COLORADO MGMA FALL CONFERENCE
MINING FOR KNOWLEDGE

SEPTEMBER 22-23, 2011
BEAVER RUN RESORT & CONFERENCE CENTER
BRECKENRIDGE, COLORADO
THURSDAY, SEPTEMBER 22ND
9:00 am – 5:00 pm  Registration Desk Open
10:00 am – 10:15 am  Welcome and Opening Remarks
10:15 am – 11:15 am  General Session: Kaiser Permanente’s Approach to the Patient Centered Medical Home and Accountable Care Organizations – Dr. Michael Chase and Dr. Scott Smith
11:15 am – 11:30 am  Break
11:30 am – 12:30 pm  General Session: Washington Update 2011 – Jennifer Martin
12:30 pm – 1:30 pm  Lunch
1:30 pm – 2:00 pm  Break in the Exhibit Hall
2:00 pm – 3:00 pm  Breakout Sessions:
   Breakout Session #1: HIPAA Security Under ARRA/HITECH - The Rules Have Changed – Marion Jenkins, PhD, FHIMSS
   Breakout Session #2: How to Turn People Problems into Relationship Assets – Bob Heavers
3:00 pm – 3:45 pm  Break in the Exhibit Hall
3:45 pm – 4:45 pm  Breakout Sessions:
   Breakout Session #3: Nuggets of Knowledge: Conquering Contracts – Todd Welter, MS, CPC
   Breakout Session #4: Marketing Objectives on Life Support? How to Bring them Back to Life – Marcia Brauchler, MPH
4:45 pm – 5:00 pm  Break
5:00 pm – 7:00 pm  Reception in the Exhibit Hall

FRIDAY, SEPTEMBER 23RD
7:00 am – 8:00 am  Breakfast in the Exhibit Hall
8:00 am – 9:30 am  Keynote Speaker: Building a Nation from Civil War, Developing the Facilitator in You – Jim Stroud, CPA
9:30 am – 10:00 am  Break in the Exhibit Hall
10:00 am – 11:30 am  Keynote Speaker: Anticipating vs. Reacting – Jim Stroud, CPA
11:30 am – 12:30 pm  Lunch and Business Meeting
12:30 pm – 12:45 pm  Break
12:45 pm – 1:45 pm  Breakout Sessions:
   Breakout Session #5: Don’t Let ICD-10 be a R51 (Headache) – Susan Whitney, CPC, CPC-I
   Breakout Session #6: Crystal Ball - How will Healthcare be Purchased, Delivered and Reimbursed Over the Next Decade – Payer Panel Presentation to Include: Anthem, CIGNA, Rocky Mountain Health Plan and United Healthcare - Nanci Robertson, RN, BSN, RA (Facilitator)
1:45 pm – 2:30 pm  Break in the Exhibit Hall (Vendor Door Prize Drawings)
2:30 pm – 3:45 pm  Roundtable Discussions:
   - Assessing the Health of Your Revenue Cycle - Back to Basics – Tina Smith, CPC, CPC-H, CPC-I, CGCS, CHCA
   - Financial Management - The Bottom Line Starts at the Top – Tim Krause, CPA, MT, FAcMPE
   - You Can’t Stop the ICD-10 Freight Train, So you better Get On Board – Susan Whitney, CPC, CPC-I
   - Improving Workflow: Increase Patient and Employee Satisfaction While Improving Practice Results – Holly O’Hara and Angell Lambert
   - Maintaining Quality Staff During These Challenging Economic Times – Ina Roberts, CMPE, and Dea Robinson, MA, CPC
   - What’s Your Practice’s Tech IQ? – Denise Hall, CMPE, and Autumn Wilkerson
   - The Dirty Dozen: Twelve Sure Fire Ways to Get Sued – Rob May, CPCU, AIC, ARE, ARM, and Gena Weir
   - Physician Recruitment and Retention – Karen Zeller
Kaiser Permanente’s Approach to the Patient Centered Medical Home and Accountable Care Organizations - Everyone's talking about the Patient Centered Medical Home and Accountable Care Organizations. What are they? Do they really improve service, quality of care or cost of care? Dr. Michael Chase and Dr. Scott Smith will be speaking about Kaiser Permanente Colorado’s journey to become certified as a level III PCMH. They will review workflow process changes as well as human & cultural changes necessary and share their outcomes and experience.

