

# TMGMA Fall Conference Path to the Future

September 14-15, 2023  
Westin Chattanooga

**TMGMA**<sup>®</sup>  
TENNESSEE

# TMGMA 2023 Fall Conference

# Path to the Future

## AGENDA

### Thursday, September 14th

- 7:00am - 5:00pm Registration Open
- 7:15 - 8:00am Continental Breakfast
- 8:00 - 9:15am **Opening General Session: Discover Your Technology Psychology**  
**Beth Ziesenis**
- 9:30 - 10:30am **General Session: Moving from Diversity to Inclusive Behaviors**  
**Todd C. Jenkins, Jr., Ph.D.**
- 10:30 - 11:15am Break with Business Resource Partners
- 11:15 - 12:15pm **Breakout Sessions**  
**Not Just Another Retention Workshop**  
**Andrew Blake Hendrickson, Ph.D., FACMPE**  
**The ABC's of VBC (Value-based Care)**  
**What's My Job, Really? Setting Clear Expectations for Docs**  
**Stu Schaff**
- 12:15 - 1:15pm Networking Lunch and Specialty Table Talks
- 1:30 - 2:30pm **General Session: From 8 Track to Emoji**  
**Billie Smith**
- 2:30 - 3:00pm Break with Business Resource Partners
- 3:00 - 4:00pm **General Session: Coaching for Performance**  
**Merikay Hunt**
- 4:15 - 5:15pm **Breakout Sessions**  
**Tackle Your Technology To-Do List**  
**Beth Ziesenis**  
**Take Control of Your Practice's Physician Pay – Everyone Wins**  
**Stu Schaff**  
**Build An Operations Management Toolkit**  
**Misty Hickman, FACMPE & Daryn Keeney, FMC, CPPM, CPC**
- 5:15 - 6:30pm Reception with Business Resource Partners

### Friday, September 15th

- 7:30 - 8:30am Networking Breakfast with Business Resource Partners
- 8:15 - 8:30am Annual Business Meeting (all attendees welcome)
- 8:30 - 9:30am **General Session: Your Secret Power: The Bean**  
**Lisa Duran**
- 9:30 - 10:00am Break with Business Resource Partners
- 10:00 - 10:15am Exhibit Breakdown
- 10:15 - 11:15am **General Session: Navigating Negativity**  
**Lisa Duran**
- 11:20 - 12:20pm **Closing General Session: Put Your Purpose to Work**  
**Kene Iloenyosi**
- 12:20 - 12:30pm Closing Remarks and Prize Drawing

Note: Business Resource Partners are invited to attend all General Sessions.

# GENERAL SESSION DESCRIPTIONS

## **Discover Your Technology Psychology - Beth Ziesenis**

When you discover a new tech tool, do you sign right up? Sit back and wait? Shake your head? More than 130,000 new apps hit mobile platforms every month and thousands of new startups target us with ads...all promising to be the best tech you've ever used. And the subconscious way you approach new tech can greatly impact the way you can leverage today's biggest advancements. Join Beth Z, Your Nerdy Best Friend, to discover your Technology Psychology. You'll take a self-assessment to find out your Technology Persona to help you understand the benefits and limitations of your approach to new technology. You'll also see the new tech world from other perspectives so you can understand why it's so tough to get everyone on the same digital page when it comes to tech solutions.

## **Moving from Diversity to Inclusive Behaviors**

**Todd C. Jenkins, Jr., Ph.D.**

The global pandemic and recent financial constraints have brought many challenges but also tremendous opportunities to grow better and stronger together. Diversity, equity, and inclusion matter the most in our current climate. We are in a situation where our employees, customers, and communities must remain connected, and inclusivity is essential. This session will be practical and action-packed.

## **From 8 Track to Emoji - Billie Smith**

A Gen Xer who works with Gen Zs, Billie Smith understands the struggle (and sometimes frustration) of trying to understand different generational work habits in the workplace. This fun, interactive session will discuss professional generational trends, setting boundaries, and effective communication strategies to help Boomers, Millennials, Gen X and Gen Z understand each other and work well together in your practices.

