

**MO  
MGMA  
2020**

# **MASTERS OF HEALTHCARE**



**AUGUST 5-7, 2020  
BRANSON CONVENTION CENTER**

**MGMA**<sup>®</sup>  
MISSOURI



I want to take this opportunity and invite you to Missouri MGMA's Annual Conference being held at the Hiltons of Branson – Branson Convention Center on August 5<sup>th</sup> – 7<sup>th</sup>. **Masters of Healthcare** is this year's theme and we are excited to bring to you nationally known speakers Paul Long, Ed Norwood, Scott Foster, Marlene Chism and Ridley Barron.

Our experienced keynote and breakout session speakers will present the latest trends and information in the areas of Clinic Operations, Finance, Leadership, Performance Measurement, Human Resources and Risk Management.

This brochure outlines our educational sessions and planned activities. Please make special note of the preconference workshops beginning on Wednesday afternoon. We will also be hosting two networking receptions on Wednesday and Thursday evenings that you will not want to miss.

Missouri MGMA recognizes the important role our exhibitors and their companies play in your practice operations; therefore, we have an Exhibit Hall full of vendors who will offer viable solutions to the challenges faced by your practice.

This is the premier medical group conference in 2020! You won't want to miss it. I hope you will plan to join us and bring a couple colleagues with you! If there is a barrier that stands between you and this conference, I hope you will reach out to me so that I can assist in removing any obstacles if possible. My email address is [kadkins@gvmh.org](mailto:kadkins@gvmh.org). Please join me in becoming an even better Master of Healthcare!

I look forward to seeing you there!

Sincerely,

Kyle Adkins, CMPE  
Chief Operating Officer, Golden Valley Memorial Healthcare  
MO MGMA President-Elect and 2020 Conference Chair

MISSOURI MGMA ANNUAL CONFERENCE:  
**MASTERS OF HEALTHCARE**

August 5-7, 2020 • Branson Convention Center  
Conference Agenda

**Wednesday, August 5th**

- 12:00-5:00pm **Registration**
- 12:00-1:30pm **Local Chapter Board of Directors Leadership Symposium**
- 1:30-4:00pm **BOOTCAMPS**
- **Practice Manager Bootcamp: Pro Am – Go for the Green!** – Kyle Adkins, Brad Carney & Gregory Thompson
  - **Practice Manager Bootcamp: Real Solutions to Real Problems** – Bryan Wood
  - **Coding Bootcamp: Evaluation and Management** – Sherry Fontenot-Wright & Cathy Jennings
- 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: Connecting the Workplace and Life Through F.U.N.!** – Paul Long

**Thursday, August 6th**

- 7:00-8:00am **Breakfast with Exhibitors**
- 8:00-9:30am **GENERAL SESSION: The Champions Leadership Playbook Series: The T.I.M.E. Sheet** – Ed Norwood
- 9:30-10:00am **Exhibitor Networking Break**
- 10:00-11:00am **BREAKOUT SESSIONS**
- **Starting Telehealth in My Practice** – Bridgette O'Hara
  - **Washington Update** – Drew Voytal
  - **Investigating Sexual Harassment Complaints in the Workplace** – Diane Howard
  - **Revenue Integrity: Looking at the Entire Revenue Cycle** – Sherry Fontenot-Wright & Cathy Jennings
- 11:15-12:15pm **BREAKOUT SESSIONS**
- **Generational Gaps** – Don Harkey
  - **Top 10 IT Issues that Can Put Your Practice Out of Business** – John Motazed
  - **Washington Update (repeat)** – Drew Voytal
  - **Best use of a Non-physician Practitioner** – Sherry Fontenot-Wright & Cathy Jennings
- 12:15-1:15pm **Lunch with Exhibitors**
- 1:15-2:30pm **BREAKOUT SESSIONS**
- **How to Deal with People and Change** – Scott Foster
  - **Physician Recruitment: Successful Candidate Sourcing Strategies** – Matthew Neuwirth & Matthew Ross
  - **What Happens Online Stays...Online** – Veronica Brattstrom
  - **Telemedicine: Documentation Guidelines** – Sherry Fontenot-Wright & Cathy Jennings
- 2:30-3:00pm **Exhibitor Networking Break**
- 3:00-4:30pm **GENERAL SESSION: Crucial Conversations** – Scott Foster
- 4:30-6:00pm **Networking Reception**

