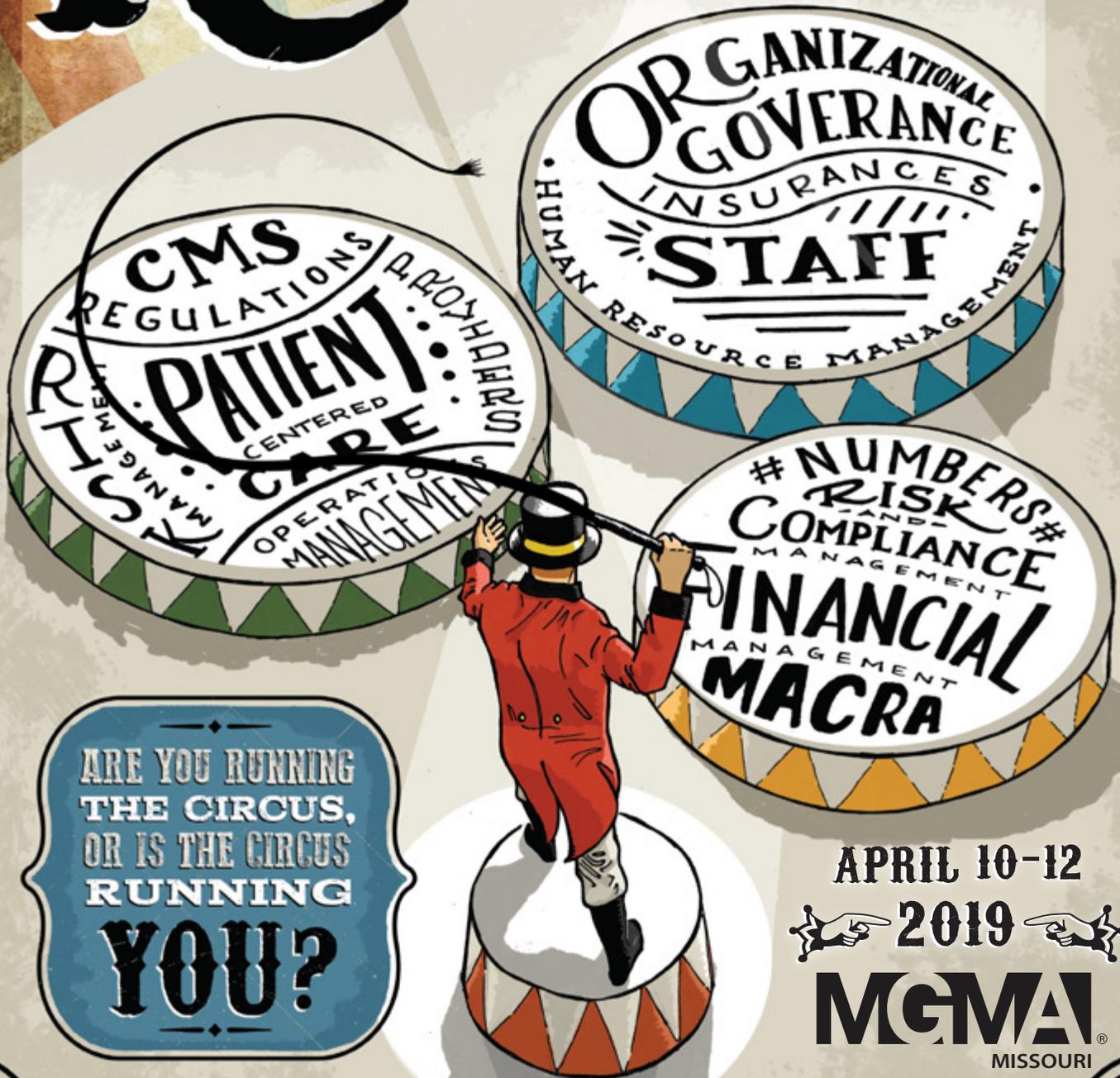


2019 MISSOURI MGMA SPRING CONFERENCE

RINGMASTERS

IN HEALTHCARE



ARE YOU RUNNING
THE CIRCUS,
OR IS THE CIRCUS
RUNNING
YOU?

