHE

This session will review CMPE/FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for

the Certified Medical Practice Executive (CMPE) exam. Participants will then take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.



## Reinventing Yourself – Leadership Starts with You

- Iris Grimm

Thriving in the demanding healthcare environment requires constant adjustment and personal growth. Otherwise, healthcare professionals can easily get overwhelmed, stay frustrated, burn out, or underperform. In this workshop, Iris will share with your audience proven, scientifically researched and concrete tools and practices that guarantee greater personal well-being and performance. She will inspire you with the message, "Joy is the by-product of growth. If we don't grow, we fall behind. It is time to focus on yourself so that you can also be a better leader for others."

# GENERAL SESSIONS

## Hindsight + Foresight = Vision2020

- Iris Grimm  
In healthcare as in life, we create a better vision of the future when we combine the wisdom from the past with our desires. In this general session, let's explore lessons and skills that you want to keep your eye on so that your vision turns into reality.



## Connecting the Workplace and Life through F.U.N.

- Paul Long

Two grown men, cat wrestling singlets and a social experiment. Paul Long leveraged his concept of Fundamism to become the Kansas City Royals' 2016 Fan of the Year while inspiring his employees, organization and an entire city! Paul's philosophy of Fundamism is a deliberate approach to happiness in the workplace, can be applied by anyone and is certain to move your team in the direction you desire. Based on the core principle of F.U.N., this experience will allow your team to explore their Foundation, Understanding of Others and help identify Next Steps in maximizing their overall effectiveness at work and in life. Laugh, learn and actively engage with your team while Paul coaches you through principles that help improve employee engagement, maximize productivity, provide memorable customer experiences and create a more F.U.N. work environment! This session will provoke thought while leaving you with a strong understanding of specific actions to help improve your personal work environment.



## Victimless Leadership

- Liz Jazwicz

You've moved your team, they have gotten some results, and yet now things have stalled, what happens next? How do you raise the bar for you and your team? In this session Liz Jazwicz will reveal the lessons she learned about becoming a leader in difficult times. The participants will benefit from her perspective of healthcare management and what guidance, mentoring and direction is needed from all leaders in order to achieve results and bring the team to the next level. Eliminating victim mentality at all levels of the organization begins the discussion. Then she swings into the heart of the matter, accountability. Liz's extraordinary message will touch the leader in all of us as she talks about the tough subjects of changing behaviors, the myth of buy-in and managing morale. Using effective tools and her notorious humor, Liz will provide great take-aways on techniques to improve responsibility and effective practices in creating organizational accountability.



## Diversity in the Workplace

- Ronald Harris

Generational Diversity simply means having people of a wide range of different ages represented in the office. Ron will go over each generation and explain benefits and challenges of employing different generations in the workplace.



## Leading with Superior Communication from the Executive Level

- Susan Childs

As executive and leader, your communications have impact and count tenfold each and every time you relay information to peers and co-workers. This session explores the plethora of communication venues and several proven techniques and approaches that achieve trust and improved work performance. Methods spanning "one on ones" to general staff meetings are discussed. The goal is to relay vision, establish boundaries and build bridges. We will discuss how to establish and convey your value and relay priorities that engage administrators and managers.

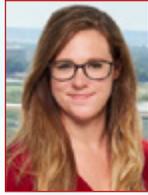
## 911 Rescue This Practice!

This session is designed to engage participants with thought-provoking real-life scenarios depicting disaster within the practice walls. Participants will work together collaborating their ideas to resolve the practice issues and set the future course for a successful practice outcome. Join your colleagues, compare your strategies to others and see who will turn the practice around for the most success.



# BREAKOUT SESSIONS

10:00-11:00am



## **Washington Update** - Claire Ernst, JD

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 2020 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2020 Medicare Physician Fee Schedule, among a host of other timely issues.



