

TMGMA Fall Conference Path to the Future

September 16-17, 2021
The Westin Chattanooga
Chattanooga, TN

TMGMA[®]
TENNESSEE

TMGMA 2021 Fall Conference

Path to the Future

AGENDA

Thursday, September 16th

- 8:00am Attendee & Exhibitor Registration Open
- 9:00 – 10:00am Opening General Session
The Complexities of Healthcare Management: How to Ensure Success in an Uncertain Future
Rob Followell, MHA
- 10:00 – 10:30am Break with Exhibitors
- 10:30 – 11:45am ***How to Conduct a Practice Assessment to Identify Missed Opportunities in Your Practice***
Valora S. Gurganious, MBA, CHBC
- 11:45 - 12:45pm Networking Lunch and Scholarship Awards
- 1:00 - 2:00pm ***Patients as Consumers – Customers of Healthcare***
Cameron Cox, FACMPE
- 2:00 - 2:30pm Break with Exhibitors
- 2:30 - 3:30pm ***Inside the Hack: How Hackers are Breaking into Networks & How a Ransomware Attack Has Been the Lynch Pin in Hospital and Clinic Closures***
Bruce McCully, CISSP
- 3:30 – 4:00 pm Break with Exhibitors
- 4:00 - 5:00 pm ***Is Value-Based Care Important?***
Joseph B. Sobel, MD, MPH, MBA
- 5:00 - 6:00 pm Networking Reception with Exhibitors

Friday, September 17th

- 7:00 – 7:45am Breakfast with Exhibitors
- 7:45 – 8:15am Annual Business Meeting & State Legislative Update
M. Clark Spoden, Guest Speaker
- 8:15 - 9:15 am ***How to Win the Patient Access Experience***
Nick Recker
- 9:15 - 9:45 am Break with Exhibitors
- 9:45 – 11:00am ***Legal Update and a Lawyer's Perspective on Market Trends***
Amber Arnold
- 11:00 - 12:00 pm ***Every Second Counts***
Ridley Barron
- 12:00 - 12:15 pm Closing Remarks and Prize Drawing

GENERAL SESSION DESCRIPTIONS

The Complexities of Healthcare Management: How to Ensure Success in an Uncertain Future **Rob Followell, MHA**

The strategies of the past, which have served us well, will not be adequate in this ever-changing environment. We must alter our course on this leadership journey be engaging and empowering our communities to join us in accomplishing our sacred mission. In this session, we will explore timeless principles that have guided others to lead through turbulent waters.

How to Conduct a Practice Assessment to Identify Missed Opportunities in Your Practice **Valora S. Gurganious, MBA, CHBC**

In this session Valora will outline how to review relative performance for key performance indicators and use this data to set long-term goals for the practice. Her strategy will include how to optimize patient flow, evaluate a facility to ensure suitability for the needs of patients and providers and discuss ways to improve revenue cycle management.

Patients as Consumers – Customers of Healthcare **Cameron Cox, FACMPE**

Healthcare today has moved from the Paternalistic Model of care to a Facilitative Model of care, where the patient expects to be educated, informed and most importantly involved. All businesses know that it is much easier to “hold onto” customers (patients) rather than trying to attract new ones. This presentation will focus on how these changes can become opportunities for your practice. This presentation will touch upon general marketing approaches, social media and technology.

Inside the Hack: How Hackers are Breaking into Networks & Why a Ransomware Attack Has Been the Lynch Pin in Hospital and Clinic Closures **Bruce McCully, CISSP**

Hundreds of clinics and hospitals nation-wide have gone offline from ransomware attacks. Cyber criminals have honed their targets on healthcare – specifically rural. These attacks have led to decreased quality of care and in some instances, bankruptcies and closures. We have to change our approach in healthcare cybersecurity, data management and disaster preparedness. To beat a hacker you’ve got to start thinking like one. In this talk we will walk through facilities like yours through the lens of a hacker trying to get in.

Is Value-based Care Important?

Joseph B. Sobel, MD, MPH, MBA

Value-based care differs from a fee-for-service or capitated approach, in which providers are paid based on the amount of healthcare services they deliver. The “value” in value-based healthcare is derived from measuring health outcomes against the cost of delivering the outcomes along with increasing provider satisfaction. Dr. Sobel will dive deeper into what we know about value-based care and how it effects your practice.

How to Win the Patient Access Experience

Nick Recker

As an industry, healthcare underestimated the consumer experience for years. Along came channels like Yelp and Google Reviews, and it’s GAME ON ever since! The race to win the trust and loyalty of patients has practices scrambling to modify operations and systems that were fundamentally built to serve doctors, administrators, and insurers. The obvious fix? Stack, download or install any combination of new apps and software promising patient-friendly features and functionalities that “work with what you already use” – and now your practice is managing a myriad of systems resembling Frankenstein and your patients STILL aren’t happy. This session outlines steps for transforming Frankenstein into your patient concierge, making your software, process and systems work together to provide the patient access experience you always intended.

Legal Update and a Lawyer’s Perspective on Market Trends – Amber Arnold

Amber will provide an update on the latest developments to the Stark law and other hot topic legal issues important to practice managers, including a lawyer’s perspective on market trends and private equity investments in physician practices.

Every Second Counts – Ridley Barron

Ridley talks about taking personal tragedy and using it for good. Ridley lost his 17-month-old son, Josh, due to a medication error just five days after losing his wife in a tragic family car accident. These events could have shattered Ridley’s world. Through faith and determination, he chose to use them as a platform for challenging individuals and institutions to put patient safety first. In medical settings, Ridley offers a victim’s perspective on patient safety and offers professional suggestions on how to improve the quality of patient care. His focus is one of hope, healing, and forgiveness for those on both sides of a sentinel event.