## **Coaching for Performance - Merikay Hunt**

Work relationships can be a blessing when they go smoothly and a nightmare when tension exists from communication dynamics, lack of understanding, personality conflicts or varying leadership styles. In a world where we have to get more done, do it better and faster with less resources it is vital

that we develop strong relationships with our physicians and the team. You are wearing many hats as a practice administrator and everyone comes to the table with their own story, sometimes there is a need to invest time in people to coach them to the next level. Also, it is important to set boundaries, speak assertively and make yourself a priority so you can be your best. Join us for a power-packed session to build additional leadership skills and your ability to positively influence others.

## **Your Secret Power: The Bean - Lisa Duran**

It's easy to camp in mindset of feeling powerless to the many changes happening in our clinics or hospitals. In this session you will learn your superpower to defeating that mindset. You will be given tools to help empower your teams to overcome and be agents of change. Real, sustainable culture change starts with how we think about change and what we do with it.

## **Navigating Negativity - Lisa Duran**

Negativity can have an adverse impact in any environment but in the medical office it can be detrimental to your leadership, your patients and the staff. During this session, Lisa will equip you to navigate negativity in your workplace. She will equip you to teach your teams how to complain productively. You will also learn how to set healthy boundaries so you have the bandwidth to institute change they are asking for. This creates a much healthier and life giving culture.

## **Put Your Purpose to Work - Kene Iloenyosi**

We will spend about 65% of our adult life at work. Weekends, holidays and vacation account for the remaining 35%. The big question then is, "are we making a difference in our work life, or are we just going to work?" Your work should be more than just an occupation; it should be your outlet for living out your purpose. It should be the expression of how you uniquely add value to the world through your organization. The problem is that most people don't have a sense of what that purpose is. And believe me, you have a purpose that is as unique as your thumb print. This session will help you start your purpose-discovery journey.



# BREAKOUT SESSION DESCRIPTIONS

## **Not Just Another Retention Workshop:**

### **The Employee's Perspective on**

### **What Will Keep Them Employed**

**Andrew Blake Hendrickson, MBA, Ph.D., FACMPE**

Blake will share data from his current research on employee retention inside health care. His research focuses on how to tell the "good" employees from those who "hang on", retention issues, successes, failures, and factors that are important to the employer and employee. Blake shares insight from interviews conducted and breaks it down by demographics. These interviews have allowed him to draw interesting conclusions that will aide you in increasing employee retention in your practice.

## **The ABC's of VBC (Value-based Care)**

Value-based care centers around the concept that clinicians should be paid for keeping people healthy rather than just based on the volume of services rendered. With the ultimate goal of helping patients achieve and maintain their highest potential for wellness, value-based care requires a more complex and proactive care plan and design - instead of just waiting for patients to get sick or present with a complaint or problem. As our health care paradigms continue the shift towards value-based care models, learn how you and your practice can get ahead of the curve with a winning strategy and roadmap for success.

## **What's My Job, Really? Setting Clear**

### **Expectations for Docs – Stu Schaff**

Given the well-documented gap between the supply of physicians and the demand for their services, increasing administrative burdens, and the strain of a global pandemic, it is no wonder that many doctors report dissatisfaction with their careers. There is another major but often overlooked contributor to physician burnout: a lack of clear expectations. For most physicians, the job description is usually little more than "Be a good doctor." Then collections, WRVUs, overhead expenses, and other aspects of the job come into play and the relationships between physicians and administrators turns adversarial. Unlike the systemic issues mentioned above, individual medical practices can do something about this. Stu Schaff will show participants how they can establish clear expectations for physicians within their own practices, using examples from actual academic and community-based practices. He will also demonstrate specific ways that participants can incorporate best practices for communicating those expectations, regularly reinforcing them, and effectively holding physicians accountable to them, with the goal of improving morale and engagement.

## **Tackle Your Technology To-Do List**

### **(in 10 minutes or less!) – Beth Ziesenis**

This is a bad day with technology:

- You can't find a file you need.
- You delete a file you need.
- You can't open a file you need.
- You forget the password to get to a file you need.
- The file you need is on a website that won't load.

This is a good day with technology:

Your Nerdy Best Friend teaches you ten-minute fixes for these issues and more!

