



TMGMA ENEWS

MARCH/APRIL 2024



Spring is right around the corner. Some may see a Robin for the first time and know that Spring is close, or some may look at the date on the calendar and say that Spring has arrived! But just because the birds are chirping and temperatures start warming up, do not put away those jackets just yet. Tennessee has always been unpredictable when it comes to the official start date of Spring. Just as the seasons are hard to predict in Tennessee – so is healthcare. The healthcare landscape continues to change at an unpredictable pace. This unforeseeable pace is due to continual technological advancements, ageing populations, and political reform and policy initiatives.

As the warmer weather approaches, so does the opportunity to gather. That is why I am so excited about the upcoming TMGMA Spring Conference. With networking being one of the most important things we can do as managers, the Spring Conference will offer many opportunities to accomplish this. Who better to “**Corral**” with and discuss change than your peers across the state who are confronted with the same challenges. If you are looking to solve a problem within your office, there is no better place to “**Two-Step To**,” than this year’s conference being held at the Franklin Marriott in Cool Springs. We have pre-conference workshops scheduled, state legislative updates, leadership development, and many more opportunities to help improve your skills. Developing skills is one the most important things TMGMA is all about because it allows our members to improve attributes and qualities vital to effective workplace performance. So “**Saddle Up**” and join us April 10-12, for an opportunity to network together and learn more about how to face these daily concerns that hinder our primary purpose... patient care.

Go to www.tmgma.com to register now.

Thanks for all that you do!

Steven R. Cruze
President, TMGMA
scruze@premiersurgical.com



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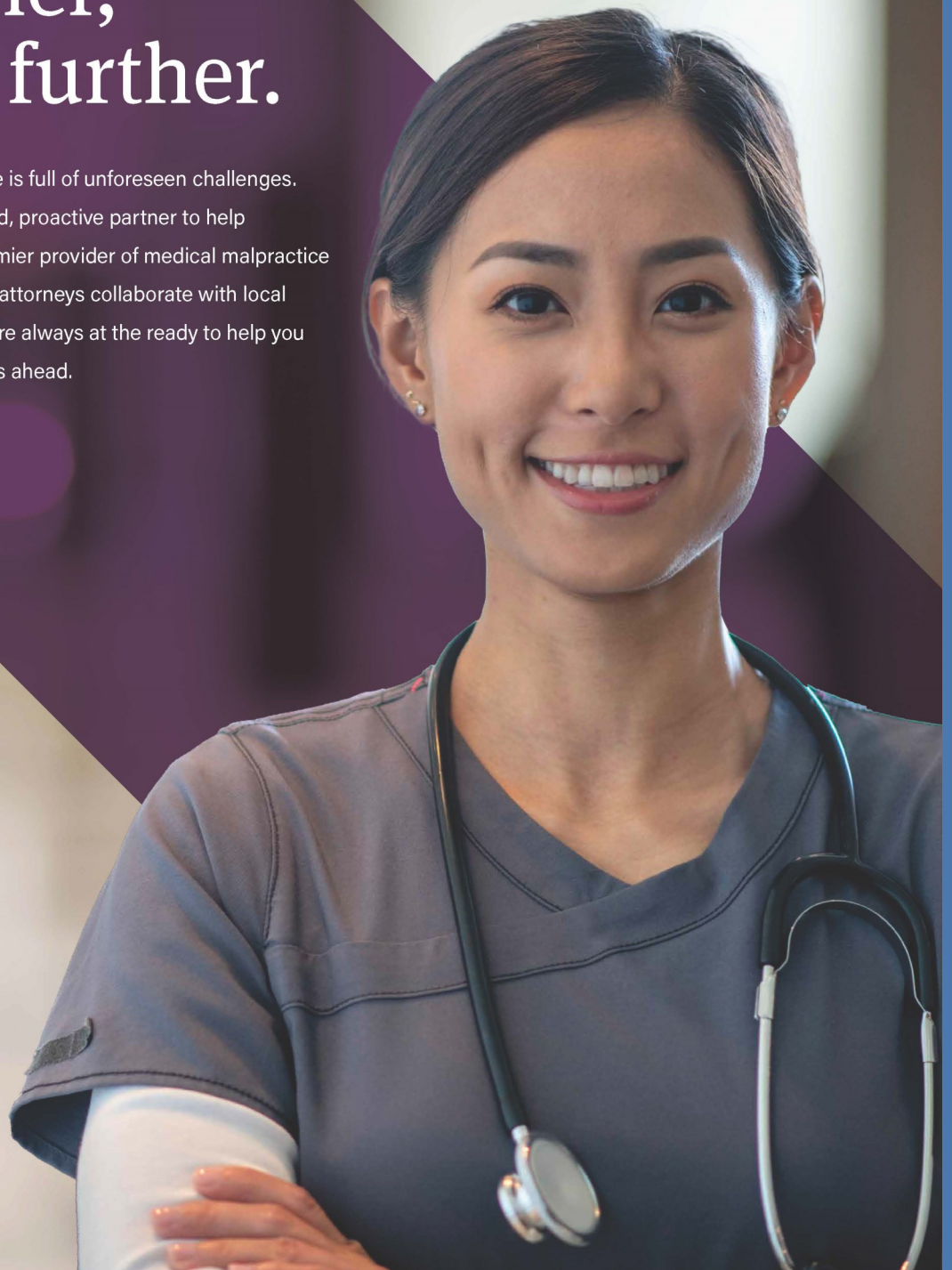
TMGMA's Preferred Malpractice Provider