APRIL 10-12
2019
MGMA
MISSOURI

2019 MISSOURI MGMA SPRING CONFERENCE

RINGMASTERS IN HEALTHCARE

April 10-12, 2019 • Margaritaville Lake Resort • Osage Beach, MO

CONFERENCE AGENDA



Wednesday, April 10th

- 12:00-5:00pm Registration
- 11:30-1:00pm Local Chapter Board of Directors Leadership Symposium
- 1:00-4:00pm Preconference Workshops
- Practice Manager Bootcamp – Kyle Haubrich, Curt Mayse, Vicki Plumlee & Michelle Yarnall
 - Rural Health Billing for 2019 – Charles A. James, Jr.
 - Coding Workshop – Sherry Wright-Fontenot & Teresa A. Treon
- 4:00-5:00pm Reception for all First Time Attendees & New Members
- 5:00-6:30pm Opening Night Reception & Dinner
- 6:30-8:00pm GENERAL SESSION: Juggling Elephants: Getting Your Most Important Things Done – Jones Loffin

Thursday, April 11th

- 7:00-8:00am Breakfast with Exhibitors
- 8:00-9:30am GENERAL SESSION: Healthcare Burnout and the Question We've All Asked Ourselves...Why Do I Do What I Do? – Kyle Adkins, CMPE
- 9:30-10:00am Exhibitor Networking Break
- 10:00-11:00am BREAKOUT SESSIONS
- No Medicine Is Better Than Bad Medicine: Navigating the Treatment of Pain in the Opioid Crisis – Karl Haake MD
 - Taking Revenue Cycle to the Next Level – Don't Get Left Behind (Independents) – Tim Childers & Curt Mayse
 - Telehealth in Missouri – New Opportunities for Patient Care – Ben Harvey
 - Trending Issues in Privacy and Security – Richelle Marting
- 11:15-12:15pm BREAKOUT SESSIONS
- Value Based: Overview, Agreement Terms & Validating Your Report Card & Bonus – Penny Noyes
 - Ongoing Performance Evaluations: From Short Term Gains to Great Sustainable Results – Scott Foster
 - Mitigation Impossible: Lessening the Impact of Crisis – Jason Henry
 - Medicare Physician Fee Schedule Changes: Understanding the Blended Payments and Recognizing Reimbursement Opportunities – Richelle Marting
- 12:15-1:15pm Lunch with Exhibitors
- 1:15-2:30pm BREAKOUT SESSIONS
- Value Based: Overview, Agreement Terms & Validating Your Report Card & Bonus (repeat) – Penny Noyes
 - Taking Revenue Cycle to the Next Level - Don't Get Left Behind (Health Systems) – Tim Childers & Curt Mayse
 - Changes to MACRA and How it Will Affect Your Practice – Kyle Haubrich
 - Employee Records: Health Files versus Patient Medical Records – Richelle Marting
- 2:30-3:15pm Exhibitor Networking Break
- 3:15-4:45pm GENERAL SESSION: I'm Not Crazy, I'm Not You! An Interactive Leadership Session Using Myers Briggs – Scott Foster
- 5:15-6:30pm Networking Reception

Friday, April 12th

- 7:00-8:00am Breakfast with Exhibitors
- 8:00-8:15am Annual Business Meeting
- 8:15-9:30am GENERAL SESSION: Washington Update – Drew Voytal
- 9:30-10:00am Exhibitor Networking Break
- 10:00-11:30am GENERAL SESSION: Who Are You Becoming as A Leader – Jonathan Fanning
- 11:30am Closing Remarks & Prize Drawings

Thank you to our educational co-sponsor the AAPC of Kansas City.

Preconference Workshops

Wednesday, April 10th

12:00-5:00pm

Registration

11:30-1:00pm

Local Chapter Board of Directors Leadership Symposium

1:00-4:00pm

PRECONFERENCE WORKSHOPS



Practice Manager Bootcamp

Kyle Haubrich, JD, Sandberg Phoenix & von Gontard, PC

Curt Mayse, FACMPE, Principal, CliftonLarsonAllen

Vicki Plumlee, FACMPE, CMM, CPC, Director of Clinics, Ozarks Community Health System

Michelle Yarnall, CMPE, CPC, Practice Administrator, Pediatric Associates of SW Missouri

Whether you are new to practice management or have been at it a while and just need a refresher or update on current trends, this session is for you. This program will address financial reporting, human resources, HIPAA and OSHA. Presented by a panel of four leading industry leaders with more than 50 years of combined healthcare experience, attendees can expect tips and tools to improve everyday operations.



Rural Health Billing for 2019

Charles A. James, Jr., President and CEO, North American Healthcare Management Services

Affordable, accessible health care is vital to rural communities throughout the state of Missouri.

