

2018 - 2019 Board of Directors

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Letter from the President



Brad Carney, CMPE, CPC
President, MGMA-MO

The Meaning of Dash

Thanksgiving dinner at our home this year my older son, Brandon, invited one of his friends and family to join us. They brought a delicious turkey, we cooked up the ham, and everyone pitched in to fix the sides. It was delightful listening to and getting to know new friends. After dinner at our house on Thursday, several were going out 'Black Friday' shopping. They dashed out of the house, one or two almost literally, to get to their destination as quick as possible. Personally, I don't enjoy black Friday shopping. No, that's an understatement – dash it all, I hate it. But I don't mind a dash of shopping other times of the year.

Having just celebrated our 'season of Thanksgiving' I've been reflecting on events from the entire year. (Side bar – Thanksgiving shouldn't be just a season, but continual in my humble opinion.) At first it was hard to recall much of what happened. I do remember well that my younger son, Stephen, obtained his EMT license and passed Fire I. I also remember my sister-in-

law and the roller-coaster like hospital stay before she passed away in late summer. The more I reflected, the more I remembered. Not specific dates, or even specific details, but events. Things such as the MGMA18 convention in Boston. A weekend trip to Branson. The absolutely astonishing recovery of my 82-year-old father after emergency heart surgery. My parents teaching me to thread their 200+ year old loom. Some of my favorite moments were sitting in our living room with my wife, Debbie, just watching our grandson play – he's 15 months old now. Even after remembering some of this as recently as last night, what did I do this morning but get up and get ready, then dash out the door to get to the office.

All of this made me realize how too much of the time we're living for or worrying about something in the future, looking forward to (maybe even dreading) something tomorrow, next week, next month or even next year. We don't take time to enjoy the here and now, we don't savor the moment. In our last newsletter I tried to remind myself as much as reminding you that we can only do so much. This month, while similar in nature, my reminder is to enjoy what's going on now. Don't worry about tomorrow or the next day, week or year. My favorite teacher of all time said, concerning worry, "Can any one of you by worrying add a single hour to your life?"

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Letter from the President

There's a poem out there about living the dash. It speaks of the birth and death dates of a person, and what's so much more important is the in-between, the dash. (I can't share it here due to copyright laws, but you can easily find it by searching the internet for 'The Dash Poem'.) The important things in life are the way we live our lives, the way we treat others, and if I may add, the memories we make with our loved ones.

With Thanksgiving dinners over and the holiday season here let's all try not to worry so much. It's time we all enjoy the moment. That moment may be sharing a laugh with coworkers. It may be a religious event with family. It may be just a moment of quiet solitude reflecting on memories. Peace to you. And live your dash!

Brad Carney, CMPE, CPC, CPCO
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2019 MO MGMA Membership Renewals

2019 membership renewals have been emailed to all members. We consider your membership to be an investment in yourself and your practice and we hope you will continue to enjoy the many benefits that your membership brings!

Organizational Memberships

Missouri MGMA offers an organizational membership for large healthcare organizations. The organizational membership includes Active Memberships for an unlimited number of members from the organization for an annual fee of \$2,500 or \$1,000 for organizations with up to 15 individual members. Membership is based on the Calendar Year (January – December). Each member from the organization will be afforded the same benefits and rights as a current individual Active Member. The annual spring conference fee would be an additional cost. Please contact one of our Board Members or Rebekah Francis for more information.



MGMA-MO 2018 Spring Conference

Ringmasters in Healthcare

April 10-12, 2019

Hard to believe we are less than five months away from the 2019 Missouri MGMA Spring Conference. Your conference planning committee has been hard at work compiling a great talent of local, state and national speakers. Opening night, Jones Loflin, an internationally renowned speaker, will be speaking about Juggling Elephants: Getting Your Most Important Things Done. We are very excited our own Kyle Adkins, CMPE, MO MGMA Board member, will be joining us to discuss Healthcare Burnout and the question we've all asked ourselves...Why do I do what I do? on Thursday morning. Scott Foster is always a crowd favorite and he will join us Thursday afternoon to facilitate an interactive Meyers Briggs Type Indicator general session. And on Friday, Drew Voytal with MGMA Government Affairs will present the latest Washington Update as well as assist us in understanding the forecasted changes that are awaiting the healthcare industry in the coming years. We will also be joined on Friday by Jonathan Fanning, an energetic and entertaining speaker presenting an interesting topic of Who Are You Becoming as a Leader. Watch for the conference brochure coming out soon!

