



TMGMA ENEWS

JANUARY/FEBRUARY 2023



Greetings friends and colleagues,

I hope you and your families all had a wonderful holiday season and that your 2023 is off to a terrific start. This year is sure to be full of opportunities and challenges alike, but one thing is for certain, I believe that we can count on the fact that it will not be dull.

So, what can we look forward to this year? Several trends seem to be rising to the surface of the healthcare literature, topics consisting of healthcare affordability, digital health, pharmacy, consumerization, supply chain and virtual care. Then we have the beloved acronyms like RPM, AI, RCM, OCR, DOL and SOS (I just threw that one in myself)! Sounds like we will have plenty of sessions and breakout topics for many conferences to come.

Speaking of conferences, our spring conference is just around the corner, I hope you can all join us in Gatlinburg April 26 – 28 for our “You Gotta Be in It to Win It” get-together. It will be three days of jammed packed fun, sprinkled with educational golden nuggets you will not want to miss out on. Plus, we get to meet in person, which I will never take for granted again! In all seriousness, the most valuable part of any meeting I get to attend is what I learn from you, all the true experts, who so wonderfully do this, often difficult, many times glamourless, sometimes tiring, but very rewarding job, every day. Thank you for making this profession something to be truly proud of.

Looking forward to seeing you soon.

Charlie

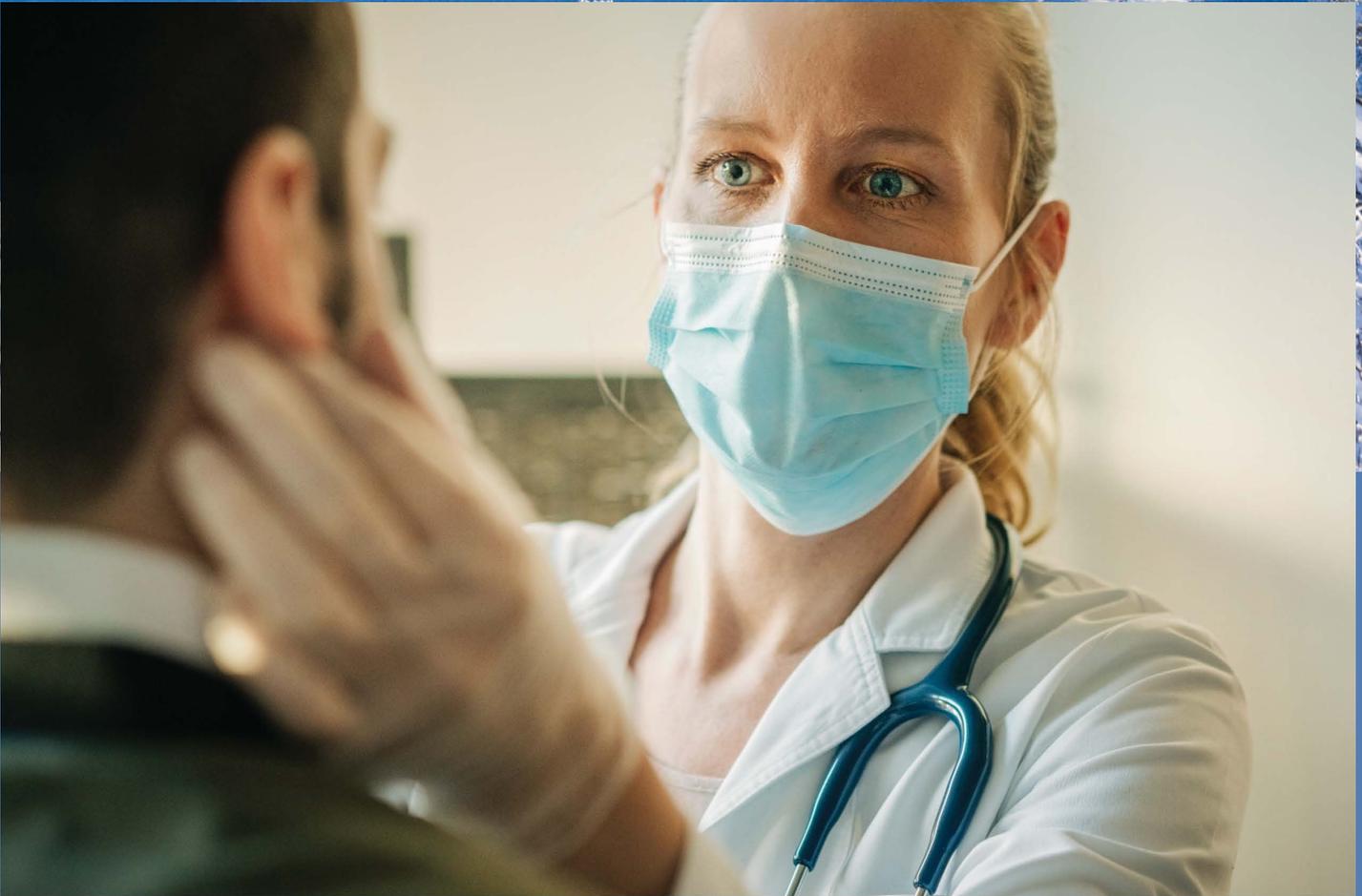
Charles Lathram, III, FACMPE
President, TMGMA

Charles.lathram@galenmedical.com



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CLEVELAND, TENN.



DeAnna Brown, FACMPE, CPC
Chair of Past President's



2023, WE ARE IN IT TO WIN IT!

Thank you so much to the past presidents for their contribution to the Past President's Fund and if it's still on your to do list, it's not too late. There are several ways for you to contribute:

- Click this link, <https://tmgma.com/donate>
- Navigate to TMGMA.net, click Members tab, Scholarships, Donations.

Mail a check to TMGMA Scholarship Fund
PO Box 380963
Birmingham, AL 35238

This fund continues to encourage and reward practice executives who are leaders among leaders. It is our way of extending our hand to lift the leaders who are following behind us. A typical donation is \$100 to \$250, although we are thankful for any contribution you make.