We will provide an overview of the current legislative and policy issues affecting RHCs. We will provide an overview of new RHC benefits for 2019.

Next, we will provide an overview of current RHC billing requirements. We will define RHC services and discuss incident-to vs non-RHC services (i.e. how to deal with injections versus lab). We will review basic UB04 claim form completion, basic modifier usage, approved providers, and locations. We will review basic preventive service billing including Care Coordination Services, Wellness Visits, and Preventive screenings. We will differentiate Provider-based from freestanding RHCs. We will review what space sharing arrangements are acceptable, how to avoid "commingling", and how specialist services may be offered in an RHC.

We will finish this session with in-depth RHC claim examples for common billing scenarios.



Coding Workshop

Sherry Wright-Fontenot, CPC, CPCO, CPMA, CEDC, Coding and Compliance Coordinator, Saint Luke's Health System
Teresa A. Treon, RHIT, CPC, CPMA, Revenue Integrity

Analyst, Saint Luke's Health System

What does Best Practice Documentation look like in 2019? What is revenue integrity for physician billing? These are two of the areas we will explore during this three-hour workshop.

4:00-5:00pm

Reception for all First Time Attendees & New Members

5:00-6:30pm

Opening Night Reception & Dinner

Session Descriptions

Wednesday, April 10th (continued)

6:30-8:00pm

GENERAL SESSION



Juggling Elephants: Getting Your Most Important Things Done

Jones Loflin

Jones offers keen insight on how we seem to be constantly struggling with too much to do. He offers the timely solution of using the blueprint of a circus to help your people get more of the things done that are important to them and your organization. In this humorous and thought-provoking message, Jones shares five key strategies based on proven concepts, including: Better prioritizing what needs to get done so not everything is a "crisis"; Taking more conscious control of your time and energy; Creating a concrete plan to transform ideas and goals into part of your daily tasks and activities; Improving your relationships with others to increase their engagement on what is most important to you and the organization; and Discovering ways to sustain productivity in today's "always on" work environment.

Thursday, April 11th

7:00-8:00am

Breakfast with Exhibitors

8:00-9:30am

GENERAL SESSION



Healthcare Burnout and the Question We've All Asked Ourselves...Why Do I Do What I Do?

Kyle Adkins, CMPE, Chief of Professional Services, Golden Valley Memorial Healthcare

Approximately 33% of physicians are experiencing professional burnout at any given time, but burnout exists among all healthcare professionals...including me and you! Staff burnout can create multiple problems in healthcare organizations and in personal lives that can be devastating. No doubt the stakes are high for leaders to make staff, providers and personal burnout a priority. Yet, most healthcare leaders frequently fail to acknowledge and address this serious issue. In this session, Kyle will share some symptoms of the problem, how to recognize and remedy some of those symptoms and how to create the kind of culture that eliminates accelerators of burnout within the practice. In this high energy and emotional session, he will also spend time reminding us of the answer to the most common burnout question we, or our spouse, are likely asking...why do I do what I do?

9:30-10:00am

Exhibitor Networking Break

10:00-11:00am

BREAKOUT SESSIONS



**No Medicine Is Better Than Bad Medicine:
Navigating the Treatment of Pain in the
Opioid Crisis**

Karl Haake, MD, President,
Haake Medical Services

In 2017, opioids were declared an epidemic in the United States. Over the last 20 years, the treatment of pain has equaled the prescribing of opioid medications. This presentation will discuss issues related to how we have arrived at the opioid epidemic, understanding the differences between the different types of pain and how to properly treat them, and understand how sometimes not prescribing an opioid may be a better alternative. The discussion will focus on how hospitals and health systems can help their providers and patients navigate the challenges of treating chronic pain.



**Taking Revenue Cycle to the Next
Level – Don't Get Left Behind
(Independent Practice focus)**

Tim Childers, Principal,
CliftonLarsonAllen
Curt Mayse, Principal,
CliftonLarsonAllen

As we continually look for opportunities to improve revenue cycle performance, this interactive discussion will outline key technology and process improvement opportunities designed to ensure reimbursement remains healthy. This session will address these core elements of proven and progressive elements to improve performance: 1) Improving Patient Access – using Data Collection to address call queues and staffing levels for enhanced call center performance; 2) Optimizing Practice Management System Functionality through new effective bolt-on technology; 3) Better Data Analytics to benchmark against comparative peer data; 4) Analyzing Root Causes of Denied Claims – focusing on eligibility verification, authorization and coding; and 5) Actively Managing Accounts Receivable through Efficient Technology Solutions.