svmic.com/tennessee

Together, we go further.

The practice of medicine is full of unforeseen challenges. You need an experienced, proactive partner to help navigate them. As a premier provider of medical malpractice insurance, our in-house attorneys collaborate with local defense attorneys and are always at the ready to help you be prepared for what lies ahead.



TMGMA Career Center



Career positions are published on our website at no charge. Please email the placement notice to [Rebekah Francis](#). The position will remain on our site for three months or until it has been filled.

We are currently advertising the following positions:

- [Practice Manager, Diabetes & Geriatrics Specialist, Cookeville](#)
- [Chief Executive/Financial Officer—Tennessee Cancer Specialists](#)

MONTHLY MEMBER WEBINARS

MARCH WEBINAR IS GOOGLE BIASED AGAINST MY PRACTICE?

PRESENTED BY:
CARL WHITE
MARKETVISORY GROUP, INC.

12

MARCH
2024



1:00 PM EASTERN
12:00 PM CENTRAL
11:00 AM MOUNTAIN
10:00 AM PACIFIC

Eligible for 1.0 CE credit





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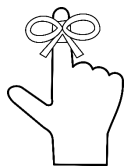
SADDLE UP, Y'ALL!



DeAnna Brown, FACMPE, CPC
Chair of Past Presidents

Spring conference is just around the corner, and I can't wait to see you all! **Pack your boots and hats and meet me at the TMGMA reception for some boot scootin' on the dance floor!**

Past Presidents – As a past president of TMGMA and a Lifetime Member of TMGMA, your conference registration is complimentary, so make sure you register and join us in Franklin!



Past President's Scholarship Fund – The TMGMA Past Presidents support advancement of our colleagues and TMGMA members. We donate to a scholarship fund known as the TMGMA Past Presidents Scholarship Fund. A huge thank you to all past presidents who continue to support and encourage others in our field!

- **Did you recently receive your ACMPE Certification or Fellowship?** As the Executive Council prepares to welcome you to Franklin, TN on April 10, I want to make sure that you are aware if you have attained your ACMPE certification or fellowship, that the Past Presidents Scholarship Fund is paying your conference fee!
- The Past Presidents Scholarship Fund is available to all TMGMA or TN local chapter members in good standing who have achieved Certification or Fellowship within the last twelve months. The Past Presidents fund provides conference registration to either the TMGMA Spring or Fall Conference for the recipient.
- Dust off your boots and join us, it's not too late to register! Please contact Rebekah Francis at rebekahfrancis@att.net for more information.

Thank you so much to the past presidents for their contribution to the Past Presidents 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



Karen Bowman, FACMPE CPC CPMA
kbowman@giassociatesofcleveland.com

2024 – Let's grow ACMPE in Tennessee

Earn a Certificate, Get Certified, Become a
Fellow

ACMPE CORNER:

Happy March everyone. The TMGMA Spring Conference is just around the corner, and we have lots of great things happening. I am excited to say that Debbie Hudson will be back with me to present the ACMPE Workshop. If you have thought about becoming certified, now is your chance to see what all the fuss is about. For those who are currently ACMPE applicants, here is a chance to get a great review before you take your exam. Attending the conference is also a great

way to get your continuing education credits required for your CMPE or your Fellowship.

Currently Tennessee has 56 individuals who are pursuing certification. This year is a great time to move forward and achieve that certification. Let us celebrate you at our spring or fall conference. With our free online study groups, there has never been a better time to take your exam. Also, the TMGMA Past Presidents have a great scholarship for those who achieve certification or fellowship.

Certificates, Board Certification and Fellowship through ACMPE is a fantastic way to confirm your expertise in the medical practice management industry. Not only do these recognitions affirm your professional competency, but they are recognized by physicians, healthcare executives, industry professionals, and your peers.