The committee has also been compiling a wide-range of sponsors and exhibitors, offering beneficial resources to our practices and the opportunity to forge relationships to assist practice managers in being the Ringmasters of their practices. Our sponsors and exhibitors are also beneficial in continually allowing us to bring high-quality, informative speakers to our state year after year. Contact Rebekah Francis if you are interested in exhibiting or becoming a sponsor, or if you know of a resource you think would benefit our practice managers.

The Spring Conference is not just about great speakers and resources. It is also about the attendees themselves and the benefit of networking with colleagues. A chance to learn from those who have been in the circus for a while as well as up and coming practice managers and those interested in learning more about medical practice management. The conference is a wonderful opportunity to share trials and triumphs, ask questions, obtain how-to's and make

connections with peers across the state who are only a phone call, text or e-mail away.

Will you be under the big top or left at the ticket office? Mark your calendar today and plan to join us at the Missouri MGMA Spring Conference, April 10-12, 2019 at Margaritaville Lake Resort in Osage Beach.

- Ashley Petty

MO MGMA President-Elect and Conference Chair

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How to Get Quality Patients into Your Medical Practice

One of the biggest mistakes that many medical practices make is chasing after any and every patient possible.

Sometimes this is because practices want to be seen as inclusive. At others, it's because practices have a difficult time telling a great patient from any other patient. Most of the time, practices are just in need of more patients!

All people are equal, but that doesn't mean that all patients provide the same amount of value to your practice. There are great patients, good patients, and – if we're honest – even not-so-good patients.

Practices often chase after patients who rarely book appointments, almost never know their medical records, and repeatedly cancel appointments. When a marketing plan emphasizes quantity over quality, that practice's doctors and staff end up working harder and longer, with little or no growth to show for the amount of effort.

How to attract great patients

In order to attract and retain great patients, the key is to position your practice as a great practice. This means providing the best possible experience for every patient who walks through your doors.

Here are 3 ways to attract and retain great patients at your medical practice.

1. Establish your online presence

Having the friendliest staff and the best facilities go a long way in retaining your current patients, but these elements don't necessarily bring in new, quality patients.

Great patients vet medical practices thoroughly. They're not just looking for the practice with the last-minute opening. They're not necessarily looking for the practice with the closest office. They're looking for the practice that they can trust, and one that will provide the best possible patient experience.

This makes your practice's first impression that much more important, and one of the keys to earning trust early on is through building a strong online presence.

But a strong online presence doesn't just mean that you have a new, trendy website or a decent following on Facebook. It means that you're making an effort to establish authority via a number of different online channels. The following will help you build authority:

- Keep your information updated online
- Establish a positive reputation by managing online reviews
- Get all of your branding ducks in a row (logo, style guide, website, etc.)
- Create and manage social media accounts on popular platforms (Facebook, Instagram, Twitter, etc.)
- Invest in search engine optimization (SEO)
- Generate original content for your online following (video, copy, blog, etc.)
- Circulate original content via social media platforms
- Monitor all online channels and actively engage with patients and potential patients

2. Optimize the patient experience

Great patients are willing to pay a little more and be a little more cooperative with the practice that provides a great experience for its patients. So, make your practice a place where patients want to be. This means implementing systems and processes that accommodate your patients.

Brand consistency is extremely important, particularly when it comes to building trust. First, make sure your practice's brand is refined and integrated throughout your practice's website, office, content, and marketing materials.

Next, make interactions with your practice as simple and hassle-free as possible. This starts with a mobile-friendly website. Today's patients largely prefer to browse the web via their smartphones, so having a site that loads and responds seamlessly on mobile is critical.

How to Get Quality Patients into Your Medical Practice, continued

3. Encourage positive patient behavior

Great patients expect great practices to deliver quality health care. Just as these patients have expectations for your practice, you need to have expectations for them.

So, set standards early on. Make sure patients and potential patients alike are well aware of what behavior is acceptable, and conversely, what is unacceptable.

At first, you might think this alienates a large group of patients from choosing your practice. But it actually makes a stronger case for quality patients who are considering your practice. By setting standards, you may even be able to turn good patients into great ones.

Make sure your office has written protocol in place, and that all of your staff are on the same page. For example, you might need a written procedure for handling cancellations. One cancellation is understand-

able – things happen! But after one or two cancellations, you want a patient to know that – while you will try to accommodate them – multiple cancellations makes it difficult.

If you're working longer and harder just to get the wrong patients through your doors, take the necessary steps to attract and retain better patients. This starts with making sure your practice is perceived as a great practice.