Our spring conference, **YOU GOTTA BE IN IT TO WIN IT** is scheduled for April 26-28 in Gatlinburg. The Executive Council is busy making plans and you don't want to miss this! It is certainly going to be a great conference and I can't wait to see you!

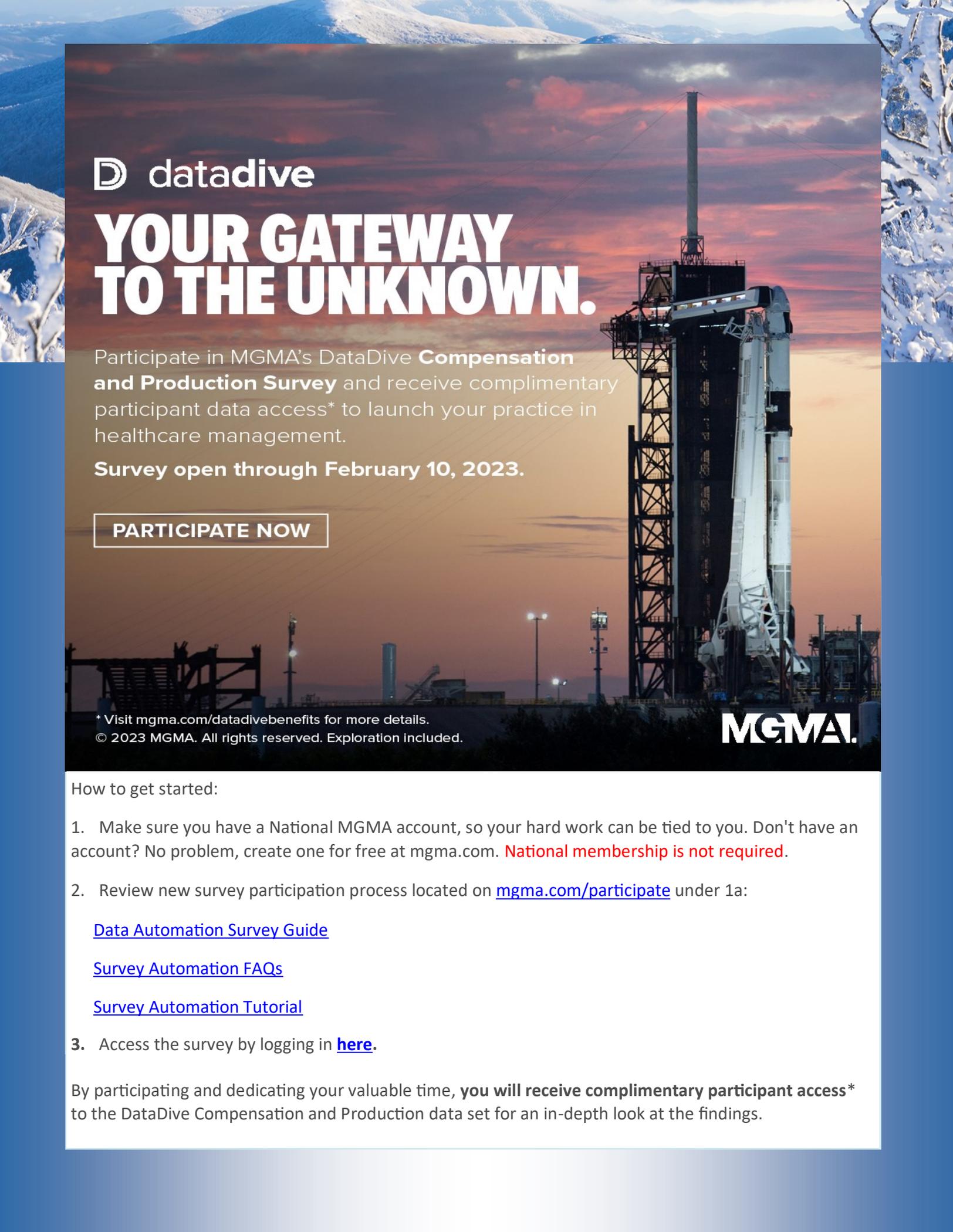
Also, the National MGMA conference is in Nashville this year, so go ahead and put this on your calendar. I would love to have a big TN presence!

It has been an honor to represent our past presidents over this past year and I'm looking forward to serving again this year. If I can do anything for you, please let me know, I'm here to help.

Wishing all of you a year full of great health, great growth, great peace, and great success. May it be our best year yet!

DeAnna Brown, FACMPE, CPC
Chair of Past President's





D datadive

YOUR GATEWAY TO THE UNKNOWN.

Participate in MGMA's DataDive **Compensation and Production Survey** and receive complimentary participant data access* to launch your practice in healthcare management.

Survey open through February 10, 2023.

PARTICIPATE NOW

* Visit mgma.com/datadivebenefits for more details.
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MGMA.

How to get started:

1. Make sure you have a National MGMA account, so your hard work can be tied to you. Don't have an account? No problem, create one for free at mgma.com. **National membership is not required.**
2. Review new survey participation process located on mgma.com/participate under 1a:
[Data Automation Survey Guide](#)
[Survey Automation FAQs](#)
[Survey Automation Tutorial](#)
3. Access the survey by logging in [here](#).

By participating and dedicating your valuable time, **you will receive complimentary participant access*** to the DataDive Compensation and Production data set for an in-depth look at the findings.



Karen Bowman, FACMPE CPC CPMA
kbowman@giassociaatesofcleveland.com

Looking forward to a wonderful year with
TMGMA and ACMPE.