**Friday, August 7th**

- 7:00-8:00am **Breakfast with Exhibitors**
- 8:00-8:15am **Annual Business Meeting**
- 8:15-9:30am **GENERAL SESSION: Driving Negativity Out of the Workplace** – Marlene Chism
- 9:30-10:00am **Exhibitor Networking Break**
- 10:00-11:30am **GENERAL SESSION: Every Second Counts** – Ridley Barron
- 11:30am **Closing Remarks & Prize Drawings**

## Wednesday, August 5th

12:00-5:00pm **Registration**  
12:00-1:30pm **Local Chapter Board of Directors Leadership Symposium**  
1:30-4:00pm **BOOTCAMPS**



Kyle Adkins



Brad Carney



Gregory Thompson

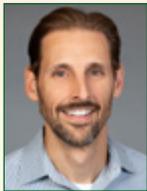
### Pro Am – Go for the Green!

**Kyle Adkins, CMPE, Chief Operating Office, Golden Valley Memorial Healthcare**

**Brad Carney, FACMPE, CPC, Practice Manager, Northland Family Care**

**Gregory Thompson, MBA, Practice Manager, Saint Louis Rheumatology**

This informative session will overview the fundamentals of running a practice. Some of the topics include benchmarking your practice's performance, MACRA/MIPS, having difficult conversations, and time management. New managers and experienced managers wanting a refresher are encouraged to join this interactive session.



### Real Solutions to Real Problems

**Bryan Wood, Administrator, Cockerell & McIntosh Pediatrics**

In this bootcamp we will gain valuable insight into the tools and methodologies that can be used to address a variety of challenges in the practice management environment. We will go over a proven method of improving time of service payments in a primary care setting. Bryan will focus on the collection of outstanding balances and patient deductibles, while providing the audience with some ideas on how to train and incentivize front-desk staff to perform in this area. We will also focus on how common business intelligence (BI) tools can be used to create robust, multi-dimensional reports.



Sherry Fontenot-Wright



Cathy Jennings

### Evaluation and Management: A Review of Documentation Guidelines for Office and In Patient

**Sherry Fontenot-Wright, CPC, CPCO, CPMA, CEDC, AAPC Fellow, Revenue Integrity Analyst, Saint Luke's Physician Group**

**Cathy Jennings, CPC, CRC, CEDC, CHONC, Ambulatory Coding Education & Training Program**

**Manager, The University of Kansas Health System**

Take a Deep Dive into the Documentation Guidelines for Evaluation and Management Services. This session will be useful for both non-coders and coders. We will discuss documentation guidelines, best practices and where to find credible references to build internal policies.

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**



### Connecting the Workplace and Life Through F.U.N.!

**Paul Long**

Two grown men, cat wrestling singlets and a social experiment. Paul Long leveraged his concept of Fundamism to become the Kansas City Royals' 2016 Fan of the Year while inspiring his employees, organization and an entire city! Paul's philosophy of Fundamism is a deliberate approach to happiness in the workplace, can be applied by anyone and is certain to move your team in the direction you desire. Based on the core principle of F.U.N., this experience will allow your team to explore their Foundation, Understanding of Others and help identify Next Steps in maximizing their overall effectiveness at work and in life. Laugh, learn and actively engage with your team while Paul coaches you through principles that help improve employee engagement, maximize productivity, provide memorable customer experiences and create a more F.U.N. work environment! This session will provoke thought while leaving you with a strong understanding of specific actions to help improve your personal work environment.