**Telehealth in Missouri –
New Opportunities for Patient Care**

Ben Harvey, Associate Director of Operations,
Missouri Telehealth Network

Hear ideas and insight on how to implement and utilize telehealth, discuss reimbursement considerations for telehealth, and discuss best practices in telehealth. This presentation also provides updates on telehealth regulations and billing issues.



Trending Issues in Privacy and Security
Richelle Marting, JD, MHSA, RHIA, CPC, CEMC,
CPMA, CPC-I, Partner, Forbes Law Group, LLC

As the Office for Civil Rights' list of entities under investigation for large data breaches grows by the day, medical practices are struggling to keep up with the latest privacy and security standards. This session will discuss several HIPAA hot topics, including: 1) Trends in litigation – how patients are making claims against healthcare providers who use or share their information incorrectly; 2) Medical

record release fees – the now infamous 2016 OCR guidelines, the \$6.50 “rule”, and pending case law that may answer our lingering questions; and 3) Employees, social media, and patients – how far can healthcare providers go to protect their patients' information.

11:15-12:15pm

BREAKOUT SESSIONS



**Value Based: Overview, Agreement Terms &
Validating Your Report Card & Bonus**

Penny Noyes, President and CEO,
Health Business Navigators

This session will provide an overview of various types of value-based reimbursement arrangements or physician practices, including but not limited to direct payer/provider and ACO & CIN arrangements involving quality metrics, shared savings, risk and non-risk, and more. We will walk through some payer-direct and ACO/CIN contract language, highlighting the bonus arrangements, attribution of members, which of the payer's customers (individual, group, commercial, Med Advantage, self-funded and fully insured) are included in the deal, term and termination provisions that could benefit or hurt the practice, when bonuses and renewal metrics are due, and several other contract provisions to negotiate or manage. And finally, we will walk through how to prepare for comparing your data to the payer's report card on your practice and what the payer says your associated bonus or risk will be.



**Ongoing Performance Evaluations: From Short
Term Gains to Great Sustainable Results**

Scott Foster, Director of Talent Management,
Whelan Security

Do you see meaningful and sustainable results from your employee performance reviews? Does the idea of filling out the annual forms make you want to take a sick day? Have you ever thought about how meaningful the reviews are for your employees? How do we create an evaluation that is ongoing, meaningful, and produces results? That's what we are going to do! Our objectives for this session will be: 1) Understand your role in moving employee performance forward; 2) Identify your employees by performance level; and 3) How to conduct ongoing evaluations with employees based on their performance.



**Mitigation Impossible:
Lessening the Impact of Crisis**

Jason Henry, CHP, CEDP, CHOP-B, BA, RN,
*Emergency Management Officer, Emergent Care
Administration, CoxHealth*

There are 5 primary phases in Emergency Management: Mitigation, Preparedness, Planning, Response, and Recovery. Often times, the first element (Mitigation) is overlooked because it is not well understood, there is a false sense of its importance, or it is believed to be too costly. However, without proper mitigation all other phases will suffer and not reach their maximum potential. In this presentation, we will focus primarily on mitigation and create a baseline for identifying ways to lessen the impacts of a disaster or crisis that may disrupt your business, services, and your customers (patients). By the end of this session, you should leave with a better understanding of the support structure behind you, step-by-step tools for tackling emergency preparedness, and a foundational beginning for your journey to disaster resiliency.

Medicare Physicians Fee Schedule Changes: Understanding the Blended Payments and Recognizing Reimbursement Opportunities

Richelle Marting, JD, MHSA, RHIA, CPC, CEMC, CPMA, CPC-I,
Partner, Forbes Law Group, LLC

When Medicare released the Proposed 2019 Physician Fee Schedule in July 2018, it was seen as the most significant change to evaluation and management services in twenty years. Amidst thousands of commenters' concerns, CMS delayed implementation of some of the most significant policies, while finalizing for 2019 several key provisions that relax documentation requirements. Those major E/M changes still loom on the horizon, however, and practices need to understand how payment for office visits will soon be changing.

