



MO MGMA 2023 Conference

SWING FOR *the* FENCES

Achieving Excellence in Healthcare Management



May 10-12, 2023
Doubletree Hilton Hotel
St. Louis - Chesterfield





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May 10 - 12, 2023 • Doubletree Hilton Hotel St. Louis-Chesterfield, MO

CONFERENCE AGENDA

Wednesday, May 10th

11:00-5:00pm

Registration Open for Attendees and Vendors

1:00-4:00pm

Workshops

- **People Centric Leadership** – Matt Griswold & Don Harkey
- **Six Sigma-LEAN/Change Acceleration** – Stefanie Hohensee
- **ACMPE Prep Course and Mock Exam** – Kathie Huttegger & Cristian Lieneck

4:15-5:30pm

Opening General Session: Mastering Authentic Communication – Brian Parsley

5:30-6:30pm

Networking Reception

Thursday, May 11th

7:30-8:30am

Breakfast with Exhibitors

7:30-8:30am

First Time Attendee Breakfast

8:30-9:30am

General Session: The Coffee Bean: A Simple Lesson to Create Positive Change – Damon West

9:45-10:45am

Breakout Sessions

- **Employee Empowerment Increases Revenue** – Scott Miles
- **Credentialing: How to Get Off the Bench and Hit a Home Run!** – Danielle Berry & Cindy Burcham

10:45-11:30am

Networking Break with Exhibitors

11:30-12:30pm

Breakout Sessions

- **Strategic Planning – Maximize Your Company's Potential** – Don Harkey
- **Making Value-based Principles Work for You and Your Practice** – Gary Hyman
- **Revenue Cycle Pitfalls and How to Best Manage Resources for Optimal Results** – Paola Turchi

12:30-1:30pm

Lunch with Exhibitors

1:45-2:45pm

Breakout Sessions

- **Leading a Culture of Accountability** – Matt Griswold
- **Diversity & Inclusion in the Workplace** – Barbara Faupel
- **Contract Management – How to Hit a Home Run Negotiating Managed Care Contracts**
Danielle Berry & Cindy Burcham

2:45-3:30pm

Dessert Break with Exhibitors

3:30-4:30pm

General Session: Your Patient Has Something to Say! E.I./E.O. and the Delivery of Care from a Ghost Patient's Perspective – Susan Childs

5:00-6:30pm

Reception and Trivia Night

Friday, May 12th

7:30-8:15am

Breakfast with Exhibitors

8:15-8:30am

Annual Business Meeting

8:30-9:30am

General Session: Being the Backbone of Leadership – Steven Cruze

9:30-10:00am

Networking Break with Exhibitors

10:00-11:30am

Closing General Session: Foundation of a Winning Culture – Joe Quitoni

CONFERENCE WORKSHOPS



Matt Griswold



Don Harkey



Stefanie Hohensee, MHA, FACMPE



Kathie Huttegger, FACMPE



Cristian Lieneck, PhD, FACMPE, FACHE

People Centric Leadership

Matt Griswold & 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.

Six Sigma-LEAN/Change Acceleration

Stefanie Hohensee, MHA, FACMPE

Need to create efficiency in your practice? Have you had situations when tensions are high and/or volume is low. Have you had errors affecting patient care? Most of these statements point to process driven issues. Let's deep dive by exploring the tool of value stream mapping. Value stream

mapping is an excellent tool for improving patient process and flow as well as eliminating waste. You will be able to visualize how to analyze where the value is being added and where it is not. In addition, we will explore how to run a meeting with a voice from every person present. Learn innovating ways to increase the efficiency while creating collaboration and shared need in your practice. In this time you will walk away with a skillset in building value stream maps, creating shared need, and how to take a common problem and build collaboration.

ACMPE Prep Course & Mock Exam Workshop

Kathie Huttegger, FACMPE & Cristian Lieneck, PhD, FACMPE, FACHE

This session will review CMPE/FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for the Certified Medical Practice Executive (CMPE) exam. Participants will then take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.



GENERAL SESSIONS



Brian Parsley



Damon West



Susan Childs,
FACMPE



Steven R.
Cruze, MSG



Joe Quitoni

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.

The Coffee Bean: A Simple Lesson to Create Positive Change Damon West

Life is often difficult. It can be harsh, stressful, and feel like a pot of boiling hot water. The environments we find ourselves in can change, weaken, or harden us, and test who we truly are. We can be like the carrot that weakens in the pot or like the egg that hardens. Or, we can be like the coffee bean and discover the power inside us to transform our environment.

