



TMGMA Fall Conference Path to the Future

September 22-23, 2022
Knoxville Marriott Downtown

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TENNESSEE

TMGMA 2022 Fall Conference

Path to the Future

AGENDA

Thursday, September 22nd

7:00am	Registration Open
7:00 - 8:00am	Continental Breakfast
8:00 - 9:15am	Opening General <i>Things You Don't Know You Don't Know: Customized Business Intelligence for Medical Practices</i> Nate Moore, CPA, MBA, FACMPE
9:15 - 10:45am	Specialty Breakout Sessions
10:45 - 11:15am	Break with Exhibitors
11:15 - 12:30pm	<i>Flip the Script: Honing Habits to Radically Increase Personal Leadership, Productivity & Potential</i> Coyte Cooper, Ph.D.
12:30 - 1:30pm	Networking Lunch
12:45 - 1:30pm	<i>State Legislative Update</i> A. Yarnell Beatty, J.D.
1:45 - 2:45pm	<i>Recruitment Strategy: How to Find Candidates for Any Role</i> Mary Beth Meadows
2:45 - 3:15pm	Break with Exhibitors
3:15 - 4:15pm	<i>Physicians and the Great Resignation</i> Kurt Mosley
4:30 - 5:30 pm	<i>Quick Wins Using Robotic Process Automation</i> Andrew Woughter
5:30 - 6:30 pm	Networking Reception with Exhibitors

Friday, September 23rd

7:00 - 7:45am	Breakfast with Exhibitors
7:45 - 8:15am	Annual Business Meeting
8:15 - 9:15am	<i>Physician Employment Options and Compensation Considerations</i> Michael Cash, MHSA, FACMPE
9:15 - 9:45am	Break with Exhibitors
9:45 - 10:45am	<i>Should a physician practice stay independent, merge with another practice or sell -- what are the options?</i> Howard Bogard, J.D.
11:00 - 12:00 pm	<i>From A-ha to TA-DA! Unleash your magical potential by busting through your hidden self-deceptions</i> Steve Haffner
12:00 - 12:15 pm	Closing Remarks and Prize Drawing

GENERAL SESSION DESCRIPTIONS

Things You Don't Know You Don't Know: Customized Business Intelligence for Medical Practices

Nate Moore, CPA, MBA, FACMPE

How much have your practice management system reports changed in the past ten or twenty years? How much has your practice changed in just the past year? Seeing charges, payments, and adjustments is interesting, but understanding what is driving charges, payments, and adjustments in your practice is essential. What metrics are savvy practices reviewing today? How does the way your practice schedules appointments drive financial results? Are there better ways to measure productivity, track denials, or chase appeals? What critical information are you entering into your electronic medical records but struggling to retrieve efficiently? If practice management reports are weak, typically clinical data is even harder to gather and analyze. Watch examples of how practices are achieving better outcomes by mining and organizing clinical data. You will see examples of care management, quality metrics, and medical decision making. Join an interactive conversation about advanced, customized reporting for medical practices that will change the way you see your practice. Plan on a discussion with attendees rather than simply listening to a lecture. Discover what issues your peers are facing and what they report. Walk away with idea after idea on how to better use data in your practice.

Specialty Breakout Sessions

Join practice managers and administrators from your specialty to problem solve, share ideas, exchange information and network. Specialties will include multi-specialty, orthopedics, pediatrics, primary care, and practices with 1-5 physicians.

Flip the Script: Honing Habits to Radically Increase Personal Leadership, Productivity & Potential **Coyte Cooper, Ph.D.**

This keynote talk is designed to introduce four simple, profound habits that proactive professionals can implement to radically enhance their personal leadership, productivity and potential. It outlines a unique process to “flip the script” on common barriers (e.g., distractions, low energy, self-doubt) so members can be more balanced, focused, ENERGIZED, motivated, passionate and intentional on a consistent daily basis.

State Legislative Update – A. Yarnell Beatty, J.D.

During our lunch session, Mr. Beatty will review the legislative issues that will have an impact on the healthcare industry in our state.