Author Beth Z is a technology therapist with solutions to some of life's most frustrating tech problems. This program highlights the top technological frustrations you share with other medical management professionals and offers quick fixes that take 10 minutes or less to end your tech headaches and let you move on with your life.

## **Take Control of Your Practice's Physician Pay -**

### **Everyone Wins – Stu Schaff**

Most physicians are now paid, at least in part, based on their personal productivity. Many medical groups, seeking to align physician's incentives to see more patients and do more procedures in a system dominated by fee-for-service reimbursement, pay physicians for their clinical services using some variation on the following formula: Clinical compensation = (National median compensation per wRVU benchmark) × (Personally performed wRVUs) + (Compensation for meeting specified clinical quality targets)

There are compelling reasons for the widespread adoption of the productivity-based portion of this model, including expediency and a perception of impartiality and correctness. However, these impressions overlook a fundamental flaw in the model: General benchmark data cannot, by definition, reflect the reality of any organization's unique situation. In relying solely on such data, an organization effectively relinquishes control of one of its largest expenses and may be risking budgets and relationships with physicians, especially in times of great uncertainty. Physician compensation expert Stu Schaff will show participants how they can resolve this flaw within their own practices using real-life scenarios. He will also demonstrate specific ways that participants can implement better contracting, oversight, and communication to improve physician alignment.

## **Build An Operations Toolkit - Misty Hickman, FACMPE & Daryn Keeney, FMC, CPPM, CPC**

Running a practice is like tuning a car. What measures should you be watching everyday? Join us in building your toolkit of best practices, KPI reports, and resources that will help you monitor your practice each day.

# MEET OUR SPEAKERS



**Lisa Duran's** career has given her the opportunity to engage, inspire and impact healthcare organizations all over the US and Canada. She strongly believes healthcare organizations should never have to choose one focus. Leadership development, employee experience and patient experience are all equally important. Lisa has integrated all three into a simplified model creating cultures teams and patients love. Her most recent position was Chief Experience Officer for Inception where she helped to transform team and patient experiences. She was honored to serve as Chair of ARM through the American Society of Reproductive Medicine and believes that people are the most important investment we make.



**Andrew "Blake" Hendrickson, Ph.D., FACMPE**, is completing his third year as Program Director for the Masters in Healthcare Administration at Austin Peay State University. He received his MBA from Vanderbilt University and received his Ph.D. at age 61 from Northcentral University. He earned his Sig Sigma and Lean Certification in 2008. In 2023 he earned a Fellowship-a from the Commission on Accreditation of Higher Medical Education. He is a Fellow of the Medical Group Management Association, serves as a Mentor and Essay grader for other members seeking Fellowship and serves on the MGMA Scholarship and Grant committee. He is currently the president of our Clarksville MGMA local chapter.



**Misty Hickman, FACMPE** joined Galen Medical Group in 2021 and serves as their Chief Informatics Officer. Prior to Galen Medical Group, Misty was the practice administrator at OB/GYN Centre of Excellence for seventeen years. Misty is a Fellow in the American College of Medical Practice Executives and has served as Legislative Liaison on the TMGMA Leadership Committee from 2020-2023. Misty is a past president of Chattanooga MGMA.



**Merikay Hunt, MS** is a former adjunct hospital chaplain, and Director of Patient and Family Experience for UNC Healthcare in North Carolina. She is the founder of COACH MKay Companies, LLC a sincere and dynamic leader dedicated to creating catalysts for positive, purposeful change in healthcare. Merikay earned a master's degree in Human Resource Counseling from NC A&T State University and a B.A. from UNC-Chapel Hill. Merikay is a nationally awarded public speaker.



**Kene Iloenyosi** guides his clients to discover their purpose and find their career sweet spot. As an author, career coach and speaker, he believes that "you are how you are for why you are;" your natural abilities are indicators of your purpose. His books "Finding Your Sweet Spot", "DNA of Talent" and his most recent "Put Your Purpose to Work" have helped thousands of people live out their purpose in the work they do.