In addition, Tennessee has more than 200 individuals involved in ACMPE. These are impressive numbers and Tennessee rocks ACMPE.

We are in the final weeks of our first study group this year. I'm excited to say that registration has begun for our second 8-week study group series. It will begin on April 2nd. This is a free study group, and we will meet on Tuesdays via Zoom at noon EST. If you have attended a study group with us in the past, you will find the information covering the domains is new. I promise you will not be

bored. We will review the Body of Knowledge domains to identify content necessary to meet board certification standards, including financial management, regulatory compliance, organizational governance, operations management, and transformative healthcare delivery. Topics are reviewed from the perspective of a variety of healthcare settings.

I will once again partner with Tracy Bird, Debbie Hudson, Deb Bartel, and Beth Castens to present the study group. These individuals are leaders in the industry, and they are very passionate about ACMPE.

If you have you been thinking about certification, there has never been a better time to begin your journey. [Click here to register!](#)

CERTIFICATES

For those who may not be ready to pursue the Certified Medical Practice Executive board certification, you may be interested in the Principles of Practice Management Certificate (PPMC); this is a credential bearing certificate.

ACMPE offers many types of certificates including domain specific or topical certificates. Even if you are a Fellow or a CMPE, this could give you a deeper dive into the body of knowledge subject matter.

Tennessee has had four individuals who have received certificates through ACMPE this year. Congratulations to Mary Ruffin, Carissa Carr, and Janice Harville-Lowery who all received the Operations Management Certificate (OMC) and Kimberly Brown on the Principles of Practice Management Certificate (PPMC).

CERTIFIED MEDICAL PRACTICE EXECUTIVE (CMPE) APPLICANTS

Congratulations to Sustin Anderson, Josh Debry, Maya Cropper-Caramouche, Kimberly Brown, and Leighton Fuqua. TMGMA and I are excited for you and here to help you achieve certification.

PAST PRESIDENT'S SCHOLARSHIP

The Past President's Scholarship is awarded to individuals who achieve certification or fellowship. This scholarship provides registration to a TMGMA Spring or Fall Conference. I am very appreciative of the support from the Past Presidents and TMGMA in recognition of those achieving certification and fellowship.

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 up to three years before the date of your application

ACMPE 's free online tools will help you in your journey for certification

**FREE EXAM WORKBOOK
WITH ACMPE BOARD
CERTIFICATION
APPLICATION PURCHASE**

Offer Ends April 30

ACMPE Board
Certification Exam
Workbook

BASED ON THE BODY OF KNOWLEDGE 4th

MGMA

MGMA

The graphic features a dark background with a network of white dots and lines. On the right, there is a purple and white geometric shape containing icons for a person, a heart, a shopping bag, and a document. The MGMA logo is visible in the bottom right corner.

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 CE cycle will end on December 31, 2024. You will automatically be enrolled into the new three-year cycle after the current cycle has closed. 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

Karen - kbowman@giassociatesofcleveland.com

LEGISLATIVE UPDATES



Jon R. Ewing, MBA
TMGMA Legislative Liaison
jewing@wc-obgyn.net

On Tuesday, July 11 while working at the Campbell Clinic in Collierville, TN the 43 year old Orthopedic Surgeon was killed in his own clinic. This type of violence should never be something our providers and staff have to fear when they are in office caring for patients. This State lost a great provider. Family lost a father, husband and friend. The Tennessee General Assembly has worked to put a law in place to hopefully deter potential offenders from any violent acts toward any of our healthcare workers.

According to Legiscan: "As introduced, expands the offenses of assault against a first responder or nurse and aggravated assault against a first responder or nurse to apply to assaults committed against licensed physicians and osteopathic physicians, and to hospital employees who are discharging or attempting to discharge their official duties in a hospital emergency department; enacts the "Dr. Benjamin Mauck Act." - Amends TCA Title 39, Chapter 13."



The Tennessee Medical Association has the following to say as well.

"DR. BENJAMIN MAUCK ACT

Since the onset of the Covid-19 pandemic, medical professionals have experienced a sharp increase in workplace violence which has resulted in assault and even death in some cases. Not only does this aggression cause physical and psychological injury for health care workers, but it creates an unsafe environment that makes it far more difficult for doctors and other clinical staff to provide quality patient care. While Tennessee currently has legal protections for assaults committed against first responders and nurses, TMA would like to see these protections extended to physicians as well. Ensuring that offenders are appropriately punished for violent behavior will help keep our health care heroes safe from harm so they can continue to deliver high-quality care."