Dr. Michael Chase and Dr. Scott Smith, Kaiser Permanente

Washington Update 2011 - 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, gaining a deeper understand of these changes and their impact on the day-to-day activities of medical group practices. Additionally, attendees will learn what resources are available to clarify these federal initiatives. Topics will include: Medicare Physician Payment (SGR), Medicare Changes, Medicare Physician Fee Schedule, Medicare Enrollment, Compliance Issues, Incentive Programs, EHR Incentives, 5010 HIPAA Transactions, and ICD-10. Jennifer Martin, Government Affairs Representative, MGMA

HIPAA Security Under ARRA/HITECH - The Rules Have Changed - Recent reported HIPAA Security breaches, including several right here in Colorado, along with increased local and regional enforcement of the revised HIPAA Security Rule by the Office of Civil Rights of HHS, have heightened the growing importance of HIPAA Security. The rules have definitely changed after February of 2009, as a result of ARRA/HITECH. However, even if you are not pursuing federal stimulus dollars under ARRA/HITECH, or don’t have or plan to implement an EHR, you are still subject to the higher penalties, which now max out at $1.5 million (up from $25,000). Additional breach reporting requirements, along with certain state and civil penalties that may apply, make HIPAA Security a growing issue for all medical practices. Learn the new details around the revised Rule, including the most common threats – some of them brand new – and how to avoid them. After this session you can feel comfortable knowing that you can handle the NEW HIPAA Security Rule for your practice.

Marion K. Jenkins, PhD, FHIMSS, QSE Technologies, Inc.

How to Turn People Problems into Relationship Assets - Everyone is indispensable, and the world deserves for each one of us to prove it. People Skills are essential to good communication, a ‘must’ for all Medical Group Managers who must balance the expectations of their physician(s) along with the expectations of team members, hospital partners, payers, vendors, patients and regulators. Exceeding expectations requires great people skills and remarkable communication with all stakeholders. Bob Heavers involves his audiences in this fun and highly productive learning session. If you are already highly successful, learn how to take your people skills to the next level. Plan to benefit personally, as well as professionally, and walk away rededicated to practicing ‘The Platinum Rule’. Bob Heavers, Priority Denver

Nuggets of Knowledge: Conquering Contracts - This session will provide in-depth discussion of: What to look for and what to watch for in the latest round of managed care contracting. We will discuss actual contracting processes, what leverage is and how to find it in your practice. What are the health plans looking at and what are their strategies? We will also have a discussion of the latest news in managed care, who the players are and what they are doing. How will the ACO concept affect commercial payers? No discussion about actual rates lots of guidelines and processes. This is a must for all medical group managers.

Todd Welter, MS, CPC, Founder and President, R.T. Welter and Associates, Inc.

Marketing Objectives on Life Support? How to Bring them Back to Life - Creating a marketing plan on a limited budget as well as finding the staff to implement poses some big challenges for practices. During this session we will discuss key steps on how to accomplish this as well as provide some essential tools to assist you in starting this process for your practice. We will also evaluate those tangible and intangible marketing efforts and reference case studies that will provide relevance to these efforts. We will also evaluate the value of social media. Does it really have an impact in health care marketing? Healthcare as an industry has a premium on content and web search, with search for healthcare being the third most popular use of the web. Healthcare also has an ample number of social media participants in health related communities that range in topics from nutrition to pregnancy, to cancer. With this in mind we will discuss how health content is being developed and distributed through social media channels. Marcia Brauchler, M.P.H., President, Physicians’ Ally, Inc.

Building a Nation from Civil War, Developing the Facilitator in You - Whether you are brokering a peace among your physicians, negotiating an alignment structure with your hospital, or resolving employee dissatisfaction with your practice, you are serving as a facilitator. This session will identify some of the common medical practice areas demanding this talent and provide the keys to successful facilitation.

James A. Stroud, CPA, Warren, Avrett, Kimbrough & Marino, LLC

Anticipating vs. Reacting - Many crises are preceded by a situation or several events which signal the potential disaster. The risk management portion of medical practice administration requires you to anticipate negative events by seeing the early warning signs and taking appropriate steps. In this session we will discuss how to help you anticipate and learn to become a calmer, more strategic-thinking leader.