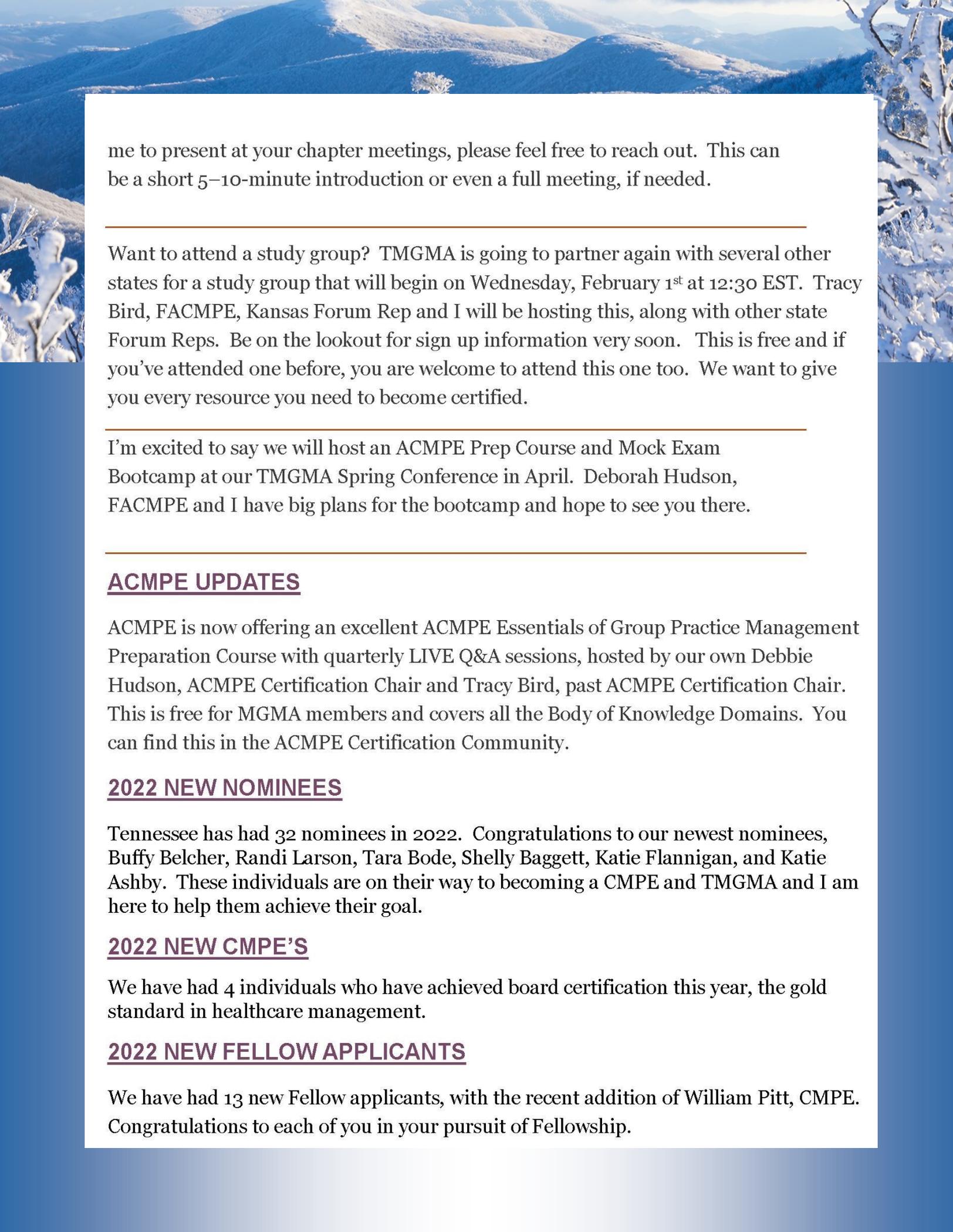
ACMPE CORNER:

Hello 2023. Where has the time gone? Spring is just around the corner and before you know it we will be seeing each other at Spring Conference. In our last newsletter I reported that we had surpassed our goal of 50 individuals moving through the college. I am so excited to say that because of you, we added 10 more individuals in November and December and now have 84 individuals who have made commitments in their future with certification,

fellowship, and certificates through December. To break those numbers down for you: 6 individuals achieved Fellowship this year, the highest designation as a healthcare medical practice executive, 5 individuals became Certified Medical Practice Executives (CMPE), the gold standard in healthcare management, 13 new Fellow applicants, and 32 nominees who are on the path to become a CMPE. In addition, we have had 28 individuals to gain certificates with ACMPE. With the updated pathways for certification and fellowship, there has never been a better time to achieve these. I am so thankful to each of you who have invested in your future and helped me achieve my goal.

For those who are nominees, let's get your certified. What can I help you with to achieve board certification? If you have been in a leadership or supervisory role for 4 years and in healthcare for 6 years, this is your time to shine. Become a board-certified expert in your field of healthcare management. For me attaining board certification and becoming a fellow has helped me lead my organization to the best of my ability, while at the same time giving me the confidence personally to become the best I can be.

I would love to visit as many local chapters as I can to bring ACMPE to your members and help them achieve certification and fellowship. If you would like



me to present at your chapter meetings, please feel free to reach out. This can be a short 5–10-minute introduction or even a full meeting, if needed.

Want to attend a study group? TMGMA is going to partner again with several other states for a study group that will begin on Wednesday, February 1st at 12:30 EST. Tracy Bird, FACMPE, Kansas Forum Rep and I will be hosting this, along with other state Forum Reps. Be on the lookout for sign up information very soon. This is free and if you've attended one before, you are welcome to attend this one too. We want to give you every resource you need to become certified.

I'm excited to say we will host an ACMPE Prep Course and Mock Exam Bootcamp at our TMGMA Spring Conference in April. Deborah Hudson, FACMPE and I have big plans for the bootcamp and hope to see you there.

ACMPE UPDATES

ACMPE is now offering an excellent ACMPE Essentials of Group Practice Management Preparation Course with quarterly LIVE Q&A sessions, hosted by our own Debbie Hudson, ACMPE Certification Chair and Tracy Bird, past ACMPE Certification Chair. This is free for MGMA members and covers all the Body of Knowledge Domains. You can find this in the ACMPE Certification Community.

2022 NEW NOMINEES

Tennessee has had 32 nominees in 2022. Congratulations to our newest nominees, Buffy Belcher, Randi Larson, Tara Bode, Shelly Baggett, Katie Flannigan, and Katie Ashby. These individuals are on their way to becoming a CMPE and TMGMA and I am here to help them achieve their goal.