MEET OUR SPEAKERS



Amber Arnold brings a unique perspective to Waller's Healthcare Compliance and Operations team. Prior to practicing law, Amber served as a registered nurse for five years and assisted patients in intensive care units and emergency departments in Middle Tennessee hospitals. Amber leverages her "real world" experience as a nurse to provide valuable insight and practical advice to healthcare companies and their investors on a wide range of regulatory compliance and transactional matters. Her experience includes advising both public and privately held healthcare companies on issues ranging from federal and state fraud and abuse and privacy laws to provider contracts and governmental payor matters. Her experience includes assisting clients with Stark and anti-kickback compliance, Medicare billing and reimbursement issues, provider contracts, physician recruitment agreements, and professional and facility licensure.



Valora S. Gurganious, MBA, CHBC serves clients in all medical specialties and provides services related to operations, workflow optimization, compliance, IT, accounting, marketing, and strategic planning. Along with a team of CPAs, JDs and MBAs within DoctorsManagement, she also advises physicians and hospitals on practice valuation, startup, contract negotiation and transition of ownership. Valora works with practice executive leadership to develop and implement strategies to drive revenues, improve operational efficiency, and improve patient satisfaction and retention. Valora's past professional achievements include: 7 years of service as Vice Chair of Finance for a Central Florida health system foundation, COO of an orthopaedic surgical group, and she was recognized as Top Producer and advanced to the position of Senior Vice President with a global investment advisory firm in Boston.



Ridley Barron is an author, internationally known speaker and tireless advocate for patient safety. Carrying the power of personal experience, Ridley approaches the subject of Patient Safety as few can. His unforgettable message of hope, healing, and forgiveness empowers patients, families, clinicians and those impacted by adverse medical events. It leaves a lasting impression and offers challenging improvements in patient safety.



Bruce McCully, CISSP is one of the nation's leaders in network cybersecurity. Committed to educating those outside of the IT industry on security threats and best practices, Bruce engages crowds with his energetic, passionate, and charmingly nerdy demeanor. Through hands on demonstrations, showing how exactly cyber criminals work in the real world, to heartening stories of cyberattacks in rural hospitals and clinics, Bruce involves and inspires audiences.



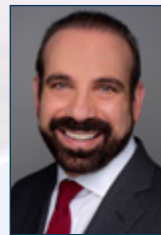
Cameron Cox, MHA, FACMPE is the MacGyver of healthcare business management, and he's a man with a mission: to help medical practices thrive. Once a practice administrator himself, Cam is now the president and CEO of MSOC Health, a leading medical billing and consulting company. Cam is a Fellow of the 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 NC Medical Group Managers Association (NCMGMA) and an active member of MGMA.



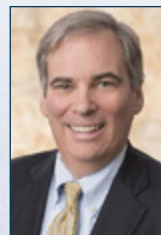
Nick Recker is president of Path Forward, an IT Services group that helps specialty practices get back to the business of healthcare. Nick is an eternal optimist who sees opportunities in all challenges. Based in Cincinnati, Nick speaks to groups across the country.



Rob Followell, MHA is the founder and president of the Followell Company. He has an undergraduate degree in Social Work from the University of Kentucky and a Master's in Health Administration. He worked as a health care executive for 25 years before forming The Followell Company in pursuit of his passion for coaching, mentoring, and teaching servant leadership. He is a certified Coach and Speaker with the John Maxwell Team and is certified in the Marshall Goldsmith Stakeholder Centered Coaching Model. Rob's mission is to equip others to reach their full potential through coaching, teaching, and speaking.



Joseph B. (J.B.) Sobel, M.D., MPH, MBA serves as vice president and chief medical officer of senior products at BlueCross BlueShield of Tennessee. In this role, Dr. Sobel oversees the care management and population health areas, as well as senior products medical reviewers, assuring compliance with Medicare requirements. He also leads the program for Quality Improvement and STARS, a consumer rating system used by the Centers for Medicare & Medicaid Services. He oversees STAR quality efforts for the Dual Eligible Special Needs Plan (DSNP) programs.



M. Clark Spoden is recognized in Tennessee as a Specialist in Civil Trial and Pre-Trial Advocacy as certified by the National Board of Trial Advocacy. He practices in the Business Litigation and Labor & Employment Law service groups and is a Partner at Burr & Forman LLP.

CONFERENCE INFORMATION

CONFERENCE REGISTRATION

	<u>By 08/20/21</u>	<u>After 08/20/21</u>
Active Member	\$199	\$225
Life Member	No Charge	No Charge
Non-Member	\$399	\$425

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
801 Pine Street
Chattanooga, TN 37402

Please visit our website to access the reservation link and make reservations by August 17th to receive our discounted room rate of \$169/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 20, 2021 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.

COVID-19 RESPONSE

The health and safety of our attendees, exhibitors, members, and industry colleagues are of the utmost importance to us. TMGMA is working very closely with The Westin Chattanooga to ensure a safe and clean environment. The Westin has implemented a comprehensive COVID-19 plan which includes following CDC guidelines along with additional cleaning and staff training. Attendees can check-in remotely using the Bonvoy app. Event protocols will be in place to continue to help combat this public health threat. Everyone is encouraged to follow the most conservative guidelines available from leading global and local health authorities, these guidelines include social distancing, wearing a mask, frequent hand washing, covering coughs and sneezes, and staying home when appropriate or when sick. Please refer to TMGMA's website for further details relative to COVID-19 Response which includes links to the CDC Guidelines, The Westin Chattanooga's Travel Guidance Practices, and the Hamilton County's COVID-19 information.



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