MGMA Update –
“New Brand, new logo and ‘Having some skin in the game’ as a local chapter”

Kentucky Medical Group Management Association

Stephen Dickens, JD, FACHE
MGMA Board Chair
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About MGMA

The largest, oldest and most respected national professional association for practice executives

Our (NEW) mission…

To elevate the performance of medical practice leaders and their organizations by:

• connecting members,
• building partnerships,
• setting the standards for certification,
• advocating for physician practice, and
• providing innovative solutions.

About MGMA Members

Our members are among the leading experts in the business of medicine.

• Members in practices of all sizes, types, structures, specialties
• Practice managers of all levels from students to CEOs
• We leverage the power of our affiliate and local chapters to extend our reach and build on our collective voice
• Representing more than 33,000 members through state and local affiliates
New MGMA

- New Board Chair and four new members
- COO (and lots of new, talented staff)
- New ways of engaging and retaining members and other constituencies
- New Brand. Bold, confident, strong. And a laser focus on helping our members access what they need to be successful today, and also thrive in a transformed healthcare delivery payment and delivery system.

We’re still focused on

- Our Core:
  - networking
  - advocacy
  - professional development
  - resources
  - And also doing something MORE

Professional Development

- Growing ACMPE programs
  - Certified member growth up 33% in 4 years
  - Fellows: 23%
- Body of Knowledge field study kicked off in October
- Assessing expansion of professional development offerings to serve a wide array of professionals
The Body of Knowledge for Medical Practice Management

- Our **Body of Knowledge** is the authoritative guide to managing a medical practice. It defines and documents the professional competencies and areas of responsibility, or domains, required for successful medical group management.
- Outlines the knowledge and skills necessary to attain board certification in medical practice management through ACMPE.
- Domains: Business Operations; Financial Management; Human Resource Management; Information Management; Organizational Governance; Patient Care Systems; Quality Management; Risk Management.

Certification and Fellowship (CMPE, FACMPE)

**Board Certification (CMPE)**
- ACMPE board certification is designed for individuals with at least two years of experience in healthcare management. The CMPE credential validates the unique knowledge and skills necessary to run a successful medical practice.

**Fellowship (FACMPE)**
- Fellowship is your next career challenge and is the highest level of distinction you can earn in the medical practice management profession. Share your expertise and make your mark in healthcare management.

Board Certification

Earn the most widely recognized designation in your field – **Certified Medical Practice Executive (CMPE)**

Certified (CMPE) administrators earn 12-13% more than non-certified administrators.
Complete the requirements

Board certification prerequisites
Confirm two years of health care management experience

Board certification requirements
1. Pass objective exam
2. Pass essay exam
3. Earn 50 continuing education hours

Exams

Objective exam:
- 175-item, multiple-choice test
- Tests knowledge and understanding of group practice management principles and practices

Essay exam:
- Three-question essay exam
- Based on critical incidents that require you to assess a situation and prescribe a course of action

Fellowship

- Meet CMPE requirements
- Professional paper
  - Professional Papers Committee
  - Outline
  - Add to Body of Knowledge
  - Mentors available
  - 2014 Dates
    - Outline – May 16, 2014
    - Final Manuscript – August 22, 2014
    - Convocation & Fellows’ Dinner – October 28, 2014
Practice Management Resources

- MGMA host more than 60 events each year
  - Conferences
  - Webinars, online
- Business of Care Delivery Conference
- Annual Conference upgrades and redesigns (year 2 of 3)
  - Las Vegas, October 26-29, 2014

Data Solutions

- Compensation and Production
  - Physician
  - Management
  - Physician Placement Starting Salary
  - Medical Directorship and On-Call Compensation
  - Academic Practice Compensation and Production
- Cost, Revenue and Staffing
  - Specialty-Specific Cost Reports
- Best Practices of Successful Medical Groups
- New State Survey Model
Data Solutions

- Members save 20-70% on survey products
- Participate in a survey to receive complimentary online access to the results
- Data Solutions staff will provide members with up to three data points free of charge

Advocacy

- Expert answers to your questions
- Representing your voice and lobbying key issues:
  - SGR repeal and replacement
  - Compliance
  - Administrative simplification
  - Harmonizing the burden of multiple reporting requirements (PQRS, MU2, eRX, Value Modifier)

Membership

- Focused on designing indispensable experiences for members that impact retention
- Clearly defined membership target: *individuals who manage physicians or physician services regardless of setting*
- National/state alignment
Member Community

- Special-interest
  - Assemblies & Societies
- Online communities
  - Tap into discussions
  - Share resources
- Volunteer opportunities
  - Lend time and expertise
- Online member directory
  - Stay connected with colleagues
  - Network with others for career development

What does all this mean?