2022 NEW CMPE'S

We have had 4 individuals who have achieved board certification this year, the gold standard in healthcare management.

2022 NEW FELLOW APPLICANTS

We have had 13 new Fellow applicants, with the recent addition of William Pitt, CMPE. Congratulations to each of you in your pursuit of Fellowship.

2022 NEW FACMPE'S

We had 6 individuals achieve the highest designation as a healthcare management executive in 2022, with our newest Fellows – Kelli Besh, FACMPE and Brian Bradberry, FACMPE. Congratulations Fellows on your accomplishment.



Kelli Besh, FACMPE.



Brian Bradberry, FACMPE



Online Study Group

Feb. 1 - Mar. 22



American College of Medical Practice Executives

28 individuals have furthered their education by completing certificates with ACMPE. Congratulations to each of you. The certificates that are available are:



ACMPE CERTIFICATE

You will receive verified documents through MGMA's certifying body proving completion and understanding of topic or skill-specific seminars or online courses.

Upon completion of the resource and evaluation, certificate recipients showcase the completion of learning specific knowledge areas or skills that can supplement resumes or be shared with employers. No membership, education, or experience required to complete an ACMPE Certificate.

DOMAIN CERTIFICATE PROGRAMS:

PRINCIPLES OF PRACTICE MANAGEMENT CERTIFICATE (PPMC)

Learning experience that provides an overview of the core principles of medical practice management.

FINANCIAL MANAGEMENT CERTIFICATE (FMC)

In-depth learning experience that provides healthcare leaders with a mastery of financial management concepts including Payer Contracting, Revenue Cycle Management, Accounts Payable, Payroll and Cash Flow Management, and Financial Reporting and Budgeting.

HUMAN RESOURCES MANAGEMENT CERTIFICATE (HRMC)

In-depth learning experience that provides healthcare leaders with a mastery of human resources management concepts, including: staffing plans, recruitment, and compensation/benefits; employee engagement and talent management; and labor relations and employment law.

OPERATIONS MANAGEMENT CERTIFICATE (OMC)

In-depth online learning experience that provides healthcare leaders with a mastery of operations management concepts including General Practice Operations; Project Management and Strategic Planning; Healthcare Data Analytics; Supply Chain; Asset and Facility Management; and Communications, Marketing and Community Relations.

TOPICAL CERTIFICATES:

Best Practices for Optimizing a Successful Telehealth Program
.....

Payer Contracting
.....

Accounts Payable, Payroll and Cash Flow Management
.....

Financial Reporting and Budgeting
.....

Revenue Cycle Management
.....

Project Management and Strategic Planning
.....

Healthcare Data Analytics

PATHWAYS TO CERTIFICATION

PATHWAY

1

- Active MGMA member
- Purchase and complete application
- TWO years of healthcare experience
- Bachelor's Degree or 120 hours of college credit

PATHWAY

Currently completing experience or education

2

- Active MGMA member
- Purchase and complete application
- BEGIN PROGRAM
- May complete requirements once experience and education are met
 - TWO years of healthcare experience
 - Bachelor's Degree or 120 hours of college credit

PATHWAY

NEW

3

- Active MGMA member
- Purchase and complete application
- SIX years of healthcare experience
 - FOUR of SIX years, in healthcare management or leadership role

ACMPE BOARD CERTIFICATION

Inspiring healthcare excellence.™

MGMA

HOW DO I BECOME CERTIFIED?

Be a member of National MGMA

Submit for Board Certification and pay application fee

Pass Multiple Choice Exam

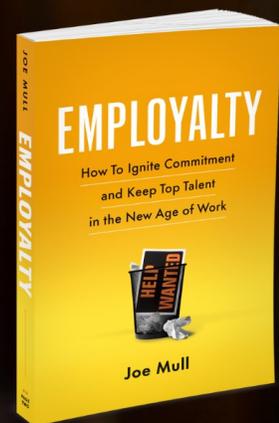
Pass Scenario-Based Exam

Earn 50 hours of continuing education credits – these continuing education credits can be counted to three years before the date of your application

**MGMA STATE
AFFILIATE
MEMBER
WEBINAR**

FINDING AND KEEPING DEVOTED EMPLOYEES IN THE NEW AGE OF WORK WITH SPEAKER JOE MULL

**THURSDAY, JAN 19TH
3PM ET/2PM CT/1PM MT/12PM PT**



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CREDIT

PATHWAYS TO FELLOWSHIP

	PATHWAY 1	PATHWAY 2
MEMBERSHIP	Be a current MGMA Member	Be a current MGMA Member
EXPERIENCE	Bachelor's Degree and 5 years healthcare experience OR Master's Degree or higher and 3 years healthcare experience	Bachelor's Degree and 5 years healthcare experience OR Master's Degree or higher and 3 years healthcare experience
CERTIFICATIONS	Hold the Certified Medical Practice Executive (CMPE) in good standing	Hold the Certified Medical Practice Executive (CMPE) in good standing
TIMELINE	Application and requirements must be completed within 2 years from purchase before needing to reapply Requirements can be completed up to 6 years prior to application purchase date	Application and requirements must be completed within 2 years from purchase before needing to reapply Requirements can be completed up to 6 years prior to application purchase date
REQUIREMENTS	Complete one or more of the following pertaining to healthcare leadership and medical group management (total of at least 15 hours): <ul style="list-style-type: none"> • Business Plan • Facilitate or teach University or advanced coursework • Completion of industry related advanced education programs including Capstones, Master's Thesis, and Doctoral Dissertation • Formal presentations and speaking engagements at a recognized education event of at least 45 minutes in length • Author or co-author of an industry related book • Author articles for industry-respected organizations including, but not limited to MGMA publications of at least 1,000 words in length 	<ul style="list-style-type: none"> • Hold the CMPE designation for at least 6 years AND • Completion of 25 continuing education hours pertaining to leadership. These 25 leadership hours may be included in CE hours used to maintain their CMPE
VOLUNTEER REQUIREMENTS	Completion of 6 volunteer hours. 3 hours must be healthcare related, including but not limited to volunteering for industry-related organizations such as MGMA-ACMPE	Completion of 12 volunteer hours. 6 hours must be healthcare related, including but not limited to volunteering for industry-related organizations such as MGMA-ACMPE
MAINTENANCE	Uphold CMPE in good standing and completion of 6 volunteer hours; 3 hours must be healthcare related, including but not limited to, volunteering for industry-related organizations such as MGMA-ACMPE	Uphold CMPE in good standing and completion of 6 volunteer hours; three hours must be healthcare related, including but not limited to, volunteering for industry-related organizations such as MGMA-ACMPE