Recruitment Strategy: How to Find Candidates for Any Role – Mary Beth Meadows

Recruitment is a life blood of business health, helping you find the best people to grow your company. Every company can learn to thrive if they know the proper steps to take when hiring to build the best team. Join Mary Beth Meadows as she goes over her recruitment best practices. With almost 30 years of experience in HR, she understands the essential steps companies can take to be confident in their staff. She'll cover the basics of finding candidates, interviewing, and following up to help companies (and their new staff) have the best experience possible.

Physicians and the Great Resignation – Kurt Mosley

Even prior to the pandemic, many physicians were experiencing burnout and reassessing their careers. The pandemic has only added accelerant to this trend. How should hospitals, medical groups and other healthcare organizations respond to the current malaise affecting many of their key care providers? What can they do to ensure the effective recruitment and retention of physicians in today's uniquely challenging market? We will focus on best practices for recruiting and retaining physicians, using real world examples and data regarding the latest physician salary, signing bonus and other incentives health facilities are using to attract physicians. It also illustrates how the healthcare facilities can structure practice opportunities to both recruit and retain today's physicians.

Quick Wins Using Robotic Process Automation **Andrew Woughter**

Robotic Process Automation (RPA) has become an ever more popular technology in healthcare to address challenges and improve efficiency, however there is still a high failure rate in many of the attempts to deploy RPA. We will review some of the most common pitfalls Healthcare organizations make when deploying RPA. We will also focus on how you can achieve quick wins and deploy successful automation in just a few weeks rather than months. We will discuss specific applications of RPA with real examples of what other organizations have achieved.

Physician Employment Options and Compensation Considerations – Michael Cash, MHSA, FACMPE

This presentation reviews the opportunities and challenges in physician private practice and hospital employment. It addresses compensation models, types of practices, and operational issues for private practice and hospital employment.

Should a physician practice stay independent, merge with another practice or sell -- what are the options?

Howard Bogard, J.D.

Physicians in private practice face numerous challenges in the current healthcare environment, including decreasing reimbursement, increased administrative and regulatory burden and staffing shortages. Aligning with a hospital, insurer or private equity firm may address some of these challenges, but also present a host of additional concerns. This session will discuss the various options for physician practices to remain independent in the changing health care environment. We will also discuss various integration strategies from hospital alignment to a sale to private equity.

From A-ha to TA-DA! Unleash your magical potential by busting through your hidden self-deceptions

Steve Haffner

Each of us has amazing performance potential but to reach it we must recognize and break through the hidden illusions that are barriers to our success. In this motivational and entertaining program, learn from a former professional magician how to achieve "Ta-da!" self-improvements by recognizing and overcoming the false beliefs and stories that can trick us into negativity, fear and settling for the status quo.

MEET OUR SPEAKERS



A. Yarnell Beatty, J.D. joined the Tennessee Medical Association (TMA) in 2001 and serves as Senior Vice President and General Counsel of Advocacy. 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. Mr. Beatty holds a B.A. degree from Vanderbilt University and law degree from Emory University School of Law.



Coyte Cooper, Ph.D. is a bestselling author, international speaker and executive coach who is one of the premier experts in the area of personal leadership and maximizing performance. A former NCAA Division I All-American, TEDx Speaker, college professor

and the CEO of Flip the Script, Dr. Cooper has worked closely with thousands of proactive professionals the past few years to develop a unique transformational system that helps audience members radically enhance their clarity, focus, ENERGY, motivation, passion and results on a consistent daily basis.



Howard E. Bogard, J.D. is a partner at Burr Forman LLP and serves as the firm's Health Care Practice Group Leader and HIPAA Privacy Officer. Howard loves the challenges that health care law brings and the impact the field can have on society in general. He is the current President of the Alabama Bar Health

Law section and is a regular writer for the *Birmingham Medical News*. Howard is also a frequent speaker on various health care topics both locally and nationally. Howard earned his J.D. from the Emory University School of Law and his B.S. from the University of Florida.