Jon R. Ewing, MBA
TMGMA Legislative Liaison
jewing@wc-obgyn.net



Update on Change Healthcare cyberattack fallout

MGMA is closely monitoring the Change Healthcare cyberattack situation. We continue to hear concerning feedback from members about the myriad ways their practices are being impacted. Given the size of Change Healthcare and the breadth of services it provides to physician groups and the larger healthcare sector, the consequences of this malicious cyberattack have been significant and far-reaching.

We [sent a letter](#) to the Department of Health and Human Services (HHS) last Wednesday outlining the consequences medical groups have felt and requesting they utilize all the tools at their disposal to mitigate these impacts so medical groups do not have to take drastic actions to remain in operation. Specifically, MGMA requested guidance, financial resources, enforcement discretion, and more so that we might avoid escalating an already severe situation.

This morning, HHS released a [statement](#) in response to feedback from MGMA and other affected physician and hospital organizations. Flexibilities outlined for medical groups include:

- Medicare providers needing to change clearinghouses that they use for claims processing during these outages should contact their Medicare Administrative Contractor (MAC) to request a new electronic data interchange (EDI) enrollment for the switch. The MAC will provide instructions based on the specific request to expedite the new EDI enrollment. CMS has instructed the MACs to expedite this process and move all provider and facility requests into production and ready to bill claims quickly. CMS is strongly encouraging other payers, including state Medicaid and Children's Health Insurance Program (CHIP) agencies and Medicaid and CHIP managed care plans, to waive or expedite solutions for this requirement.
- CMS will issue guidance to Medicare Advantage (MA) organizations and Part D sponsors encouraging them to remove or relax prior authorization, other utilization management, and timely filing requirements during these system outages. CMS is also encouraging MA plans to offer advance funding to providers most affected by this cyberattack.
- CMS strongly encourages Medicaid and CHIP managed care plans to adopt the same strategies of removing or relaxing prior authorization and utilization management requirements, and consider offering advance funding to providers, on behalf of Medicaid and CHIP managed care enrollees to the extent permitted by the State.
- If Medicare providers are having trouble filing claims or other necessary notices or other submissions, they should contact their MAC for details on exceptions, waivers, or extensions, or contact CMS regarding quality reporting programs.

CMS has contacted all of the MACs to make sure they are prepared to accept paper claims from providers who need to file them. While we recognize that electronic billing is preferable for everyone, the MACs must accept paper submissions if a provider needs to file claims in that method.

2024 Tennessee MGMA Spring Conference

SADDLE UP FOR THE TMGMA HEALTHCARE RODEO

Franklin
Marriott
Cool Springs



APRIL
10-12,
2024



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2024 Tennessee MGMA Spring Conference

SADDLE UP FOR THE TMGMA HEALTHCARE RODEO

CONFERENCE AGENDA

Wednesday, April 10th

8:00-5:00pm	Registration Open for Attendees and Vendors
8:30-11:30am	Workshops (Pre-registration Required): <ul style="list-style-type: none">• <i>ACMPE Workshop</i> – Karen Bowman & Deborah Hudson• <i>How We Do What We Do – Open Discussion Around the New Healthcare Landscape</i> – Charles Lathram• <i>Reclaiming Your Time Through Delegation</i> – Matt Griswold & Don Harkey
11:30-12:30pm	Networking Lunch
12:30-1:45pm	Opening General Session: <i>Finding the Masterpiece in the Mess</i> – Sam Glenn
1:45-2:30pm	Networking Break with Business Partners
2:30-3:30pm	General Session: <i>Who are you becoming?</i> – Jonathan Fanning
3:30-5:00pm	Breakout Sessions by Specialties
5:00-6:30pm	Networking Reception

Thursday, April 11th

7:30-8:30am	Breakfast with Business Partners
7:30-8:30am	First Time Attendee Breakfast
8:15-9:00am	State Legislative Update – A. Yarnell Beatty
9:00-10:15am	General Session: <i>Top Ten Employment Law Pitfalls</i> – Emily Mack
10:15-10:45am	Networking Break with Business Partners
10:45-11:45am	Breakout Sessions <ul style="list-style-type: none">• <i>ListServ Live</i> – Deanna Brown & Eric Gibson• <i>Physician Health</i> – Michael Baron• <i>Transition Tips for New Managers</i> – John Kaszuba
11:45-12:45am	Lunch with Business Partners
12:45-1:00pm	TMGMA Award Presentation
1:00-2:00pm	Breakout Sessions <ul style="list-style-type: none">• <i>The Connection Between HCC Sourcing & Financial/Quality Performance</i> – Nick Rodrigues• <i>Risks of Electronic Communications</i> – Rana McSpadden• <i>Navigating AI in Healthcare: A Practical Guide</i> – Sonny Clark & Keith Maune
2:15-3:15pm	Breakout Sessions <ul style="list-style-type: none">• <i>Rethinking the Role of IT in Healthcare</i> – Aaron Sherrill & Brian Strong• <i>Your Human Resources Q&A</i> – Emily Mack• <i>Enhancing Patient Safety and Protecting the Practice: Strategic Risk Management in Physician Offices</i> – Melony Hilton
3:15-3:45pm	Dessert Break with Business Partners
3:45-5:00pm	General Session: <i>Heroes and Villains – The Stories We Tell Ourselves That Create Conflict</i> – Don Harkey
6:00-9:30pm	Dinner and Boot Scootin' Dance Party with Dallin Cooper

