

GOT DIRECTIONS?

BECOMING LEADERS OF CHANGE



TMGMA 2021 Spring Conference
April 14-16, 2021
Park Vista Hotel | Gatlinburg, TN

MGMA[®]
TENNESSEE

TENNESSEE MGMA SPRING CONFERENCE

April 14 – 16, 2021

The Park Vista - a Doubletree by Hilton | Gatlinburg

CONFERENCE AGENDA

Wednesday, April 14th

- 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: Road Trip of Change – Enjoy the Journey!** – 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 15th

- 7:30-8:30am **Breakfast with Exhibitors**
- 8:30-9:45am **General Session: Inspirational Leadership in Challenging Times** – Craig B. Whelden
- 10:00-11:00am **General Session: Dust Off Your OIG Compliance Manual, Needed Now More Than Ever!**
– Anne Pontius
- 11:00-11:30am **Networking Break with Exhibitors**
- 11:30-12:30pm **General Session: Best Practices for Presenting Financial Information to Physicians**
– D. Maddox Casey
- 12:30-1:30pm **Lunch with Exhibitors**
- 1:30-2:00pm Tennessee MGMA Committee Reports and Updates
- 2:00-3:00pm **General Session: Biden Time: New Employment Law Considerations under a New Administration?** – Ian Hennessey
- 3:00-3:45pm **Dessert Break with Exhibitors**
- 3:45-5:15pm **General Session: 911 Rescue This Practice!** – Rob Ferre
- 6:00-9:30pm **Reception and Dinner**

Friday, April 16th

- 7:30-8:30am **Breakfast with Exhibitors**
- 8:30-9:45am **General Session: Adaptive Leadership...Managing and Supporting Your Team During Uncertain Times** – Liz Jazwiec
- 9:45-10:15am **Networking Break with Exhibitors**
- 10:15-11:30am **General Session: If Not You, Who?**
How to Crack the Code of Employee Disengagement in Healthcare – Jill Christensen

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, time-lines, 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

Road Trip of Change – Enjoy the Journey! – Iris Grimm

Change is a constant companion on our road trip of life and work. When we are prepared and conditioned, the trip can be exciting and rewarding. When we feel overwhelmed or fearful, change can paralyze us. In this general session, you will explore the mindset, the skills, and the vehicle that you need to have on your trip to make the journey enjoyable.



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.



Inspirational Leadership in Challenging Times – Craig B. Whelden

Largely drawn from his award winning, best-selling book, *Leadership: The Art of Inspiring People to Be Their Best*, Craig passes on decades of leadership and life lessons – both good and bad – told in a compelling and sometimes very personal way. A “master story-teller”, thousands around the world have heard his inspirational message.



Dust Off Your OIG Compliance Manual, Needed Now More Than Ever! – Anne Pontius, FACMPE

Follow the money ... where the government gives money ... so goes the OIG after it. The OIG hasn’t wasted any time putting on its Work Plan efforts to ensure money doled out for COVID-19 purposes was done so for the intended purposes. This session will review the seven core elements of an “Effective Compliance Plan.” Ideas will be shared on actions to take that will parallel with the OIG’s investigations and audit efforts. There will be a review of the Fraud, Waste and Abuse laws, including Stark and Anti-kickback.



Best Practices for Presenting Financial Information to Physicians

– D. Maddox Casey, CPA

Understanding and delivery of financial information is only one aspect of managing your practice. But done well, it offers you a significant advantage and the ability to command the respect of your physicians. This session will illustrate how to tailor financial information to the interests of your doctors and how best to communicate it.



Biden Time: New Employment Law Considerations under a New Administration?

– Ian Hennessey

At the beginning of 2021, we find ourselves in the midst of a global pandemic along with a new administration in Washington. In this session, we will cover key practical insights on employment laws that have emerged in response to COVID-19 as well as legislative and regulatory updates from the Biden Administration. Topics are likely to include FFCRA, EFMLA, employee vaccination requirements, telework accommodations under the ADA, wage and hour updates, and the Tennessee Pregnant Workers Fairness Act, among others.



911 Rescue This Practice! – Rob Ferre

Emcee and host Rob Ferre leads this session 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.



Adaptive Leadership...Managing and Supporting Your Team During Uncertain Times – Liz Jazwiec

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 Jazwiec 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.