MGMA
Medical Group Management Association

Advancing Leaders. Advancing Practices.
Esto no es una marca

Neither is this.

Hi! I am not a brand.
A BRAND IS A PERSON'S FEELING ABOUT A PRODUCT, SERVICE, OR ORGANIZATION. It's not what WE say it is. It's what YOU say it is. IT COMES FROM EXPERIENCE.
Good brands are indispensable.

-Seth Godin

Is the MGMA member experience indispensable?

Let’s look at some patterns. A good find/discover experience?
One more pattern... get ready...

...you have 3 seconds

What was *that*?
A sample of our email headers and how we speak to members

Is that ‘story’ confusing to members?

Our patterns aren’t too different than what general customer experience research tells us.

*Your brand is what people say about you when you’re not in the room* – Jeff Bezos

What are members (who leave us) saying?
What are these patterns telling us?

EXPERIENCE

Membership is a **heckuvalot more**

than a list of benefits and some content, services and products

So...where has our focus been?
So…what do we **do** about it?
Focus on **member experience design.**

[Diagram of member experience design cycle]

**MGMA Member Retention Journey**

[Diagram showing retention journey with stages: Awareness, Join, Onboard, Rapid Assessment, Recommend, Try/Do, Feedback, Solve Pathway, See, Value, Engagement Continuum]

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[Additional content or diagrams related to member retention and experience design]
The importance of experience is everywhere.

Practitioners of the healthcare system are being asked to make decisions about health outcomes, financial health, and operations that are evidence-based and supported by the experience of the health care sector. The importance of experience is everywhere.

Why change?

• Create collaborative organizations that more closely align the mission, vision, values, and strategic direction of the local, state, and national organizations.
• Increase brand credibility
• Expands membership growth opportunities
• Define and recognize the strength of local, state, and national associations and leverage in the relationship.

Practice executives must navigate the perfect storm of challenges and opportunities

• Threatened Medicare payment cuts – SGR, sequester
• Increased government oversight
• ICD-10
• Physician workforce/supply issues
• HIT implementation
• Alternative payment models (e.g. ACOs, bundling, PCMH)
• Disharmonious government programs
• Healthcare reform implementation in the state
• Rising practice operating costs
What you do today will determine your future (no pressure)

Exemplary practice management and leadership is now more important than ever. How you react in the near future can position you for success/leadership in an evolved healthcare environment

- What’s your plan for...
  - your career?
  - your practice?
  - your community?

The Power You Have…
The Difference You Can Make…

1,000,000,000

- Patient office visits in 2009
- Opportunities we collectively have to affect a patient’s experience and perspective on healthcare delivery

What does the future look like?

- Brand recognition at all levels
- Improved collaboration
- Simple and flexible
- Increased communication
Implementation Plan

- Clear guidelines and documents (affiliation agreement)
- Sharing best practices (SLC)
  - Between States
  - From National to states
  - States to National
- Continuous feedback loop
- Increased and quality communication

Communication, communication, communication

- Monthly Section Council Steering Committee Calls
- Monthly Section Leadership Team Calls
- Monthly State Staff Calls
- Quarterly Section Wide Calls
  - All State Leaders and Staff welcome to participate
How do states and local chapters fit?

- Provide feedback
- Update brand
- Sharing best practices with others
- Attending COSLs
- Being a partner
- Guide for local affiliates

Collaboration

- New ideas
  - Where can we collaborate?
- ACMPE Pilot Program
  - Idaho, Tennessee, Michigan, Mass/Rhode Island, Texas
- State Salary Survey
- Advocacy

Why Is the New MGMA Important?

- A new relationship
- Survival
- Allies
- Next steps
  - Local chapter affiliation
Use MGMA as your partner

- National, state and local memberships are currently separate
- MGMA membership includes:
  - mgma.com (full access)
  - Survey/benchmarking data
  - Government affairs/national advocacy efforts
  - ACMPE credentialing
- State organizations offer:
  - Regional networking opportunities
  - Focused educational programming
  - Government affairs/state advocacy efforts
- Local chapters offer:
  - Local networking opportunities
  - Educational programming
- Membership in national and local organizations assures you have all the tools you need

The Volunteer Pathway

- Professional development
- Network
- Impact healthcare delivery
- [http://www.mgma.com/volunteer](http://www.mgma.com/volunteer)

Wrap up.