## Thursday, August 6th

7:00-8:00am **Breakfast with Exhibitors**  
8:00-9:30am **GENERAL SESSION**



### The Champions Leadership Playbook Series: The T.I.M.E. Sheet

**Ed Norwood, President, ERN/The National Council of Reimbursement Advocacy**

If you are going to be successful in life, you need to learn how to manage your time and team members. How to create a life message; How to move the message to your people; How to increase maximum productivity with staff through The Champions T.I.M.E. Sheet.

9:30-10:00am **Exhibitor Networking Break**

10:00-11:00am **BREAKOUT SESSIONS**



### **Starting Telehealth in My Practice**

**Bridgette O'Hara**, *TeleHealth Services Manager, CoxHealth Virtual Visits*

Telemedicine continues to grow across the United States as an innovative way to address provider shortages, creating more access and facilitate appropriate care paths. Learn about one health system's journey to implement various telehealth and telemedicine services including internal and external challenges, lessons learned and what the key components to a successful telehealth program are.



### **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 2020 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2020 Medicare Physician Fee Schedule, among a host of other timely issues.



### **Investigating Sexual Harassment Complaints in the Workplace**

**Diane Howard**, *Attorney, The Limbaugh Firm*

This presentation will provide guidance regarding who should investigate a complaint of alleged sexual harassment, and suggested timeframes and processes for the investigation. Practical suggestions regarding the interview process, file contents and preparing a report and recommendations will be provided to help the employer avoid the identified potential legal pitfalls that can be encountered in association with the investigation process.

### **Revenue Integrity: Looking at the Entire Revenue Cycle**

**Sherry Fontenot-Wright, CPC, CPCO, CPMA, CEDC, AAPC Fellow**, *Revenue Integrity Analyst, Saint Luke's Physician Group*

**Sarah Reed, CPC, CPC-I**, *Compliance Department, UMKC Health Sciences*

Looking at the entire revenue cycle can mean unexpected improvement. Take a walk thru one health systems approach to revenue integrity, the changes they made and the outcomes, some unexpected, they found.

11:15-12:15pm **BREAKOUT SESSIONS**



### **Generational Gaps**

**Don Harkey**, *CEO, People Centric Consulting Group*

While 10,000 Baby Boomers are retiring every day from now until 2030, they are also one of the largest generations entering the workforce. Millennials are climbing the ladder, and Gen X are our steady eddys. The newest generation, Gen Z, knows no difference between the physical and digital world. Each of these generations have a different way of thinking and approaching work, and during this session, we are going to explore the differences between these generations and how we can bridge these gaps.



### **Top 10 IT Issues that Can Put Your Practice Out of Business**

**John Motazed**, *Owner, SNC Squared*

Top 10 I.T. issues that can put your practice out of business, is an interactive presentation discussing newest threats and issues affecting practices. Virus issues, malware, data loss, and HIPAA compliance are among the topics we will cover. Attendees will walk away with a one page handout containing action steps to implement when you return to the office.

### **Washington Update (repeat)**

**Drew Voytal, MPA**, *Associate Director, MGMA Government Affairs*

### **Best Use of a Non-Physician Practitioner**

**Sherry Fontenot-Wright, CPC, CPCO, CPMA, CEDC, AAPC Fellow**, *Revenue Integrity Analyst, Saint Luke's Physician Group*

**Sarah Reed, CPC, CPC-I**, *Compliance Department, UMKC Health Sciences*

Provider rules are always changing. In this interactive session we will look at the variety of roles for a Non-physician Practitioner, both in the office and hospital. Best practices for billing and documentation will be discussed. Mrs. Reed will also discuss common coding mistakes. Please bring your problems and questions to this interactive session.

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

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

### How to Deal with People and Change

**Scott Foster**, *Corporate Director of Talent Acquisition at GardaWorld Security Services*

Change in healthcare is unavoidable. The question for the leader of any practice is how do you lead your team through change before the change leads you. Join me to discuss how you can deal successfully with your staff and others as you welcome and respond to change.