CONTINUING EDUCATION AND VOLUNTEER HOURS

The new cycle began on January 1, 2022 and will end on December 31, 2024. You will automatically be enrolled into the new three-year cycle after the current cycle has closed. If you used an extension and hours are completed after December 31, 2021, your new cycle will be from April 2, 2022-December 31, 2024. Please make sure you complete these to maintain your credentials. For Fellows, you are required to earn six volunteer hours, of which three hours must be related to healthcare.

As a reminder, the 12 MGMA LIVE hours, includes live webinars, live seminars, digital conferences, and face to face events, from MGMA National, State, and Local. For MGMA National events that will count towards the LIVE hours, please visit the [MGMA events page](#).

Offering ACMPE Credit for state educational programs?

For an activity to meet the criteria for ACMPE Continuing Education Credit Hours, it must:

- Be relevant to the Body of Knowledge for Medical Practice Management
- Be delivered in a structured learning environment
- Have an element of interactivity
- No certificate needed for you to log it within your ACMPE tracking

DIGITAL BADGING

With our digital badges via Credly, CMPEs, Fellows, and Certificate holders can share their achievements on various platforms such as:

- LinkedIn
- Facebook
- Twitter
- Zip Recruiter
- Email Signatures
- Personal Websites

Helpful links to learn more about digital badges:

- [MGMA Credly Home Page](#)
- MGMA Digital Badges – [More Information](#)

[Credly Support](#)

Karen - kbowman@giassociatesofcleveland.com



LEGISLATIVE UPDATES



2022 did not disappoint by providing some end of the year fireworks. The fact that the Speaker was not elected until 2023 should have been enough of an indication. Some of this overshadowed the 2.5% cut to the 2023 Medicare Physician Conversion Factor.



Below is a portion of the release from MGMA:



Misty Hickman, FACMPE

2022 MGMA Legislative Liaison of the Year

misty.hickman@galenmedical.com

MEDICARE PHYSICIAN PAYMENT

Physician Fee Schedule Conversion Factor (CF)

Before this legislation was signed into law, medical groups faced a 4.47% cut to the CF in 2023. Following #MGMAAdvocacy, Congress provided relief for medical group practices in way of mitigating Medicare physician reimbursement cuts for 2023 and 2024. Specifically, the legislation adds a 2.5% positive adjustment to the CF in 2023 and a 1.25% positive adjustment to the CF in 2024. Unfortunately, despite 10,000 letters from MGMA members, Congress did not have the appetite to fully waive budget neutrality requirements to address the slated 4.47% cut.

Statutory Pay-As-You-Go Act of 2010 (PAYGO)

PAYGO requires automatic payment cuts to take effect when expensive legislation is passed. When the American Rescue Plan Act was passed in 2021, PAYGO was triggered for 2022. Legislation in December 2021 delayed the expected 4% PAYGO cut through 2022, but it was set to take effect in January 2023. The CAA, 2023, essentially delays the PAYGO cuts for the next two years.

Advanced Alternative Payment Model (APM) Bonus Payment

Under the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA), practices who opt for the APM track can receive a 5% incentive payment. However, these incentive payments were set to expire.

Clinical Laboratory Fee Schedule Cuts

The Protecting Access to Medicare Act (PAMA) substantially changed how laboratory services are paid under the Medicare Clinical Laboratory Fee Schedule (CLFS). The data collection methodology upon which the payments are based on is flawed and does not represent market rates. For 2023, cuts of up to 15% were expected. The CAA, 2023, again delays PAMA reporting periods and payment cuts for another year, through Dec. 31, 2023.

LEGISLATIVE UPDATE

TENNESSEE GENERAL ASSEMBLY

113th Tennessee General Assembly convenes tomorrow at noon. Are you ready? Have you ever explored the Tennessee General Assembly website? Do you know your representatives?

Senate: <https://wapp.capitol.tn.gov/apps/LegislatorInfo/directory.aspx?chamber=S>

House: <https://wapp.capitol.tn.gov/apps/LegislatorInfo/directory.aspx?chamber=H>

Schedules and Calendars: <https://wapp.capitol.tn.gov/apps/schedule/>

Bills: <https://wapp.capitol.tn.gov/apps/subjectindex/default.aspx>



SCOPE OF PRACTICE - In coordination with the Coalition for Collaborative Care (CCC), TMA will again work to preserve Tennessee physicians' ability to lead patient care and oppose unsafe scope of practice expansion by mid-level providers.

PHYSICIAN WELLNESS - TMA will work to enact safe harbor-reporting systems for medical professionals to prevent physician burnout and mitigate the risk of suicide.

PRIOR AUTHORIZATION - The resolution aims to achieve four primary goals: reduce the number of medical and pharmacy services that require prior authorization; ensure patients gain quicker access to care through the reduction of denials; streamline the prior authorization process to reduce burdens and retroactively denied payments; and support federal efforts to reform prior authorization for Medicare advantage and other government-regulated plans.

TRIGGER LAW CORRECTION – TMA is part of a coalition of medical and hospital interests trying to protect women's health.

BALANCE BILLING - TMA will work to enact a fair state-level solution that ensures all health plans maintain adequate networks of facility-based physicians to assure the affordability, accessibility, transparency, and quality of healthcare services.

Tennessee Medical Association.(n.d.) *Legislative Issues & Dates*. <https://www.tnmed.org/legislative/>

Want a recap of 2022 Legislative Activity in Tennessee:

<https://www.tnmed.org/archived-legislative-report-cards/>



TMA's annual policy briefing and lobby day in Nashville connects physicians directly with lawmakers so they can advocate for their patients and discuss major issues affecting the medical profession in Tennessee. The 2023 event will be held on **Tuesday, March 7**.