**Todd C. Jenkins, Jr., Ph.D.** Dr. Jenkins, also known as Dr. "Bowtie" Todd, is the Founder and CEO of Bowtie Leadership and Development, Inc., a global leadership management training and coaching firm with a focus on bringing diverse people together to increase individual or organizational productivity and performance. Dr. Jenkins is a certified Leadership Management International Facilitator, Coach and Speaker with more than 10 years of training and development, leadership development, and diversity and inclusion work experience. He is an award-winning chief diversity and inclusion executive, trainer and strategist. Dr. Jenkins continues to explore his strong passions through research and practices in leadership training and development for individuals and organizations, youth services and development and intercultural conversations. In particular, Todd's doctoral dissertation focuses on Management, Leadership, Supervision, and Retention as it relates to the Minority and Millennium Professionals.



**Daryn Keeney, CPPM, CPC** joined Galen Medical Group in 2019 and is currently the Director of Revenue Cycle Management. Previous to working with Galen Daryn worked as an Account Executive for a medical software company specializing in RCM and EMR. After spending 10 years in Northeast Ohio leading the billing practice for Anesthesia Associates and Pinnacle Pain management he decided to move south using Galen as a catalyst. As a speaker for local AAPC chapters in Northeast Ohio and other speaking events Daryn is looking forward to bringing his love of public speaking, knowledge of RCM, Coding and Billing, to TMGMA.



**Stu Schaff** is the founder and principal of Intentionate Healthcare Advisors. For over 15 years, Stu has been a trusted advisor to the leadership of physician organizations, hospitals, and health systems and healthcare attorneys across the United States on a wide range of physician-hospital alignment, compensation, valuation, and transactional matters. Prior to founding Intentionate Healthcare Advisors, Stu served on the management team of a large AMC-affiliated medical group, consulted for national healthcare consulting firms, and led implementations of financial planning and budgeting software for hospitals and health systems. He received a B.S. in Finance from the College of Business at the University of Illinois at Urbana-Champaign and is a Fellow of the Healthcare Financial Management Association (HFHMA).

will stop your heart, and Billie Sue’s career has centered around listening to and telling those stories. She has an associate degree in legal studies and a bachelor’s degree in psychology from Southern Nazarene University.



**Beth Ziesenis** Since her first Motorola RAZR flip phone, Beth has made a verb out of the word “nerd.” She’s here to help you filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for work and home. Although the only real trophy she ever won was for making perfect French fries at McDonald’s in high school, Beth Z has been featured on Best Speaker lists by several organizations that write best speaker lists. She has written a whole shelf of books on apps and has spoken to more than 100 thousand audience members just like you. And if you’re puzzling over why she goes by “Beth Z”... it’s because she only finds about three people a year who can pronounce her last name.



**Billie Sue Smith** is a psychology-obsessed corporate leadership development facilitator with a 24-year career in business development, community relations, and marketing. A professional writer, photographer, keynote speaker, and amateur golf pro - she prides herself most on a genuine curiosity and love for people. Most people have a story that

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# CONFERENCE INFORMATION

## CONFERENCE REGISTRATION

	<u>By 08/18/23</u>	<u>After 08/18/23</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 Business Resource Partners and conference attendees only. Attire for the conference is business casual. A jacket or sweater is suggested.

## LOCATION

### Westin Chattanooga

801 Pine Street

Chattanooga, TN 37402

Please visit our website to access the reservation link and make reservations by August 18<sup>th</sup> to receive our discounted room rate of \$169/night or call 423-531-4653.



## 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 14, 2023 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.

## TMGMA LEADERSHIP COMMITTEE

Angela Bagsby  
Williamson Medical Group  
Franklin

Karen Bowman, FACMPE, CPC  
Gastrointestinal Assoc of  
Cleveland

DeAnna Brown, FACMPE, CPC  
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SCAN TO  
REGISTER

A wide-angle photograph of a paved road stretching into the distance under a dramatic sunset sky. The sun is low on the horizon, creating a bright glow and casting long shadows. The sky is filled with dark, textured clouds, some of which are illuminated from below by the setting sun. The road is flanked by grassy fields.

# TMGMA Fall Conference Path to the Future

For additional information and to register,  
please visit our website at [tmgma.com](http://tmgma.com)