Matthew  
Neuwirth



Matthew Ross

### Physician Recruitment: Successful Candidate Sourcing Strategies

**Matthew Neuwirth**, *Senior Vice President, Enterprise Medical Recruiting*

**Matthew Ross**, *Manager of Marketing and Technology, Enterprise Medical Recruiting*

We will present varying proven successful sourcing strategies and tools for practices including the pros, cons and budgetary considerations of each.



### What Happens Online Stays...Online

**Veronica Brattstrom**, *Senior Risk Management and Patient Quality Analyst, Professional Solutions Insurance Company*

Patients have come to expect immediate access to staff and physicians. Refusing to embrace social media might have some negative consequences for you or for your practice. However, any comment you make will have a life of its own and might spread in a fashion you hadn't intended. Social Media uses and abuses present many challenging questions for healthcare, providers, employers and employees. Using national malpractice case examples this session addresses the Do's and Don'ts of Social Media in the healthcare setting.

### Telemedicine: Documentation Guidelines

**Sherry Fontenot-Wright, CPC, CPCO, CPMA, CEDC, AAPC Fellow**, *Revenue Integrity Analyst, Saint Luke's Physician Group*

Take a Deep Dive into Telemedicine Services. What needs to be documented; Where should you document it; and Does the location of the provider matter? We will review some documentation, and provide credible references for building internal policies.

2:30-3:00pm **Exhibitor Networking Break**

3:00-4:30pm **GENERAL SESSION**



### Crucial Conversations

**Scott Foster**, *Corporate Director of Talent Acquisition at GardaWorld Security Services*

We know that healthy yet tough conversations take place every day that help leaders to inspire their teams and the individuals that make up those teams to achieve maximum performance. The fact is most of these performance conversations take place behind closed doors. The purpose of this session is to identify resources that provide effective options and tools for holding healthy conversations on crucial issues. Participants will develop the skills and motivation required to initiate and follow through on tough conversations.

4:30-6:00pm **Networking Reception**

## Friday, August 7<sup>th</sup>

7:00-8:00am **Breakfast with Exhibitors**

8:00-8:15am **Annual Business Meeting**

8:15-9:30am **GENERAL SESSION**



### Mastering Leadership Clarity: Drive Results Not Drama

**Marlene Chism**

If you want to build a drama-free culture, drive growth and reduce costly mistakes, you are in the right place. In this engaging program, consultant, executive educator and thought-leader Marlene Chism shows executives and practice managers the one skill that can change any situation; how conversations either grow your business or slow your business; how to identify the root cause of drama; and why changing the culture requires changing the conversation.

9:30-10:00am **Exhibitor Networking Break**

10:00-11:30am **GENERAL SESSION**



### Every Second Counts

**Ridley Barron**

Carrying the power of personal experience, Ridley approaches the subject of Patient Safety as few can. His unforgettable message of hope, healing, and forgiveness empowers patients, families, clinicians and those impacted by adverse medical events. It leaves a lasting impression and offers challenging improvements in patient safety.

11:30am **Closing Remarks & Prize Drawings**

# CONFERENCE INFORMATION

## CONFERENCE FEES

	Before 07/10/20	After 07/10/20
MO MGMA ACTIVE MEMBER	\$325	\$425
AAPC MEMBER	\$325	\$425
NON MEMBER	\$450	\$550
MGMA-MO LIFE MEMBER	\$125	\$150

## CONFERENCE FEE REFUND POLICY

Cancellations received prior to July 10, 2020 are subject to a \$50.00 cancellation fee. Cancellations received after July 10, 2020 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

### Hilton Branson Convention Center

200 East Main Street  
Branson, MO 65616

We have secured a room block at the discounted rate of \$136/night at The Hilton Branson Convention Center (866-442-0959) and The Hilton Promenade at Branson Landing (866-568-0890). Please reference our group code, **MOMED**, and make your reservation by July 4th to receive this special rate.





PO Box 381533  
Birmingham, AL 35238



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