Your Patient Has Something to Say! E.I./E.O. and the Delivery of Care from a Ghost Patient's Perspective

Susan Childs, FACMPE

The delivery of care we offer today helps shape *your* practice tomorrow. I may be your millionth patient, but this is *my* first visit! The patient's experience is beyond significant and has a direct impact upon their outcomes ...and your value! The relationship between the patient and the physician is the soul of medicine. How do we imbed traditional patient-centered processes with newer advances? As a ghost patient, it is enlightening! Every nuance and communication is observed throughout the visit...from curb appeal to follow up and claims

processing ... And how it's *really* seen! we must be more than aware of their experiences, standards and ethics and how to get them actively engaged. Tried and true communication styles highlighting emotional intelligence and ways to embed them in daily protocols as we enter into a new realm of care, we *can* create a conscious professionalism with principles that encourage high performance teams and invite self-awareness. Let's listen to our patient and do it right!

Being the Backbone of Leadership Steven R. Cruze, MSG (US Army RET)

It is a tough job trying to be a leader in today's fast changing world. Motivation drives nearly every action in our lives. Think about it, what motivated you to walk into the kitchen and make a sandwich? Hunger. What motivated you to get up and go to work this morning? At the very basic level, it was probably the desire to keep a roof over your head and food on the table. Motivation is an incredibly powerful force in our lives and is part of our human nature. In this session we will learn what it takes to be the "Backbone" of leadership and motivate others.

Foundation of a Winning Culture – Joe Quitoni

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 than 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.

Join
us for...

**Trivia
Night**

Thursday, May 11
from 5:00-6:30pm

BREAKOUT SESSIONS



Employee Empowerment Increases Revenues – Scott Miles

Employee empowerment is one of those phrases that often causes people to groan. Is it just another piece of employee lingo or a catch phrase? No, absolutely not!! During this session, Scott will discuss how it's an important step in reducing employee turnover and increasing engagement. When team members feel empowered, they are in charge of finding efficiencies, and responsible for engaging with the business.



Credentialing: How to Get Off the Bench and Hit a Home Run! Danielle Berry & Cindy Burcham

Over 54% of practices are reporting credentialing related denials are on the rise. This means lost collections to the bottom line. Attend this interactive session to gain understanding of the importance of credentialing, how to ensure your organization maximizes collections and helpful tips on what to do if the provider sees patients prior to being credentialed.



Strategic Planning – Maximize Your Company's Potential – Don Harkey

We believe that Strategic Planning is the formal act of evaluating your organization in relationship to the current world. Then using that understanding we can create an effective plan of action that maximizes your company's potential. Strategic planning is most effective when it is Intentional, Identity Based, Positioned, and Execution Focused.



Making Value-based Principles Work for You and Your Practice – Gary Hyman

As demand for value-based healthcare models is rising, shifting towards a more data-driven approach is necessary to ensure your organization is at the forefront of innovation and modern care practices. However, utilizing analytics to optimize performance, establish standardized workflows, informing and improve patient satisfaction, and enhance quality reimbursement bonuses is just the tip of the iceberg. This session will explore the requirements and opportunities of working in a value vs volume-based world and how CMS changes coming down the pipeline in 2023 will affect you and your practice. Attendees will learn how to identify the right data for value-based reimbursement programs and gain the foundational knowledge to be "value-based ready" for negotiations with payors and self-insured corporations. Finally, attendees will leave with a step-by-step game plan for developing this expertise within their clinic for a holistic and thriving care ecosystem.



Revenue Cycle Pitfalls and How to Best Manage Resources for Optimal Results Paola Turchi

As healthcare providers face economic headwinds, depressed volumes, regulatory changes, and formidable competition, they are rethinking traditional approaches to growth and managing resources. To succeed in this evolving landscape, organizations must eliminate inefficiencies in the revenue cycle so they can improve the bottom line. But they must do so cost-effectively. Unfortunately, many leaders spend their day putting out fires, rather than focusing on being strategic and proactively improving processes that make their organization more profitable. This session discusses the most common pitfalls of the revenue cycle and guides the audience to concentrate on how to address them. It examines how to benchmark their performance against MGMA best practices, and where to concentrate their efforts to deliver meaningful results.



Leading a Culture of Accountability Matt Griswold

Employees generally think of accountability as something that they want for someone else, but not for themselves, and tend to blame the leadership for a lack of accountability. But we know that accountability is more than just yelling when things aren't getting done. Good accountability is a system in which everyone knows their part and takes responsibility for its completion. Great accountability systems shift the responsibility from the burden on leadership to it being a true team effort and also shift the narrative from blame to solutions.