The event is free for all TMA physician members, medical office staff and healthcare administrators. If you have any questions, please contact Erika Thomas at Erika.Thomas@tnmed.org.

2023 TMGMA Spring Conference



**YOU GOTTA
BE IN IT
TO WIN IT**

MGMA[®]
TENNESSEE

April 26 - 28, 2023
The Park Vista Hotel, Gatlinburg, TN

TENNESSEE MGMA SPRING CONFERENCE

April 26 - 28, 2023 • The Park Vista Hotel, Gatlinburg, TN

CONFERENCE AGENDA

Wednesday, April 26th

- 8:00-5:00pm **Registration Open for Attendees and Vendors**
- 8:30-11:30am **Workshops (Pre-registration Required):**
- **ACMPE Workshop** – Karen Bowman & Deborah Hudson
 - **People Centric Leadership** – Matt Griswold & Don Harkey
- 11:30-12:30pm **Networking Lunch**
- 12:30-1:45pm **Opening General Session: Steps for Success in Strategic Planning and Leading Change**
Stephen A. Dickens
- 1:45-2:30pm **Networking Break with Exhibitors**
- 2:30-3:30pm **General Session: Stories, Not Statistics: Where Authenticity & High-Performance Teams Converge**
Alyson Van Hooser
- 3:30-5:00pm **Breakout Sessions by Specialties**
- 5:00-6:30pm **Networking Reception**

Thursday, April 27th

- 7:30-8:30am **Breakfast with Exhibitors**
- 7:30-8:30am **First Time Attendee Breakfast**
- 8:30-9:30am **General Session: Mastering Authentic Communication** – Brian Parsley
- 9:45-10:45am **Breakout Sessions**
Choose your pain point and come find solutions!
- **Pain Point: Value-based Care**
 - **Pain Point: Revenue Cycle Management**
 - **Pain Point: Small Practices**
- 10:45-11:30am **Networking Break with Exhibitors**
- 11:30-12:30pm **Breakout Sessions**
- **Analytics with a Purpose** – Cameron Cox
 - **Understanding Communication Styles and the Power of Effectively Communicating**
Matt Griswold & Don Harkey
- 12:30-1:30pm **Lunch with Exhibitors**
- 1:30-2:00pm **Tennessee MGMA Lunch Presentation**
- 2:00-3:00pm **Breakout Sessions**
- **Can They Be Salvaged? Critical Conversations** – Stephen A. Dickens
 - **Key Metrics in a Healthcare Business** – Cameron Cox
- 3:00-3:45pm **Dessert Break with Exhibitors**
- 3:45-5:00pm **General Session: Leading Out of the ASKhole™ Trap** – Kerri Burchill
- 6:00-9:30pm **Dinner and Casino Night**

Friday, April 28th

- 7:30-8:30am **Breakfast with Exhibitors**
- 8:30-9:30am **General Session: Gaining the Competitive Advantage to Attract and Retain the Top Talent**
Matt Griswold
- 9:45-10:15am **Networking Break with Exhibitors**
- 10:15-11:30am **General Session: Reimagining Experience | Creating a Culture of Brand Advocates**
Joe Quintoni

WORKSHOPS



*Karen Bowman,
FACMPE, CPC, CPMA*



*Deborah Hudson,
FACMPE*



Matt Griswold



Don Harkey

ACMPE Workshop – Karen Bowman, FACMPE, CPC, CPMA & Deborah Hudson, FACMPE

This intensive, three-hour Board Certification Boot Camp is a comprehensive preparation for those seeking to complete their Board Certification through ACMPE, with review of medical practice management concepts and industry best practices based on the Body of Knowledge for Medical Practice Management (BOK). The BOK review will cover the skills and understanding of concepts needed to achieve the certified medical practice executive (CMPE) designation as well as review the process to complete the certification. Participants will be given the opportunity to take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.

People Centric Leadership – Matt Griswold and Don Harkey

There is a difference between management and leadership. When people are promoted to management roles, rarely do we take the time to discuss, train, or develop the leader part of management. The best leaders understand that leadership is, simply, influence. Understanding the importance of influence, how we influence others, and how we use that influence for ourselves will make us exponentially better leaders. Our framework will guide participants to identify their biggest strength and their biggest opportunities in the areas of People, Process, Management, Communication, and Strategy.

YOU'R INVITED TO

CASINO

Night

THURSDAY, APRIL 26 | 6:00 p.m.

The graphic features a teal background with a sunburst pattern. It includes illustrations of playing cards (Ace of Spades, Ace of Diamonds), several colorful casino chips (blue, green, yellow, red, purple), and a glowing neon sign that says "CASINO". The word "Night" is written in a large, stylized, cursive font. At the bottom, the event details "THURSDAY, APRIL 26 | 6:00 p.m." are displayed in a bold, sans-serif font.

GENERAL SESSIONS



Steps for Success in Strategic Planning and Leading Change – Stephen A. Dickens, JD, FACMPE

Successfully navigating the evolving nature of healthcare requires effective leadership. A key component of the successful leader is a clear vision underscored by a plan to achieve it. Bringing the interested parties together to develop that plan is an essential start, but the real work begins with implementing the decisions and leading the change it brings. Strategic planning and change management are as much an art as they are a skill. This session will not only provide a roadmap for strategic planning but will also address the obstacles to reaching consensus and implementing change with practical tips to bring the plan to fruition. Attendees will receive both physician and staff survey tools to initiate the process and gather the insight needed to begin the conversation and strategize their path to success.



Stories, Not Statistics: Where Authenticity & High-Performance Teams Converge – Alyson Van Hooser

Losing great employees may be your greatest competitive threat. Attracting, truly engaging, and retaining ecstatic employees can be your greatest advantage. Differentiate your practice from those poaching your employees by strategically and authentically aligning your leadership with the post-pandemic workforce. The future of work is not just tech and artificial intelligence. Instead, leadership that effectively connects and engages with employees will be more important than ever. A one-size-fits-all leadership approach is a tactic of the past. Introducing, Stories, Not Just Statistics, the new leadership strategy and mindset that focuses resources — emotional, financial, and otherwise — on actions and benefits that create infinite opportunities for team success.