Friday, April 12th

7:30-8:30am	Breakfast with Business Partners
8:30-9:30am	General Session: <i>Things You Don't Know You Don't Know: Customized Business Intelligence for Medical Practices</i> – Nate Moore
9:45-10:15am	Networking Break with Business Partners
10:15-11:30am	General Session: <i>Get On The Bull: Developing the Mindset to Face Down Life's Challenges</i> – Dallin Cooper

CONFERENCE WORKSHOPS



ACMPE Workshop

Karen Bowman, FACMPE, CPC, CPMA & Deborah Hudson, FACMPE

This intensive, three-hour board certification workshop 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.

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How We Do What We Do – Open Discussion Around the New Healthcare Landscape

Charles Lathram, III, FACMPE

Healthcare administration in 2024 continues to evolve with significant emphasis on enhancing patient care, improving outcomes, and reducing

costs and successfully transitioning from volume-based care to value-based care. During our time together we will focus on 5 factors to discuss and provide insight and effective tactics that healthcare managers can implement as they navigate this new landscape: 1) Value-Based Care Framework; 2) Data Analysis for Healthcare Decision-Making; 3) Patient Engagement and Satisfaction in the New Era of Consumerism; 4) Compliance, Risk Management and Ethics; and 5) Leadership in Healthcare Transformation.



Reclaiming Your Time Through Delegation – Matt Griswold and Don Harkey

This is going to be a fantastic topic and workshop! It is so relatable and it's relatable because people

typically don't do this and if they do, they don't do it well. This workshop will focus on the pitfalls and hesitations people have with this concept but also the fruit of actually being able to do it successfully. The side topics that feed into this will be succession planning, executive quicksand, what does it actually mean to be a leader of people and more!

GENERAL SESSIONS



Finding the Masterpiece in the Mess – Sam Glenn

Life can be messy, filled with changes, challenges, and uncertainty. However, with the right perspective, we can discover the meaning, message, and masterpiece in the mess. Sam is a self-taught abstract artist who uses his own

original art concepts to communicate that life can be messy, but with the right perspective, we can discover an uplifting message and masterpiece within our messes.



Who are you becoming? – Jonathan Fanning

A year from now, you'll be a better leader... or not. More courageous... or not. More caring... or not. More focused... or not. More patient... or not. More humble... or not. Based on Jonathan's best-selling book, *Who are you BECOMING?*,

participants will discover 4 pillars that the greatest leaders have in common and a simple formula for raising your leadership lid.



State Legislative Update – A. Yarnell Beatty, JD

In this session we will review legislative issues that will have an impact on the healthcare industry in our state.



Top Ten Employment Law Pitfalls

Emily Mack, JD

Calling out some of the most important and most common legal issues, employment attorney Emily Mack builds a priority list for health care employers. Emily will identify and help you avoid legal pitfalls unique to the health care industry.

Heroes and Villains – The Stories We Tell Ourselves That Create Conflict – Don Harkey

We all love a good story. Whether it is at the movies, on Netflix, or a book you can't put down, humans are conditioned to enjoy the art of storytelling. But did you know that each person has their own version of each story? Communication experts have determined that how we interpret a story paints our perception of reality. Additionally, our perceived experiences alter our interpretations of future experiences and interactions with others. This oftentimes leads us to be the hero in our own story and makes others the villains.

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**Things You Don't Know You Don't Know:
Customized Business Intelligence for Medical
Practices – Nate Moore**

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.



**Get On The Bull: Developing the Mindset to Face
Down Life's Challenges – Dallin Cooper**

Bull riding is one of the most extreme sports in the world. But each day, leaders face challenges that are just as intimidating as a 1600-pound bovine. The unique mindset that bull riders develop to face down each 8-second ride is one that we can all adopt so that when life throws challenges your way, you can be confident as you "Get On The Bull" and have the ride of your life.

BREAKOUT SESSIONS

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.