## **How Courageous Leadership Builds Trust** -

Sabrina Moon

Courageous leadership isn't something we are simply born with, it's a set of skills that are teachable, observable, and measurable. Learn about the 4 skills of courage and how to build and operationalize trust in your workplace from Sabrina Moon, one of Dr. Brené Brown's Certified

Dare to Lead™ Facilitators. Learn how Sabrina used techniques, during the midst of a struggling business transformation, that re-built trust with a team who was resistant to change.

## **Emotional Intelligence and Revenue Cycle** -

Susan Childs, FACMPE

Your awareness and emotional intelligence are relayed with every communication, interaction and exchange with staff, providers and patients. We demonstrate how gained knowledge blended with Emotional Intelligence can help design creative and compassionate methods that improve our revenue cycle. We explore EI and how to initiate staff and patient engagement with financial responsibility.

**Tracy Bird, FACMPE, CPC, CPMA, CEMC, CPC-I** has over 40 years' healthcare management experience in various specialties in the areas of practice operations, revenue cycle management, coding, documentation, staff training, communications, policy and procedure development, and workflow redesign around value-based reimbursement. She is an ACMPE Fellow with MGMA, a Certified Professional Coder (CPC), a Certified Professional Medical Auditor (CMPA), a Certified Evaluation and Management Auditor (CEMC) a Certified Professional Medical Coding Curriculum instructor (CPC-I). Tracy is co-founder and past president of the NE Kansas Chapter of AAPC, a past president of MGMA-GKC, is the ACMPE Forum Rep for Kansas, MGMA-Northwest Missouri, and MGMA-Greater Kansas City, and the Chair of the Certification Commission for National MGMA.

**DeAnna Brown, FACMPE, CPC** is an experienced Practice Manager with a demonstrated history of working in the health wellness and fitness industry. Skilled in Healthcare Consulting, Disease Management, Budgeting, Operations Management, and Coaching. DeAnna has been the Practice Manager for Tennessee Valley Urology Center since 2002. She has served in numerous leadership roles including Past President of TMGMA, TMGMA Legislative Liaison, President of Cleveland MGMA, and MGMA State Liaison.

11:30-12:30pm



## **Is Time Really Up? The Response of the Healthcare Industry to #MeToo** -

Patti Cotten

A review of the start of #Time'sUp and #MeToo in healthcare and the industry's response, from the NIHA "listening session" to the Michigan Medicine investigation into sexual harassment. In this session, we will discuss

what Tennessee healthcare employers need to know and how best to navigate today's rapidly changing environment.

## **Washington Update (repeat)** - Claire Ernst, JD

## **Emotional Intelligence and Revenue Cycle (repeat)** - Susan Childs, FACMPE

2:00-3:00pm



## **How to Create the TEAM for Value Based**

**Reimbursement** - Tracy Bird, FACMPE, CPC, CPMA, CEMC, CPC-I

All practices have had to work on re-designing workflow for success under value-based healthcare. The role of the practice manager/administrator is to direct the change and influence the attitudes and behaviors of staff to create

a culture open to change. It begins with a strategy to motivate the TEAM of champions in every area of the office. This session will provide tips for workflow re-design that includes creating a culture of accountability, lean processes, choosing quality measures that result in improved patient outcomes, clinical documentation improvement that demonstrates the complexity of your patient population and finding ways to use technology to improve overall performance.

## **How Courageous Leadership Builds Trust (repeat)** - Sabrina Moon

## **Is Time Really Up? The Response of the**

**Healthcare Industry to #MeToo (repeat)** - Patti Cotten

# SPEAKER BIOS

**Susan Childs, FACMPE** is the Founder of Evolution Healthcare and Board-Certified Fellow. Susan's trusted professionalism and proven approaches help practices create a conscious professionalism that invites self-awareness and encourage high performance teams. Her experiences cover Operations, Personnel, Front Desk Collections, Communication/Customer Service Workshops, Revenue Cycle, New Practice Set Up and Physician Wellness. Ms. Childs is a national presenter and co-author for groups such as: MGMA, AAP, ACC, AAOE, AOA, Greenbranch Publishing, and AMA.