Diversity and Inclusion in the Workplace Barbara Faupel, FACMPE

It is important to ensure your staffs are well aware from day one of the practice's expectations concerning their conduct with patients and coworkers. The pandemic shined a bright light on systemic issues. Behind these injustices are unconscious bias, microaggressions, and intersectionality. More than just buzz words, these are important topics that all practice managers need to understand and know how to deal with.

Contract Management – How to Hit a Home Run Negotiating Managed Care Contracts – Danielle Berry & Cindy Burcham

Let us help you take Payer Contract Management to a whole new level! This session will offer tips from leading experts who have spent their career in Revenue Cycle and Contract Management. They will help you overcome contract challenges by creating a strategy and timeline, sending proper notices to renegotiate or terminate contracts, model and analyze offers. By taking these steps, it sets your practice up for maintaining the contracts. Attendees will receive a contract inventory guide to help launch their future negotiations. Play ball!

MEET OUR SPEAKERS

Danielle Berry is the COO of Health Partners Management Group and has over 20 years of healthcare experience beginning in the physician clinic setting. Danielle transitioned into Revenue Cycle when she joined HPMG in 2001. Her time spent in the clinical setting gave her a greater understanding of the complexity and nuances that can create barriers with information transferring between the clinical and financial teams. Among many other areas, Danielle has provided credentialing and contracting services for over 20 years and assisted clients, their associates and HPMG's associates achieve success.

Cindy Burcham has over 35 years of healthcare experience which includes managing a 50-physician group PHO/IPA and the formation of a centralized billing office. After 12 years, she took the billing office private and HPMG celebrates its 23rd anniversary in 2023. Cindy's passion is ensuring the financial health of HPMG's clients through best practices, education and a commonsense approach to the demands of today's healthcare.

Susan Fink Childs, FACMPE is the founder of Evolution Healthcare Consulting and has over 30 years of experience in healthcare. She is a Fellow of the American College of Medical Practice Executives, who serves as a medical practice advisor for a diverse array of physicians and medical systems. As an orator, thought leader, and communications specialist, Susan is a national speaker and international author on emotional intelligence and leadership, communication, ghost-patient perception, physician-administrator collaboration, operations, and conflict resolution. Susan also serves as a physician educator, providing workshops and training in physician communications nationwide.

Steven R. Cruze, MSG (US Army RET) retired from the US Army after completing assignments in Germany, The Pentagon, Fort Sam Houston, Texas and Fort Drum, New York. He started his civilian career at Premier Surgical Associates in Knoxville, TN in 2011 and is currently serving as their COO. Steve has a passion for leadership and enjoys sharing his experience with audiences of all sizes.

Barbara Faupel, FACMPE is the Practice Manager for Allergy Consultants in Creve Coeur and O'Fallon, Missouri. Barbara is a Fellow in the American College of Medical Practice Executives, a Past President of Greater St. Louis MGMA, and the 2020 MGMA Missouri Practice Manager of the Year. She is responsible for the operations and administration of Allergy Consultants. This includes overseeing the business office, lab, and front desk; handling all personnel issues and human resource activities. Barbara manages the physician schedules and credentials, financial, business, strategic and marketing plans, payroll, and facilities management. She also serves as the HIPAA Practice Compliance officer.

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.

Stefanie Hohensee, MHA, FACMPE has over 20 years' experience as a medical practice executive. Stefanie works at Mercy Hospital in Springfield, Missouri as a leader on the Heart Hospital's Heart, Lung and Vascular team. Stefanie has experience serving as a leader for a privately owned medical facility, a community hospital as well as one of the largest integrated U.S health systems. Stefanie graduated from Evangel University with a Bachelor's in Business Administration as holds a Master's in Healthcare Administration from Webster University. She is currently serving on the MO MGMA board of directors as secretary. Stefanie is Board-Certified Medical Practice Executive, Fellow in the American College of Medical Practice Executives and the 2022 MGMA Practice Manager of the Year. Her leadership experience spans both in hospital and clinic departments as well as her work in Six Sigma in a large integrated hospital.

Kathie Huttegger, FACMPE is passionate about making a difference and has been instrumental in leading change for many years through her career as a healthcare executive. She completed her MBA degree and graduated cum laude from Southeast Missouri State University in 2000 after completing her undergraduate work at Missouri Baptist College in St. Louis. Kathie is no stranger to MGMA and has served for many years in various roles at the local, state, and national levels. Kathie is currently the MO MGMA ACMPE (Association for Certified Medical Practice Executives) forum liaison. Kathie teaches a variety of leadership courses at the undergraduate and graduate level for three universities. She has also authored several courses including "Professionalism and Communication in Healthcare".