**ListServ Live – Deanna Brown,
FACMPE, CPC & Eric Gibson,
FACMPE**

We're bringing Listserv Topic Box to you LIVE! Bring any and all of your pain points to this interactive session and we'll poll attendees for advice and direction. Want to know about employee benefits? How many vacation/sick days do other employers give? Want to know where is the best place to get medical supplies? What AI tools are being used to increase productivity? Want to know tips to negotiate contracts? Ask your peers in this LIVE session!



Physician Health – Michael Baron, MD

In our post-Covid world, physician health has become a buzzword in the House of Medicine, while at the same time being elusive to those in the trenches. This session will cover areas of physician health that can lead to illness and even impairment. Most importantly, it will cover treatments, tools, and resources available to Tennessee physicians and other health professionals to maintain or return to health.



**Transition Tips for New Managers
John Kaszuba**

Moving into a position of leadership authority is one of the most difficult career transitions to make. Your responsibilities dramatically change, co-worker relationships change, as do the organization's expectations of you. This session offers key insight on how to begin leading with grace and competence.



**The Connection Between HCC Scoring and
Financial/Quality Performance – Nick Rodrigues**

This session focuses attendees on capturing HCCs and how they can incorporate claims data to identify gaps in HCC and risk adjustment scores. Practices can learn how to proactively manage HCCs as a financial tool, as well as a quality measure. This session will help practices explore the relationship between HCC risk scoring and maximizing payer reimbursement for quality incentives.



**Risks of Electronic Communication
Rana McSpadden, FACMPE**

In today's fast-paced healthcare landscape, electronic communication has become an indispensable tool for connecting with patients, colleagues, and other healthcare providers. However, with this convenience comes a significant responsibility: safeguarding the privacy and security of Protected Health Information (PHI). This presentation delves into the risks associated with HIPAA compliance in electronic communication, equipping you with the knowledge and best practices to navigate this complex arena with confidence.



**Navigating AI in Healthcare –
Sonny Clark & Keith Maune**

Unlock the potential of Artificial Intelligence (AI) in your practice. This session delves into how AI can streamline administrative processes, optimize patient management, and enhance overall operational efficiency. Learn about the latest AI tools and technologies that are reshaping healthcare administration, offering insights into their practical implementation to save time, reduce costs, and improve patient experiences.



Rethinking the Role of IT in Healthcare – Aaron Sherrill & Brian Strong

Healthcare organizations of all sizes are facing a relentless stream of challenges - decreasing margins,

mounting technical debt, staffing burnout and shortages, the stress of digital transformation, operational inefficiencies, and growing competitive pressures - just to name a few. Simply surviving is no longer enough. To adapt, complete, and thrive in the midst of these challenges it is imperative that healthcare organizations look to leverage an enterprise approach to IT. This session will explore strategic approaches to IT and uncover why siloed, tactical approaches to IT are holding healthcare organizations back. We will investigate how to move IT from a cost center to a strategic catalyst, how to align IT to the

organization's goals, and how to leverage technology to drive competitive advantage and provide a patient first experience.

Your Human Resources Q&A – Emily Mack, JD

Submit your best HR question and attend this session for an interactive Q&A.



Enhancing Patient Safety and Protecting the Practice: Strategic Risk Management in Physician Offices – Melony Hilton

This session will focus on effective risk management in the medical practice. It will explore processes to identify risks, discuss the development of strategies and tools to help mitigate risks, and evaluate the key factors that lead to litigation in the healthcare industry.

SPEAKER BIOS

Michael Baron MD, MPH, DFASAM, FAPA obtained an MD and MPH degree at Tulane University. He completed his Anesthesiology residency at Washington University in St Louis and his Psychiatry residency at Vanderbilt University. He has board certifications in Anesthesiology, Psychiatry and Addiction Medicine. He is a Clinical Assistant Professor of Psychiatry at Vanderbilt University. Dr. Baron was appointed to the Tennessee Board of Medical Examiners (BME) in 2010 and reappointed in 2015. He helped write many different Tennessee Department of Health rules pertaining to the treatment of pain, prescribing controlled substances and Office Based Opioid Treatment. Dr. Baron resigned from the BME in January 2017 to accept the Medical Director position of the Tennessee Medical Foundation – Physician Health Program. Dr. Baron joined the Federation of State Physician Health Programs in 2017. In May of 2022 Dr. Baron was elected to serve as President-Elect, then in 2 years as President of the Federation of State Physician Health Programs.

A. Yarnell Beatty, JD joined the Tennessee Medical Association in January 2001 as general counsel. In 2004 he was appointed to oversee TMA's legal, government affairs, insurance and eHealth departments. He is currently Senior Vice President and General Counsel. 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.