- FilmMED

FilmMED <http://www.filmmed.com/> is a team of medical marketing experts specializing in Growing Practices through Web design, branding, video marketing, reviews and search engine marketing. They set their clients apart from the competition and implement new solutions to keep them at the forefront of technology and marketing. FilmMED holistically analyze medical brands and help them get healthy and stay happy.

2019 ACMPE Forum Representative

Please join us in welcoming Vicki Plumlee, FACMPE, CMM, CPC as our new ACMPE Forum Representative. Vicki has been a member of Missouri MGMA-MO for more than 10 years and is active in the Joplin Metro MGMA local chapter. Vicki is the Director of Clinics for Ozarks Community Health System.

Vicki is passionate about helping practice managers and administrators achieve their Certification and Fellowship in the American College of Medical Practice Executives. Please feel free to contact her at vplumlee@ochonline.com.

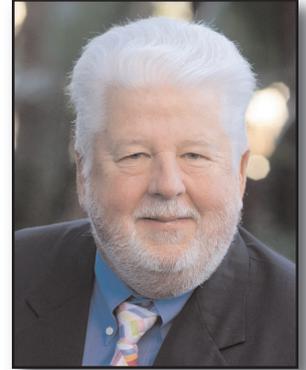


ACMPE Update

As the 2018 holiday season is now upon us, I would like to review for our members the important changes that take effect on January 1, 2019 for the Certification program of MGMA.

2019 board certification enhancements:

Board eligible classification: Introduction of the board eligible classification for board certification in 2019 which will allow candidates to enter the program even though they may not yet meet the education and experience requirements. To achieve board eligibility, candidates must show an understanding and knowledge of the principles of medical practice administration by passing the multiple-choice exam. Board certification will be achieved when candidates pass the scenario based exam, complete the required 50 continuing education credit hours and attain their Bachelor's degree or 120 college credit hours and two years of healthcare experience.



**David A. Kelch,
MBA, FACMPE**

Continuing education requirements: Beginning in 2019, the education requirement of 50 hours of continuing education includes 30 hours from MGMA state and national learning, including at least 12 face-to-face hours. The remaining 20 hours may come from either MGMA or qualified outside sources. This will apply to the 50 hours required every three years.

Certification deadline: Candidates who enter the board certification program in 2019 will now have to complete their exams and 50 hours of continuing education within three years of their application date.

2019 Fellowship enhancements:

Education and experience eligibility: Starting in 2019, to participate in the Fellowship program, candidates must either have a Bachelor's degree AND seven years of healthcare experience, OR a Master's degree AND five years of healthcare experience. At least two years of this experience must be in a leadership role.

Volunteer hours: To showcase a commitment to their industry, Fellows will be required to complete six volunteer hours beginning in 2019. These hours must include three hours from healthcare related opportunities and three hours from community service.

Business plan proposals: Our Fellows are thought leaders within healthcare organizations and must be able to demonstrate the ability to execute on dynamic solutions to business problems. In that spirit, we will be phasing out the professional paper submission and moving towards the submission of innovative business plan proposals. We believe this move will better support our Fellows to concretely demonstrate practical skills to current and potential employers.

Fellowship deadline: Candidates who enter the Fellowship program in 2019 will now have two years from their application date to complete their Fellowship requirements.

As 2018 comes to an end, so does my term as the MGMA-MO ACMPE Forum Representative. Over the past 18 months, I have had the pleasure of communicating with many nominees, certified members and fellowship eligible members within the State of Missouri. Several of these individuals have advanced and I am hoping for another group to advance from the current December testing period.

ACMPE Update, continued

I would like to also introduce the new MGMA-MO ACMPE Forum Representative beginning January 1, 2019; Vicki Plumlee, FACMPE, CMM, CPC will assume the duties as the forum representative. I want to offer her my support and the support of the MGMA MO Board of Directors as she begins her term. Vicki can be reached at vplumlee@ochonline.com.

Thank you for allowing me the opportunity to serve as the Forum Representative for MGMA Missouri. Have a great holiday season, and continue your path toward Fellowship in 2019.

- David A. Kelch, MBA, FACMPE
MO MGMA ACMPE Forum Representative

MGMA-MO On the Move



Sharon Sagarra represents MGMA-MO at the Greater St. Louis MGMA Annual Conference in October.



December - Legislative Update

So we are winding down 2018, only a few weeks to go. The November elections are final, with the Democrats taking control of the house and the Republicans maintaining power in the Senate. In all likelihood, this probably means two years of stalemate and little actual accomplishment, including any healthcare reforms.