12:15-1:15pm **Lunch with Exhibitors**

1:15-2:30pm **BREAKOUT SESSIONS**

Value Based: Overview, Agreement Terms & Validating Your Report Card & Bonus (repeat)

Penny Noyes, President and CEO, Health Business Navigators

Taking Revenue Cycle to the Next Level - Don't Get Left Behind (Health Systems)

Tim Childers, Principal, CliftonLarsonAllen

Curt Mayse, Principal, CliftonLarsonAllen

As we continually look for opportunities to improve revenue cycle performance, this interactive discussion will outline key technology and process improvement opportunities designed to ensure reimbursement remains healthy. This session will address these core elements of proven and progressive elements to improve performance: 1) Improving Patient Access – using Data Collection to address call queues and staffing levels for enhanced call center performance; 2) Optimizing Practice Management System Functionality through new effective bolt-on technology; 3) Better Data Analytics to benchmark against comparative peer data; 4) Analyzing Root Causes of Denied Claims – focusing on eligibility verification, authorization and coding; and 5) Actively Managing Accounts Receivable through Efficient Technology Solutions.

Changes to MACRA and How It Will Affect Your Practice

Kyle Haubrich, JD, Counsel, Sandberg Phoenix & von Gontard, PC

MACRA/MIPS is a significant law that can and will affect any medical practice that takes Medicare patients. Understanding the changes to the law is key to ensure that the practice continues to remain in compliance and not lose money in their Medicare Part B reimbursement. This presentation will help you understand the changes to the law and will give you ideas on how to meet the new requirements.

Employee Records: Health Files versus Patient Medical Records

Richelle Marting, JD, MHSA, RHIA, CPC, CEMC, CPMA, CPC-I,
Partner, Forbes Law Group, LLC

Healthcare providers who are also employers have long struggled with how to manage the records of their employees who also happen to be patients. The difference between an employee health record, the OSHA Medical Record, and the patient medical record can be confounding, and yet poses significant risk when handled incorrectly. Learn the definitions of each type of record, rules for how they are created and maintained, and rules for providing access to the information and sharing the information within each record set.

2:30-3:15pm

Exhibitor Networking Break

3:15-4:45pm

GENERAL SESSION

I'm Not Crazy, I'm Not You! An Interactive Leadership Session Using Myers Briggs

Scott Foster, Director of Talent Management, Whelan Security

Are you left scratching your head at why your employees, your boss, family, and others don't seem to make sense to you? Leadership requires us to understand people around us so we can tailor our leadership style. There is no cookie cutter approach to leadership, just like there is no cookie cutter employee. A better understanding of others allows us to meet their needs and achieve better performance.

5:15-6:30pm

Networking Reception

Friday, April 12th

7:00-8:00am

Breakfast with Exhibitors

8:00-8:15am

Annual Business Meeting

8:15-9:30am

GENERAL SESSION



Washington Update

Drew Voytal, MPA, Associate Director, MGMA Government Affairs

This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources. Specific topics include 2019 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2019 Medicare Physician Fee Schedule, among a host of other timely issues.

9:30-10:00am

Exhibitor Networking Break

10:00-11:30am

GENERAL SESSION



Who Are You Becoming as A Leader

Jonathan Fanning

A year from today, will you be a better leader... or not? The answer affects every aspect of our lives. *Who are you BECOMING?* introduces four pillars the greatest leaders all have in common and a simple formula for enhancing these pillars in your own life and organization. Jonathan shares "The Simplest and Most Effective Leadership Development Plan", borrowing powerful and practical lessons from the greatest people developers in all walks of life. This program applies to you, whether you lead a company, volunteers, team, family, or just yourself.

11:30am

Closing Remarks & Prize Drawings





PO Box 381533
Birmingham, AL 35238

MISSOURI MGMA 2019 SPRING CONFERENCE

CONFERENCE FEES

	Before 03/31/19	After 03/31/19
MO MGMA ACTIVE MEMBER	\$295	\$395
AAPC MEMBER	\$295	\$395
NON-MEMBER	\$395	\$495
MGMA-MO LIFE MEMBER	\$125	\$150

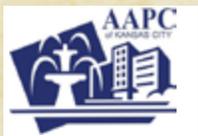
FEE REFUND POLICY

Cancellations received prior to March 31, 2019 are subject to a \$50.00 cancellation fee. Cancellations received after March 31, 2019 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

CREDIT HOURS



American College of Medical Practice Executive (ACMPE) Credit Hours: To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the My Transcript area of mgma.com.



The program has the prior approval of AAPC for 13.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

HOTEL INFORMATION

Margaritaville Lake Resort, Osage Beach, MO. Use our group code: **MDCL** and call 800-826-8272 or online at tan-tar-a.com by March 11, 2019 to receive our discounted run-of-house rate of \$130 per night.



REGISTER TODAY AT MGMA-MO.ORG