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.

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 President of TMGMA, TMGMA Legislative Liaison, President of Cleveland MGMA, and MGMA State Liaison.

Sonny Clark is a seasoned technology entrepreneur and CEO with a proven track record in the IT industry. In the late 1990s, he identified a market need for innovative IT solutions in banking and healthcare, leading to the founding of his first technology company. This venture quickly established itself as a leading technology provider for community banks, healthcare practices, and various professional businesses. After a successful exit in 2011, Sonny continued to fuel his entrepreneurial spirit in Nashville's community. In 2016, leveraging his 20+ years of experience in entrepreneurship and technology, Sonny founded Acumen Technology with business partner, Keith Maune. This new venture marked his return to Managed IT Services, focusing on the banking and healthcare sectors throughout Middle Tennessee.

Dallin Cooper Dallin is a keynote speaker, entrepreneur, and award-winning shepherd. From small Wyoming towns to one of the largest cities in China, Dallin has helped audiences develop the mindset they need to "Get On The Bull" and face down life's challenges. Dallin has led organizations since he started

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his first business—a digital marketing agency—at the age of 20. The agency grew quickly, and by the time Dallin sold it to a larger media group a few years later, it was serving clients internationally. He then built a sustainable dog chew brand that is widely distributed across the United States. So saddle up and prepare for the ride of your life, because Dallin's prize-winning humor, memorable stories, and life-changing insights will be an experience you'll never forget.

Jonathan Fanning helps organizations and individuals reach their full potential and is the author of *Who are you BECOMING?* Through keynote speaking, training workshops, coaching, and consulting, Jonathan works to create excellence within companies, teams and organizations that are not willing to settle for "good enough." With over fifteen years of experience coaching leaders, from Fortune 500 executives to sole proprietors, Jonathan has developed expertise in the principles, practices, and challenges of creating a worthwhile vision and becoming the leader capable of the worthy pursuit.

Sam Glenn has been honored by being named Speaker of the Year on several occasions by meeting and event organizations and won two national awards for his training videos. He is the author of more than 30 personal and professional development books. Hundreds of organizations use Sam's videos to kick off their staff meetings and cultivate positivity in the workplace. Sam's *Motivated by Art* © Training has become the new buzz in creating engagement in the workplace. Not only does his creative art bring energy to the walls in any workplace, but the art is used for training purposes to enrich the quality of personal and professional performance.

Eric W. Gibson, FACMPE is a partner in Clearly MD, LLC where he serves as CFO for several medical practices in the Memphis, TN community, including Memphis Obstetrics & Gynecological Association, PC where he has learned and experienced healthcare leadership for almost 25 years. With undergraduate degrees in accounting and psychology from Union University, Eric is a Fellow in the American College of Medical Practice Executives, currently serves as Treasurer for Tennessee MGMA, and is a past president for the Mid-South MGMA chapter where he continues to serve. Through the University of Memphis MILE Program, he has been a mentor for FCBE students for the past 16 years. Married with 6 children and 7 grandchildren, Eric enjoys a deep commitment to family, faith and service to our healthcare community. As life and time permits, he finds respite and fun through piano, pinocle, golf and good food & drink with family and friends.

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.

Melony Hilton, RN, MBA, FACMPE, CPHRM, CCM works as a consultant and account executive with the Medical Practice Services/Business Development Departments of SVMIC. She is a Registered Nurse and has a Master's Degree in Business Administration. She is a Board-Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives and is a Certified Professional in Healthcare Risk Management and Clinical Case Management. Melony has 25 years of experience in the healthcare industry working in physician practices, hospitals, academic medical centers and home health care. Prior to joining SVMIC, she worked for the University of Arkansas for Medical Sciences. She has held clinical leadership roles as well as business and operational management positions. In her role as a Medical Practice Consultant & Account Executive she works directly with physicians and staff on business operation strategies as well as patient experience, clinical operations, and risk management.

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.

John Kaszuba's leadership journey began in the US Army, where he received 8.5 months of leadership training: achieved the rank of sergeant, 2nd and 1st Lieutenant, and Captain. Leaving the military started his healthcare career as a manager, where he continued to apply his leadership knowledge and experience to advance to executive positions in healthcare. John has more than 25 years of healthcare experience. He has experience in finance and operations, new business line development, ASC acquisitions, strategy, marketing and business development.

Charles Lathram, III, FACMPE, CCP is Vice President of Physician Services for Lake Charles Memorial Health System. He is an advocate for building relationships with everyone from physicians, nurses, healthcare staff to his administrative

team and within the local community and their leaders. He has served as President of Alabama MGMA and is the immediate past president of Tennessee MGMA. He has been a national and regional speaker on automation in healthcare and has several published articles on the subject. Charlie is a Fellow in the American College of Medical Practice Executives.