On the regulatory front, CMS finalized the 2019 Physician Fee Schedule. Key points are below.
Medicare

On Nov. 1, 2018, the Centers for Medicare & Medicaid Services (CMS) finalized the 2019 Physician Fee Schedule (PFS), which makes changes to both Medicare physician payment and quality reporting program policies that generally take effect Jan. 1, 2019.

Key Takeaways 2019 Medicare PFS final rule

- The 2019 PFS conversion factor is set at \$36.0391. The Anesthesia conversion factor is \$22.2730.
- CMS finalizes payment for communication services delivered remotely.
- CMS defers changes to the coding and payment structure for E/M services until CY 2021 but implements several policies to reduce documentation burden starting in CY 2019.
- Starting in CY 2021, CMS implements changes to E/M payment policy by collapsing E/M office visit levels 2 through 4 for established and new patients, while maintaining payment for level 5 visits.

Key Takeaways 2019 MIPS and APMs final rule

- Clinicians and groups must use 2015-certified EHR technology when reporting for Promoting Interoperability and for participation in an Advanced APM.
- Cost measures count toward 15% of the MIPS final score – an increase from 10% in 2018. • Group practices may submit quality measure data using multiple data submission mechanisms, such as an EHR and registry.

- Clinicians and groups who fall below the low-volume threshold can opt-in to the MIPS program and receive a payment adjustment.

- CMS announces no new Advanced APMs. Only 165,000 to 220,000 eligible clinicians are expected to become qualifying APM participants in 2019, meaning they are exempt from MIPS and eligible for a 5% bonus. In the aggregate, APM bonuses are expected to total about \$600-\$800 million for the 2021 payment year.



Matthew Rigdon
MGMA-MO Legislative Liaison

Missouri

As the 2019 Missouri legislative session starts in January, we are seeing some activity in preparation for the upcoming session.

An organization formed to fight University of Missouri Health Care's acquisition of SSM St. Mary's—Jefferson City hired a prominent lobbying firm last week in an effort to thwart possible enabling legislation and has \$100,000 in pledges to back its pay, two representatives said Friday.

The goal of A Coalition for Choice, formed Nov. 20, is to prevent MU Health, which also has a significant stake in Capital Region Medical Center, from having direct or indirect control of all hospital care in Jefferson City, attorney Hallie Gibbs and communications consultant Connie Farrow said in an interview.

- Mathew Rigdon
MGMA-MO Legislative Liaison
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Welcome New Members

Encourage your colleagues to become members of MGMA-Missouri. They will reap the benefits of education, valuable networking, and learn about many issues dealing with practice management, legislation, and professional growth. To obtain a membership application, call the MGMA-MO office at (573) 556-6111, or sign up for membership on-line at www.mgma-mo.org.

MGMA-Missouri Membership Figures for December 2018

MEMBERSHIP REPORT

Active - 250
Business Partner - 44
Associate - 4
Faculty/Student - 4
Life - 29

Total Membership - 331

Active Member

Sandy Agnone
CoxHealth
Springfield

Holly Fuquay
CoxHealth
Springfield

Kyley Metcalf
CoxHealth
Springfield

Kristie Orthel
CoxHealth
Springfield

Renee Setina
CoxHealth
Springfield

Business Partner Member

Mark Wittel
MAG Mutual Insurance Company
mwittel@magmutual.com

Mark Your Calendars – 2019 Member Webinars

MO MGMA offers a FREE Webinar Series as a benefit of membership. Our webinars focus on the domains of the ACMPE Body of Knowledge. These webinars are free to ALL members and are offered each month. Webinars are eligible for one ACMPE Credit Hour. Recordings of webinars will be available online in the Members' Only section of our website. Invitations to sign up for the webinars will be sent directly to members. Join us for our next webinar:

December 13th: Reimbursement and Coding Updates for 2019*

Get ready for 2019 with this overview of coding and reimbursement changes. Join Kim Huey as she reviews the ICD-10-CM and CPT coding changes – and discuss documentation updates needed to support the new codes. This session will also review the CMS changes for evaluation and management coding and reimbursement and help to analyze the impact on reimbursement. How will Fraud and Abuse efforts change in response? This session will cover:

- CPT code update for 2019
- ICD-10-CM code update for 2019
- Fraud and Abuse Outlook for 2019
- CMS changes to evaluation and management coding and payment

***This webinar has been approved by AAPC for 1.0 CEU credit in addition to ACMPE CE credit**

Register online at mgma-mo.org/events