Mastering Authentic Communication Brian Parsley

This program leverages a modelling approach that allows you to deal with life's opportunities and challenges. This seminar blends both personal and professional perspectives to maximize outcomes where you'll uncover practical and actionable strategies that'll deliver results into the real world now. Brian's program has

been described as the study of what works to build rapport and significantly improve the results you achieve, by helping your team improve their ability to understand how others think and master their own communication.



Leading out of the ASKhole™ Trap Kerri Burchill, PhD

Feel like your hair is on fire? Need an extinguisher and more hours in the day? Those feelings are symptoms of having fallen into the ASKhole™ trap. Working so hard is an indication that you are invested as a leader, you own your influence, and you see possibilities. That's great. What would make your work even better is to have more work-life balance and employees who are as engaged as you.



Gaining the Competitive Advantage to Attract and Retain the Top Talent Matt Griswold

There is a talent war waging: hiring and retaining top talent in today's workforce is nearly impossible. The challenges that face hiring managers are unlike any that have been seen before: multiple generations interacting, the post-pandemic shifts, continued globalization leading to increase market competition, a pandemic that was predicted by economists decades ago, and the great resignation have all collided! This presentation unpacks these challenges and frames the opportunities that employers have to not only attract key talent but also retain their top talent.



Reimagining Experience | Creating a Culture of Brand Advocates Joe Quintoni

A differentiated brand experience drives employee and patient behaviors that have significant impact to the business. Employers must be proactive in building a purposeful culture that enhances the organization as well as the people and patient experience. This thought-provoking keynote provides the insights and implementable best practices that are needed to create and sustain a culture that creates a competitive advantage. Executives and Leaders ready to re imagine the experience will walk away with actionable ideas that will inspire, motivate and activate change.

BREAKOUT SESSIONS



*Cameron Cox,
MHA, FACMPE*



Matt Griswold



Don Harkey



*Stephen A. Dickens, JD,
FACMPE*

Breakout Sessions by Specialties

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

Choose your pain point and come find solutions!

We will do a deep dive into some of your biggest pain points and walk away with actionable solutions. During this breakout session, select between Value-based Care, Revenue Cycle Management, or Small Practices and do a deep dive into solutions.

Analytics with a Purpose – Cameron Cox, MHA, FACMPE

We are constantly being told that the new healthcare system will depend on understanding data. What does this mean? We have always had data in various forms from clinical data to administrative data. This presentation will challenge you to reconsider whether you are asking the right questions and whether you have the right data and tools to answer them. Learn how analytics adds value to your practice's financial position and operation as we strive to find the purpose of our analytical scrutiny.

Understanding Communication Styles and the Power of Effectively Communicating – Matt Griswold & Don Harkey

Communication is hard. People always say they need more communication and everyone believes that they are good communicators. We also have a growing number of methods to communicate: phone, text, group messages on multiple platforms, meetings, zoom calls, and so much more. But the truth is, we all communicate differently and how we communicate directly impacts whether someone can effectively interpret our messages. We will show participants the four types of

communication styles, have them discover their type, and talk through ways to most effectively communicate with each type.

Can They Be Salvaged? Critical Conversations

Stephen A. Dickens, JD, FACMPE

The successful practice executive must not only understand the operations within a medical practice but also possess the ability to effectively communicate with its stakeholders – physicians, staff and patients. This skill is even more important when the topic is personal or is at a critical decision point that may have far reaching implications. Communication is essential to preventing misunderstandings, leading change, and diffusing tricky situations. Effective communication can save a relationship while poor communication can undermine or destroy one. The inability to establish working relationships and successfully navigate challenging interactions leaves the executive looking either incompetent, unsure, or worse, both. This session addresses communication techniques for real life situations to prepare you to present at your best.

Key Metrics in a Healthcare Business

Cameron Cox, MHA, FACMPE

Ever played a game for fun ... with no winner or loser. In business, this is extremely difficult to do. One way in which a practice can maintain an understanding of its strategic, operational and financial positioning is by utilizing key performance indicators (KPI). A healthcare KPI or metric is a well-defined performance measurement that is used to monitor, analyze and optimize all relevant healthcare processes. This presentation will highlight and review several of the key indicators that a practice should consider using when comparing its own position. Discussion will involve defining what some of the indicators mean and identifying source data for comparative purposes.

SPEAKER BIOS

Karen Bowman, FACMPE, CPC, CPMA has been the practice administrator with Gastrointestinal Associates of Cleveland for 19 years. She is a Fellow with the American College of Medical Practice Executives, as well as a Certified Professional Coder and a Certified Professional Medical Auditor. Karen is a Past President of Tennessee MGMA and currently serves as the ACMPE Forum Rep. She is currently serving on the ACMPE Certification Commission with MGMA and is the Certification Commission Forum Rep Liaison. She is a past MGMA State Liaison. Karen is the President of Cleveland MGMA and has served as an adjunct faculty member at South College and Cleveland State Community College, teaching medical insurance and coding. Karen is married, has two children and three spoiled Yorkies.

Kerri Burchill, PhD is the President of North Star Coaching, a leadership consulting company. Kerri's work includes leadership training and development, leadership and team coaching and speaking. Kerri's path is unique. About 15 years ago Kerri and her partner Keith felt that their life was a bit too comfortable. To find that stretch, Kerri applied for a principalship in Belgium and Keith applied to medical school. Long story short, Keith graduated from medical school at age 49. Their life decision created opportunity for Kerri to serve in nine different organizations, located over six cities and three countries. These diverse experiences in healthcare and education highlighted the importance of interpersonal communication and ultimately sparked the focus of her PhD in educational leadership.