Emily Mack, JD is a Partner at Burr Forman LLP and handles employment law and complex litigation matters. She has defended claims for wrongful discharge, retaliation, discrimination, harassment, wage and hour, business torts, trade secrets, and other complex matters arising from a variety of laws. She has also handled appeals at the state and federal levels and appeared before numerous state and federal agencies. She has considerable experience drafting employee contracts, non competes, handbooks, and policies, and providing in-depth training to clients. She often serves as outside general counsel providing advice and counsel in contract negotiations, legal compliance, and other day-to-day matters. Emily earned her J.D. from the University of Tennessee College of Law and her B.A. from the University of Tennessee.

Keith Maune's entrepreneurial journey began at just 14, when he started consulting for companies in need of website design and programming services. Balancing his academic pursuits with professional commitments, Keith earned his B.S. and MBA while co-managing and serving as CIO at a previous technology company. His tenure there culminated in a successful exit, after which Keith further diversified his skill set by obtaining a law degree in 2017. As he neared the completion of his law studies, Keith reunited with Sonny Clark to found Acumen Technology. This venture, specializing in security-focused IT services, quickly became a leading IT provider for community banks, healthcare practices, and professional services organizations across Middle Tennessee.

Rana McSpadden, FACMPE joined the Medical Practice Services department of SVMIC in 2011 and has worked in the healthcare industry for over 25 years, including billing and practice administration. In her role as Medical Practice Consultant, she assists physicians and staff with financial and operational assessments, patient experience, workplace violence, coding, as well as education for compliance with HIPAA and OSHA. Ms. McSpadden is a member of Tennessee MGMA and National MGMA. She previously served as President of the Upper Cumberland MGMA, Tennessee ACMPE College Forum Representative, MGMA Chair of the Fellowship Submission Committee, and currently sits on the ACMPE Certification Commission. She is a Fellow in the American College of Medical Practice Executives, and a Certified Professional Coder.

Nate Moore drives change at some of the country's best medical practices by mining actionable knowledge from practice management systems and electronic medical records. He's been

a top-rated speaker at MGMA's annual conferences every year since 2009 and speaks on business intelligence for medical practices across the United States. He has written two books for MGMA, has over 500 Excel Videos on his website, and hosts a weekly BIG Ideas podcast, with game-changing examples of data driving medical practice decisions.

Nicolas Rodrigues joined Practical Data Solutions in 2012 and has been supporting healthcare organizations nationwide to help improve performance using leading-edge analytic solutions. He is a frequent presenter on PDS' monthly webinars which discuss best practices that support practice operations, financial efficiency, and healthcare analytics. Rodrigues is a member of MGMA and regularly attends local and national conferences. In his spare time, he enjoys spending time with his family and friends and can often be found on his boat fishing throughout Connecticut.

Aaron Sherrill is the Chief Technology Officer at TenHats leading the technology, cybersecurity, and data center teams. Aaron also serves as the Chief Information Security Officer at Covenant Health, TenHat's parent company. Prior to joining TenHats Aaron spent 5 years serving as a Senior Research Analyst for S&P Global Market Intelligence, where he advised and consulted executive teams with leading technology and security companies around the globe. Prior to joining S&P, Aaron served as Vice President of Information Security and Chief Technology Officer for two large, pure-play managed service providers. He was instrumental in developing and growing the service provider business, driving the strategy and vision for the companies, developing and leading information security programs, and bringing new managed services to the marketplace. Aaron has 25+ years of IT and security experience spanning across a variety of industries, including healthcare, manufacturing, and software development, as well as serving in IT management for the Federal Bureau of Investigation (FBI). He holds degrees in business and computer science, including an MBA, and has obtained multiple certifications, including the Certified Information Systems Security Professional (CISSP) credential.

Brian Strong is TenHats' Chief Executive Officer, working with every department to cast and execute the company's vision. As CEO, he also represents TenHats publicly, assists in the sales process, and manages TenHats' partnership with Covenant Health. Brian previously served as TenHats' Chief of Sales and Marketing, where he revitalized the sales department and oversaw TenHats' rebrand. Before joining the team, he gained extensive management and sales experience working at nationwide MSP and IaaS firms in the Knoxville region. Brian was the top salesperson at Claris Networks when he decided to leave and found his own company, Vendor Registry, which he sold in 2020. In 2003, Brian graduated from the University of Tennessee, Knoxville with a BS in Finance. In his free time, Brian enjoys playing in a local soccer league and spending time with his family.