If Not You, Who? How to Crack the Code of Employee Disengagement in Healthcare

– Jill Christensen

The best way to drive clinical excellence, improve the patient experience, and ensure their return if they need care again is to ensure your employees are engaged. When you create an engaging work experience in healthcare, it improves patient satisfaction and quality of care outcomes. Currently, however, this is a challenge for many U.S. healthcare providers as 56% of healthcare workers are disengaged and 43% of these disengaged workers are seeking other employment options. How do you inspire healthcare employees to get off the sidelines and get into the game? Jill shares a proven strategy to turn disengaged workers into a unified high-performing team, resulting in increased patient satisfaction, employee productivity and retention, profits, and government reimbursements.



SPEAKER BIOS

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.

A former Fortune 500 Internal Communications business executive with a Six Sigma Green Belt, **Jill Christensen** understands how organizations operate, and what they need to do differently to attract, retain, and engage employees. Thanks to her status as a Top 101 Employee Engagement Influencer, Jill has worked in 21 industries, partnering with the best and brightest leaders around the world to improve productivity, retention, customer satisfaction, and revenue growth by re-engaging employees.

Rob Ferre is an entertainer, speaker, game show host and Master of Ceremonies from Salt Lake City, Utah. He is an expert in gamification, initiative leadership, business relationships and interactive entertainment! Rob founded his company Life of the Party Entertainment in 2007 after spending 3 years in the family entertainment capital of the world, Orlando Florida. Where he worked for Disney, Universal and Nickelodeon. His entertainment company was awarded Best of State for Event DJ services. He has presented and entertained for business professionals throughout the country.

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.

Ian P. Hennessey is a shareholder at London Amburn, a law firm dedicated to delivering client-driven legal services to its healthcare clients. The focus of Mr. Hennessey's practice is health law, including corporate and business matters, mergers and acquisitions, employment law, and healthcare regulatory matters. He graduated Vanderbilt University in 2004 and the University of Tennessee College of Law in 2007, and is admitted to practice law in both Tennessee and Georgia. He is a member of the Tennessee Bar Association, the State Bar of Georgia, the Knoxville Bar Association, and the American Health Law Association.

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.

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. 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.

Maddox Casey is a Member of Warren Averett and the practice leader for the Firm's Healthcare Division. His team serves over 650 physician clients across the Southeast. Maddox helps physicians increase and maintain profitability in the turbulent times of healthcare regulations. He is a firm believer that through proper planning and education of current policies, he can help his clients thrive. Maddox is a frequent speaker for medical organizations across the country.

Anne Pontius is a Sr. Medical Practice Consultant at SVMIC. Her specialty areas include operational efficiency, strategic planning, and regulatory compliance associated with Fraud, Waste and Abuse laws; CLIA; OSHA; and HIPAA. Ms. Pontius has over 40 years of experience in healthcare starting out as a phlebotomist while doing her Medical Technology internship. She went on to get her Master's in Business Administration then a Fellowship with ACMPE and is certified in Health Care Compliance. She has served on several editorial advisory boards and is a professional speaker on several healthcare and physician office business topics.

Major General Craig B. Whelden, U.S. Army (retired) began his leadership journey as an Eagle Scout at age 14. Thirty years later, he was the youngest General in the United States Army. Combined with another nine years as a member of the Senior Executive Service (SES) with the U.S. Marine Corps, he has led thousands of Soldiers, Sailors, Marines, and Civilians... while serving 10 years in Europe and another 12 in the Pacific. In 2011, he was inducted into the Purdue University Tri-Service ROTC Hall of Fame. In March 2019, he published **Leadership: The Art of Inspiring People to Be Their Best**, winning three national book awards and attaining #1 international bestseller status on Amazon.

CONFERENCE INFORMATION

CONFERENCE FEES

	<u>By 04/01/21</u>	<u>After 04/01/21</u>
Active Member	\$279	\$299
Pre-Conference Workshop*	\$50	\$50
<i>(*Registered attendees only; Pre-registration required; Space is limited to 40)</i>		
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

The Park Vista – a Doubletree by Hilton, 705 Cherokee Orchard Road, Gatlinburg, TN 37738, [book your group rate for TMGMA](#) or call 866-238-4218 and use group code **TMG**. A room rate of \$132/night is available until March 14, 2021 or until our room block is full.



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.

CANCELLATION POLICY

Cancellations received prior to April 1, 2021 are subject to a \$150.00 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 Park Vista to ensure a safe and clean environment. The Park Vista 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 Hilton 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 Park Vista's Coronavirus Safety Practices, and the City of Sevierville for Sevier County's COVID-19 information.



For additional information and to register, please visit our website at tmgma.com or email Rebekah Francis at rebekahfrancis@att.net