James A. Stroud, CPA, Warren, Avrett, Kimbrough & Marino, LLC

Don’t Let ICD-10 be a RST (Headache) -- The biggest change in coding in over 15 years! ICD-10 will make or break your cash flow as no payer, including Medicare, will allow payment unless the proper code(s) (up to 7 digits) are used. Remember the change to the 1995 E&M codes? This is bigger! But you don’t need to be afraid and you can’t hide from it! This session will be a discussion of the codes, with actual common examples by a real life-working biller/coder/manager! Demystify the ICD-10 and take away the worry and the fear out of this huge change to coding. Susan Whitney, CPC, CPC-I, Director of Coding and Documentation Services, R.T. Welter and Associates, Inc.; Director of Advanced Medical Revenue Specialists, LLC

Crystal Ball - How will Healthcare be Purchased, Delivered, and Reimbursed Over the Next Decade - Payer Panel Presentation to Include: Anthem, CIGNA, Rocky Mountain Health Plan and United Healthcare. A panel discussion with the large payers in Colorado; Anthem, CIGNA, Rocky Mountain Health Plans and United Healthcare. Each representative will present the impact of healthcare reform on their organization, how do they perceive health care will be purchased, delivered and reimbursed over the next decade. As well as how best can providers prepare for anticipated changes.

- Nanci Robertson, RN, BSN, MA, Robertson Consulting, Inc. (Facilitator)
- Mark Carley, Vice President, Rocky Mountain Health Plans
- Dean Groshkop, Vice President, Network Management, CIGNA
- Jordan Reigel, Vice President, Network Management, United Healthcare
- Tania Sundheim, Director of Provider Engagement and Contracting, Anthem Blue Cross and Blue Shield

Roundtable Discussion: Assessing the Health of Your Revenue Cycle - Back to Basics - In today's healthcare environment, managing your revenue cycle, or A/R, is more important than ever. With decreased reimbursement you can't afford to leave any money on the table. Over the past several years revenue cycle management has taken a back seat to coding, compliance, meaningful use and PQRI among other important issues. Discuss how you can implement some basic processes that won't cost your practice anything yet will increase your efficiency and get your money quicker.

Tina Smith, CPC, CPC-H, CPC-I, GCGS, CHCA, President, Coding Sense

Roundtable Discussion: Financial Management - The Bottom Line Starts at the Top - This roundtable discussion will focus on the importance of enhancing revenues. When all the cuts that can be made have been made, it’s time to look at the top line again. The group will be asked to share what their respective practices are doing to improve the bottom line by starting at the top.

Tim Krause, CPA, MT, FACMPE, Krause PC

Roundtable Discussion: You Can't Stop the ICD-10 Freight Train, So you better Get On Board - ICD-10 is the biggest change to how a practice communicates and captures charges since…well…forever! This is the big daddy of coding updates. The round table discussion will focus on how this may affect your practice and its cash flow (I mean blood flow)! and how you should NOT panic, run from the building and open up a coffee shop to get out of health care. Rather you need a well thought out plan, process and procedure to embrace the change. Learn the process of how to educate yourself and your providers so that on October 1, 2013 you are ready to go and your cash flow will not be interrupted! (Then open a coffee shop.) Susan Whitney, CPC, CPC-I – Director of Coding and Documentation Services, R.T. Welter and Associates, Inc.; Director of Advanced Medical Revenue Specialists, LLC

Martin
Roundtable Discussion: Improving Workflow: Increase Patient and Employee Satisfaction While Improving Practice Results - Do you talk more about implementing changes in your practice than doing something about it? Our tools can help your practice run more smoothly and achieve the best results by improving efficiency, eliminating errors and increasing staff collaboration for better outcomes. Topics include evaluating your practice; clinical workflow, staff production and performance, effective solutions in distributing tasks and meeting operating compliance programs, patient flow improvement; when a patient complaint is a tool to improve performance, and implementation of IT services to improve production and patient satisfaction. Holly O’Hara, Principal, Catalyst Health Partners and Angell Lambert, Office Manager, Mallory Osteopathic Family Practice

Roundtable Discussion: Maintaining Quality Staff During These Challenging Economic Times - Join your colleagues for an interactive peer-learning session that will give you the opportunity to discuss current topics, and challenges related to Human Resources and management of your staff. Come prepared with questions and concerns regarding HR issues. Ina Roberts, CMPE, Chief Executive Officer, Aurora Denver Cardiology Associates, P.C. and Dea Robinson, MA, CPC, Practice Administrator, Inpatient Medicine Service, P.C.