Steve Haffner is a professional speaker and decision performance specialist. He helps audiences elevate their thinking and decision making through strategies for overcoming the subconscious illusions that become barriers to successful performance. His multifaceted

career started with 30 years in the corporate arena as a programmer, systems engineer, executive and business analyst for companies such as EDS, Mercer, Humana, and others. In 2011 Steve launched and developed his own business as a magician, mentalist and speaker. He presents entertaining keynote and workshop programs to associations and businesses throughout the U.S.



Michael Cash, MHA, FACMPE is a Senior Medical Practice Consultant. He graduated from the University of Arkansas at Little Rock with a Master's degree in Health Services Administration. He completed an Administrative Fellowship at Staten Island University Hospital. Prior to joining SVMIC in 2016, Michael worked

for Washington Regional Medical Center in Fayetteville, AR as the Director of Clinic Operations. Michael also worked for an independent physician group, Medical Associates of NWA, and performed duties as an Analyst, Clinic Director, and Radiology Director. Michael is a Fellow in the American College of Medical Practice Executives and a Past President of the Arkansas Medical Group Management Association.



Mary Beth Meadows is Sr. Executive VP with PR Employer and has worked with them since 1996. She is a staffing veteran and can't imagine working in any other industry or for any other company. Mary Beth is widely regarded as a "networking ninja." Always

eager to serve, Mary Beth is a Past Chairman of the Dothan Area Chamber and a member of the Governor's Workforce Council. Mary Beth is a graduate of Troy University.



Nate Moore, CPA, MBA, FACMPE speaks, consults, records, and writes about business intelligence in medical practices throughout the country. Nate's two books, *Even Better Data, Better Decisions: Advanced Business Intelligence for Medical Practices*, and *Better Data, Better Decisions: Using Business Intelligence in the Medical Practice*, are MGMA best sellers. Nate's consulting focuses on using SQL Server to mine and leverage medical practice data into actionable knowledge. Nate creates a weekly podcast, *BIG Ideas from the Business Intelligence Guy*, with game-changing examples of data driving medical practice decisions.



Kurt Mosley is Vice President of Strategic Alliances for Merritt Hawkins and its parent company, AMN Healthcare. Mr. Mosley has over 30 years of healthcare staffing and consulting experience and addresses dozens of healthcare professional organizations each

year. Cited by *U.S. News & World Report*, *USA Today*, *Modern Healthcare* and many other publications, Mr. Mosley is nationally recognized for his healthcare staffing expertise and is a member of the globally recognized Executive Speakers Bureau.



Andrew Woughter is the CEO of RPA Networks, where he focuses on helping the Healthcare Industry avoid the pitfalls of adopting Robotic Process Automation the wrong way. He is a proven revenue cycle executive with 20+ years of experience in health care organizations and governmental regulation of health insurance. He has demonstrated success through strategic vision and innovation and development of custom tools to enhance revenue cycle solutions. Andrew lives in Texas with his wife and two sons, ages 7 and 10.



CONFERENCE INFORMATION

CONFERENCE REGISTRATION

	<u>By 08/22/22</u>	<u>After 08/22/22</u>
Active Member	\$199	\$225
Life Member	No Charge	No Charge
Non-Member	\$399	\$425

Organizational membership and group registration is available for organizations with 15 or more attendees, contact Rebekah Francis at rebekahfrancis@att.net for details.

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

Knoxville Marriott Downtown
525 Henley Street
Knoxville, TN 37902

Please visit our website to access the reservation link and make reservations by August 23rd to receive our discounted room rate of \$154/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.

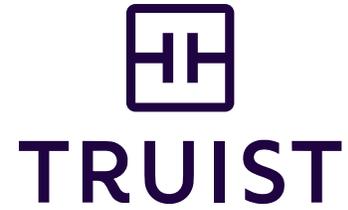
CANCELLATION POLICY

Cancellations received prior to August 22, 2022 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



Thank you to our 2022 Fall Sponsors!





PO Box 380963
Birmingham, AL 35238



**SCAN TO
REGISTER**

The background of the lower half of the page is a photograph of a long, straight asphalt road stretching towards the horizon. The sun is low on the horizon, creating a bright glow and casting long shadows. The sky is filled with soft, colorful clouds in shades of blue, purple, and orange. The road has a white dashed line down the center and a white solid line on the left side.

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