Gary Hyman established the Hawkins Foundation in 2005 with renowned orthopaedic surgeon Richard Hawkins, MD, and has worked diligently to rectify an imbalance in the significant impact of orthopaedic disorders and the limited investments devoted to research and education to improve patient outcomes. His efforts alongside orthopaedic surgeons, clinic administrators, academic and commercial professionals, have led to hundreds of research publication and fellowship trained surgeons, national efforts to define orthopaedic quality within the emergence of federal mandated value-based reimbursement policies, and the creation of several organizations focused on optimizing orthopaedic care. Hyman serves on the board of directors for MASH Study Group and Chairman, Full Dimension Ministry.

Cristian H. Lieneck, PhD, FACMPE, FACHE has over 10 years of experience in the field of healthcare administration with a focus in medical group practice management. Dr. Lieneck has since held healthcare leadership positions in organizations such as the Community Living Assistance Support Services program for the Texas Medicaid-Waiver Program, Austin Radiological Association, as well as serving as the medical group practice administrator of an Austin-based psychiatry and pain medicine physician group practice. Dr. Lieneck is an Associate Professor at Texas State University School of Health Administration. He serves as the ACMPE Forum Representation for Texas MGMA.

Scott Miles has spent decades training, implementing, coaching and consulting customer service skills, psychology in sales and team building. The training he received from his education, military and professional career, has made him a successful team builder. His experiences further give impetus to the word, Responsibility: He epitomizes timeliness, integrity, character, preparedness, consensus, and leadership. As a business owner, Scott continually works to create a positive work environment, setting the pace within his company and among his colleagues. He has served years on numerous healthcare boards including: MGMA-GKC, MGMA-KS, HFMA, and the KS Healthcare Academies.

Brian Parsley is aware that 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 a managing partner in the global consulting firm, The Constance Group. 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 Quitoni 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.

Paola Turchi has a degree in Business Administration and Master's in Healthcare Administration, with more than 20 years of experience in revenue cycle management. She is a Certified Professional Coder through AAPC, a Fellow Healthcare Financial Professional through HFMA and a Fellow Certified Medical Practice Executive with the American College of Medical Practice Executives through MGMA. She has a green belt Six Sigma Certificate from the University of California Irvine, and a Change Leadership Certificate from Cornell University. For the past several years, she has provided consulting services to more than 250 practices ranging from one-doctor specialty practices to large 1,200 physicians IDNs.

Damon West, M.S. Criminal Justice, is a college professor, internationally known keynote speaker and *Wall Street Journal* best-selling author of *The Coffee Bean: A simple Lesson to Create Positive Change*, which *Forbes'* listed in the "Top Twenty Books You Need to Read to Crush 2020." His autobiography, *The Change Agent: How a Former College QB Sentenced to Life in Prison Transformed His World*, vividly tells how he transformed the pot of boiling water that is a Texas maximum-security prison into a pot of coffee. The Coffee Bean message has inspired thousands. Damon's clients include such companies as Walmart, AIG, Chick-fil-A, Southwest Airlines, and sports teams like the Dallas Cowboys, Minnesota Timberwolves, Clemson, Alabama and Georgia. The U.S. Army has even incorporated the #BeACoffeeBean mindset into their resilience training. Damon's story has been featured both nationally and globally. He is passionate about the Coffee Bean message and loves sharing how it changed his life and how it can change yours, too.



CONFERENCE INFORMATION

CONFERENCE FEES

	<u>By 04/10/23</u>	<u>After 04/10/23</u>
MO MGMA Active Member	\$325	\$425
AAPC Member	\$325	\$425
Non-Member (<i>practice executive, administrator or manager</i>)	\$450	\$550

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

DoubleTree Hotel by Hilton St. Louis-Chesterfield, 16625 Swingley Ridge Road, Chesterfield, MO 63017. A room rate of \$159/night is available until April 12, 2023, or until our room block is full.

CE CREDIT



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

CANCELLATION POLICY

Cancellations received prior to April 10, 2023, are subject to a \$100.00 cancellation fee. Cancellations received after April 10, 2023 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

BOARD OF DIRECTORS AND CONFERENCE PLANNING COMMITTEE

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For additional information and to register, please visit our website at mgma-mo.org
or contact Rebekah Francis at info@mgma-mo.org