Cameron M. Cox, III, MHA, FACMPE is President of e3c3 consulting. Cam 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, e3c3 consulting offers consulting services to physicians looking to start a practice, improve business operations, or develop strategies for enhanced business opportunities. Cam and his team have worked with more than 500 medical practices ranging in size from one part-time physician to over 50 providers in virtually every medical specialty. Cam is a Fellow of the American College of Medical Practice Executives. He also has undergraduate and graduate degrees in Healthcare Administration from the University of North Carolina at Chapel Hill. He regularly speaks to national and regional organizations on a broad range of healthcare topics.

Stephen A. Dickens, JD, FACMPE is an attorney and Vice President of Medical Practice Services at SVMIC. In this role, he advises physicians and their staff on organizational issues including governance, operations, strategic planning, leadership, patient experience and human resources. He is a published author and frequent speaker at state and national conferences on these topics. Mr. Dickens has spent over 25

years working with physicians in various roles including 15 years in medical practice, hospital and home care executive positions before joining SVMIC in 2008. He is a Past Chair of the Medical Group Management Association having served as the first solo chair of MGMA-ACMPE. He is a Past President of the MGMA Financial Management Society, Tennessee MGMA and Tennessee Association for Home Care. He is a Board-Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives. He holds life membership in MGMA with Distinguished Leader designation as well as life membership in Tennessee MGMA. In addition, he has previously earned Fellowship in the American College of Healthcare Executives and certification as a Home and Hospice Care Executive by the National Association for Home Care. He is the 2015 recipient of the Martha Johnson Distinguished Service Award from the Tennessee MGMA honoring his contributions to the organization and the medical practice profession.

Matt Griswold is an Engagement Specialist at People Centric Consulting Group where he has spent the last five years helping organizations and leaders reach the goals they have set for themselves. Prior to People Centric, Matt spent 15 years as a facilitator at JP Morgan Chase. Matt's goal is to help you achieve greatness at a higher level. His best advice is this, "Everyone is a leader, lead them well."

Don Harkey holds a B.S. in Chemical Engineering from the University of Nebraska-Lincoln and spent 10 years working for Fortune 500 companies where he developed his skills helping people to improve processes. Looking to leave life inside a large corporation, he jumped into the world of business consulting in 2005. People Centric partners with organizations to implement strategic and tactical processes that create high performance cultures. Harkey has worked with a variety of organizations successfully implementing systems that improve employee engagement and profitability. Don is also a Certified Coach for The Great Game of Business™. He is a much sought-after professional speaker based on his practical advice delivered with high energy and humor.

Deborah Hudson, FACMPE, Business Development and Account Executive for State Volunteer Mutual Insurance, is Chair of the ACMPE Certification Commission. She is a Fellow in the American College of Medical Practice Executives and a past president of Tennessee MGMA. She is a former Tennessee ACMPE Forum Rep and former MGMA state liaison. She was a practice manager in northeast Tennessee for 10 years before joining State Volunteer Mutual Insurance.

Brian Parsley Almost every "Professional Speaker" on the planet claims they're number one in whatever topics they speak on. It's not how many books you've written that matters, but rather what best practices you can transfer to the audience, based on a proven track record. This is where Brian Parsley isn't your ordinary presenter. He began his career selling door to door

over 30 years ago. Since then he's been a serial entrepreneur, building three highly successful organizations and selling two over the past two decades. Brian is currently a managing partner in the global consulting firm, The Constance Group. His work has given him the opportunity to share his methodology and allowed him to use his gifts of teaching and speaking on an international platform on topics of sales optimization, building loyal customers, and leadership strategies that drive profits. He teaches behavioral science around why people do what they do and how to manipulate challenging scenarios with good intent. His messages are powerful but filled with humor and stories so they resonate and can be recalled. Fun fact, Brian has close to one million followers on Tik Tok doing fun pranks. He may be in his 50's, but he'll never lose his sense of humor.

Joe Quintoni is founder and CEO of Unify|Align and is driven by passion and offers an uncommon blend of creative and structural talents. He has led and delivered significant Organizational Transformation projects creating incredible competitive advantages for some of the biggest brands in the world. Prior to bringing Unify|Align to life, he had a storied career with The Ritz-Carlton Hotel Company spanning over the duration of two decades. After working within the operation as Director of Human Resources for the brand's hotels, he held the prestigious position of Global Head of Delivery with The Ritz-Carlton Leadership Center, where he was responsible for building operational delivery processes, and evolving IP for

the hotel company's consulting firm which created dramatic, positive impact to the clients and global businesses they served. Joe holds a Master of Science in Industrial/Organizational Psychology. Joe brings not only his passion but also personality to connect, inspire, lead and motivate all those that he comes in contact with.

Alyson Van Hooser is not your typical business speaker. Alyson brings a fresh, relevant perspective to the new challenges that leaders face today, teaching her audiences how to engage, motivate, and retain a multi-generational workforce. The bonus is that along with her expertise, Alyson makes a one-of-a-kind connection with the audience that never fails to delight and inspire. With a life resume that includes tough early years that taught her how to turn challenges into opportunities, Alyson achieved rapid success working her way up in the food, retail, and finance industries. She was a City Councilwoman by the age of 30, she works with a wide range of organizations as a keynote speaker, and, as if that weren't enough, Alyson tops it off by being a mother of four. Alyson's unique life and business experiences led her to discover the immense power that comes when leaders own the responsibility of truly understanding and intentionally connecting with the people they serve. Her books *LEVEL UP, ACCELERATE YOUR SUCCESS*, and soon-to-be-released *INFINITE INFLUENCE*, unveil powerful stories of lessons learned through struggles, and provide practical strategies needed to create and sustain success in life and at work.

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



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REGISTER

CONFERENCE INFORMATION

CONFERENCE FEES

	<u>By 03/31/23</u>	<u>After 03/31/23</u>
Active Member	\$299	\$325
Non-Member (<i>practice executive, administrator, or manager</i>)	\$499	\$525
Affiliate Member (<i>education participant only</i>)	\$699	\$725

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 Hotel, 705 Cherokee Orchard Road, Gatlinburg, TN 37728. Make your reservations by March 26th to receive our discounted room rate of \$140/night. Access our room block by clicking the link on our website at tmgma.com and use our group code MGM.



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