Roundtable Discussion: What’s Your Practice’s Tech IQ? - The EMR is undoubtedly one of THE biggest decisions to be made by a practice in today’s environment. If your practice has or is in the process of implementing an EMR we hope you will come to this roundtable to share your experiences. If your practice is thinking about an EMR we hope you will come to this roundtable to learn from your colleagues. We’re planning to raise everyone’s TECH IQ a notch or two in this roundtable session! Denise Hall, CMPE, Administrator and Autumn Wilkerson, IT Manager, Advanced Pediatric Associates

Roundtable Discussion: The Dirty Dozen: Twelve Sure Fire Ways to Get Sued - This discussion will identify Risk Management and discuss ways to avoid legal action. We will identify most common stumbling blocks and how to prevent and manage situations in your medical practice. There will be discussion of specific controls to mitigate the risk of your business. Rob May, CPCU, AIC, ARE, ARM, COPIC and Gena M. Weir, CEO, Center for Spinal Disorders

Roundtable Discussion: Physician Recruitment and Retention - During this interactive session we will discuss recruiting incentives, how to structure a meaningful site visit, how to obtain references, and a brief outline for a retention plan. Tips and guidelines will be provided as handouts. Karen Zeller, President, Rocky Mountain Medical Search, A FocusHealthcareGroup Partner

CONFERENCE INFORMATION

CONFERENCE FACILITY

The Beaver Run Resort & Conference Center, located at the base of Peak Nine, is a renowned destination for meetings and events in the majestic Colorado Rocky Mountains. The resort offers a wide variety of room types including hotel rooms, studios, suites, and condominiums. Beaver Run has a variety of dining options from sandwiches to upscale gourmet offerings within the resort. There is something for everyone with the beautiful mountain views and world-class amenities available at Beaver Run.

You can make your hotel reservations by calling the Beaver Run Resort directly at (800) 525-2253. Be sure to mention Colorado MGMA for our group rate. You may also make your reservations online at http://www.beaverrun.com/GroupReservations using the attendee password “MED634” (case sensitive). Multiple room types are available starting at just $119.00 per night and the group rate will be available throughout the weekend if you choose to extend your stay.

ACTIVITIES

Interested in horseback riding, fly fishing, hiking, shopping, tours, and more? There’s something for everyone to enjoy. Check out the Breckenridge website at www.gobreck.com for more information on things to do in the area during or after the conference.

CONFERENCE REGISTRATION

Online registration is available at www.cmgma.com. There is a link to the online registration form on our Fall Conference page under Education Programs. The registration fee covers all meetings, handouts, meals, social functions, and breaks. Registration before August 31, 2011 is considered early and discounted rates apply. Rates will increase for registrations received after August 31, 2011. Conference breakfast and lunch functions are for registered attendees and exhibitors only. Attire for the conference is business casual. A jacket or sweater is suggested at your discretion.

Discounted rates may be available for practices bringing 3 or more members to the conference or individual active military members. Call the CMGMA offices directly to inquire at 720-879-3003.

REFUND POLICY

Cancellations received prior to August 31, 2011 are subject to a $50.00 processing fee. Cancellations received after August 31, 2011 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Please submit requests for cancellation in writing to: cmgma@cmgma.com or via fax to: (205) 981-2901.

ACMPE CREDIT

This two-day program is eligible for American College of Medical Practice Executive (ACMPE) Credit Hours.

PROGRAM COMMITTEE

David Linger, CMPE
University of Colorado Hospital
Park Meadows Family Medicine and Specialty
Lonetree

Lance Goudzwaard, MSHA, FACMPE
Arapahoe Gastroenterology
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