**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.

**Claire Ernst, JD** is an Associate Director of Government Affairs, Claire represents MGMA in Washington DC on a variety of legislative and regulatory issues important to MGMA members. In this role, she helps inform policy makers of the important role group medical practices play in the healthcare system and advocates for their best interests on Capitol Hill. Claire earned a law degree from Suffolk University Law School and a bachelor's degree in psychology and sociology from Franklin & Marshall College.

**Iris Grimm** grew up in East Germany and after the fall of the Berlin Wall in 1989, she moved to West Germany to attend college. After graduating with a degree in Business Management and Communication she had the opportunity to work in Atlanta where she now lives. Iris has been coaching for 18 years. Over the years, she has learned a variety of coaching approaches, techniques, and tools. From a life and an executive coaching certification with Coach University all the way to a Conversational Intelligence certificate, Iris brings her unique tools to expand your skills and toolbox.

**Ronald Harris** is Vice President of Diversity & Inclusion at BlueCross Blue Shield of Tennessee. His role is to cultivate a corporate culture where diversity and inclusion are aligned with the company's corporate strategies and values. He provides strategic leadership and counsel for diversity initiatives within the organization, including diversity awareness training, recruitment, culture competency training, employee development and community outreach. Ronald has served in various management roles at BlueCross for 30 years.

**Liz Jazwiec** has a powerful ability to relate to all levels of an audience with her sincere, engaging delivery. With over 30 years in healthcare leadership, Liz is an authority on leadership, employee engagement and service excellence. Her combination of content and anecdotes make her

thoughts and ideas memorable, while her humor and enthusiasm hold the attention of her audience.

**Cristian H. Lieneck, PhD, FACMPE, FACHE** has over 10 years of experience in the field of healthcare administration with a focus in medical group practice management. Dr. Lieneck has since held healthcare leadership positions in organizations such as the Community Living Assistance Support Services program for the Texas Medicaid-Waiver Program, Austin Radiological Association, as well as serving as the medical group practice administrator of an Austin-based physiatry and pain medicine physician group practice. Dr. Lieneck is an Associate Professor at Texas State University School of Health Administration. He serves as the ACMPE Forum Representation for Texas MGMA.

**Paul Long** travels the world delivering high-content keynotes and training to Fortune 500 companies, government agencies and professional associations. His engaging, inspirational and unbridled energetic style is unlike any speaker you've experienced before. Paul's thought-provoking content, tactical solutions for growth and humor rivals that of a stand-up comedian. His fundamism concept has been proven to reduce attrition, attract great talent, improve patient experience and drive employee engagement.

**Sabrina L. Moon, MEng** is the founder of the Problem-Solving Institute, a management consulting firm based in Tennessee. Before starting her firm, she worked in supervisory and leadership roles for Fortune 500 companies like General Motors, Norfolk Southern Railroad and BNSF Railway. She was chosen by Dr. Brené Brown as one of her global facilitators certified to develop organizations and leaders in the Dare to Lead™ methodology. Sabrina is a devout operations problem solver, change agent and mentor who doesn't shy away from developing people, from all walks of life, in their call to courage.

# CONFERENCE INFORMATION

## CONFERENCE FEES

	<u>By 04/01/20</u>	<u>After 04/01/20</u>
Active Member	\$279	\$299
Pre-Conference Workshop*	\$50	\$50
(*Registered attendees only; Pre-registration required; Space is limited to 40)		
Affiliate Member	\$499	\$529
Non-Member	\$479	\$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

Franklin Marriott Cool Springs, 700 Cool Springs Blvd, Franklin, TN 37067, **book your group rate for TMGMA** or call 615-261-6106. A room rate of \$159/night is available until March 27, 2020 or until our room block is full.





PO Box 380963  
Birmingham, AL 35238

## 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](http://mgma.com).

## CANCELLATION POLICY

Cancellations received prior to April 1, 2020 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](http://tmgma.com)  
or email Rebekah Francis at [rebekahfrancis@att.net](mailto:rebekahfrancis@att.net)**