Kentucky Medical Group Management Association
Annual Spring Conference
March 11 - 12, 2013
Galt House - Louisville, KY

Complete program and registration info at www.kmgma.com

Make Hotel Reservations NOW!
Reserve your room by calling (502) 589-5200.
Be sure to request the KMGMA rate.
Monday, March 11
7:30 a.m. - 5:00 p.m. Conference Registration Desk
8:00 - 10:00 a.m. Pre-Conference Workshops (pre-registration required)
“How will ICD-10 change the way you document?” Sherry Thomas, PHIA
“Local Leaders’ Forum: Being an effective leader,” Tracy Spears, TransWorld Systems
This session is for Local Chapter Officers and is Sponsored by Medical Protective
“ACMPE: Certification Tutorial,” Deborah Hudson, FACMPE, MGMA-ACMPE Papers’ & Essay Committee

10:00 a.m. Exhibit Hall Open for Attendees
10:30 - 10:45 a.m. Welcome
Presentation of the 2012 Medical Practice Executive of the Year Award sponsored by State Volunteer Mutual Insurance Company

10:45 a.m. - 12:00 p.m. Opening General Session
“The Miracle Worker: Being a leader in uncertain times” Tracy Spears, TransWorld Systems
12:15 - 1:00 p.m. Lunch Buffet All attendees and exhibitors are invited to this casual networking lunch in exhibit hall sponsored by MagMutual Insurance Company
1:00 - 2:10 p.m. Breakout Sessions sponsored by Intellisuite Technologies
“True Grit: Surviving as an independent practice,”
Stephen A. Dickens, JD, FACMPE, FACHE, State Volunteer Mutual Insurance Company
“Silver Linings Playbook: Optimizing Integration,” Deron Bibb, Paradigm Management Solutions
“Less Than Zero: All drug screens are not the same,” Chelse Dyer, Alere Toxicology
2:15 - 2:45 p.m. Refreshment break in Exhibit Hall sponsored by Professional Risk Associates
2:45 - 3:45 p.m. General Session
“From Here to Eternity: HR challenges ahead - Are you ready?” R. Eddie Wayland, King & Ballow
3:45 - 4:15 p.m. Refreshment break in Exhibit Hall sponsored by Hillcrest Credit Agency
4:15 - 5:30 p.m. General Session
“Death Wish: Diffusing potential employment law bombshells,” R. Eddie Wayland, King & Ballow

Tuesday, March 12
8:00 a.m. - 8:45 a.m. Plated Breakfast
KMGMA Business Meeting/Election of 2013-2014 Officers Vendor Giveaways
9:00 a.m. - 10:00 a.m. Breakout Sessions sponsored by Governor’s Office of Electronic Health
“And the WINNER is...Benchmarking: The importance of surveys and how to use them in your practice,” Dave Gans MSHA, FACMPE, MGMA-ACMPE Senior Industry Affairs
“Extremely Loud & Incredibly Close: Meaningful Use problem solving, penalties & rewards,”
Carol Steltenkamp, MD, MBA, FHIMSS and Polly Mullins Bentley, RN, RHIT, CPHQ
10:00 - 10:30 a.m. Refreshment Break in Exhibit Hall sponsored by PathGroup
10:30 - 11:30 a.m. Breakout Sessions Solstas Lab Partners
“And the WINNER is...Benchmarking: The importance of surveys and how to use them in your practice,” Dave Gans MSHA, FACMPE, MGMA-ACMPE Senior Industry Affairs (REPEAT)
“Risky Business: The liability, risks & benefits of Hospital-acquired physician practices,”
Kathi Burton MS, HRM, FASHRM, ProAssurance
11:45 a.m. - 1:15 p.m. General Session
“Les Miserables: Malpractice discovery in the age of EHR, “ Ron Sterling
1:30 - 3:00 p.m. Plated Lunch and Closing General Session sponsored by MagMutual Insurance
“Confessions of a Shadow Coach: Turning Dr. Jekyll into Mr. Hyde,” Meryl Luallin
Pre-CONFERENCE SESSION DESCRIPTIONS

How will ICD-10 change the way you document? Sherry Thomas, PHIA
The session will provide information to help practices understand the documentation requirements necessary for ICD-10:
- Which portion of the SOAP note will be involved?
- How much documentation will be needed?
- Who is affected by this change?
- Review and discussion of documentation examples will be provided

PHIA is a national organization that provides credentials and curriculum for Medical Administrative positions in six areas. The State of Kentucky Board for Proprietary Education has licensed PHIA to conduct the following programs in the USA for the educational advancement and credentialing of healthcare professionals:
- Certification Programs: available ONLINE 24/7 Diploma Programs: available ONLINE 24/7
- Certified Coding Professional (CCP) Medical Terminology/Anatomy (MTA)
- Certified Coding Professional - Hospital (CCP-H) Fundamentals of Medical Coding/Billing (FOBC)
- Certified Coding Professional – Audit Specialist (CCP-AS)

Local Chapter Leaders’ Forum Tracy Spears, TransWorld Systems
The session is for Local Chapter Officers. There is no additional charge, but advanced registration is required.

ACMPE: Certification Tutorial Deborah Hudson, FACMPE
The session will provide information and actual test examples to prepare you to become Certified in the American College of Medical Practice Executives. Ms. Hudson currently serves on the MGMA-ACMPE Papers & Essay Committee. There is no additional charge for this session.

GENERAL SESSION DESCRIPTIONS

The Miracle Worker: Being an Effective Leader Tracy Spears, TransWorld Systems
Teamwork is a critical ingredient of success in today’s healthcare climate; the way in which managers and staff interact with physicians, patients, vendors and one another can contribute to or hinder progress. The effectiveness of a cohesive and productive practice always reflects the leadership abilities of the people in charge.

Tracy Spears is a regional vice president for TransWorld Systems and an experienced keynote speaker and personal development trainer. Tracy’s workshops and speaking engagements have consistently raised productivity and personal awareness of its attendees. Tracy speaks to associations, sales teams, and non-profit organizations. Her workshops focus on how to improve communication through understanding personal temperaments and embracing and leveraging diversity within all types of organizations. Tracy’s dynamic and comfortable approach has led to the improvement of both individual and group performance. Her keynote speeches and training programs are hands-on and highly interactive and the results have inspired teams and leaders to take their organizations to the next level. Tracy’s "Why People Do What They Do" workshop received one of the highest speaker ratings in KMGMA history two years ago.

From Here to Eternity: HR challenges ahead - Are you ready? R. Eddie Wayland, King & Ballow
Expenses due to employment related legal problems can be managed and minimized. This fast-paced, interactive session will address recent, need-to-know legal developments and will outline workable approaches to minimize employment law risks. Nationally recognized employment law attorney, Eddie Wayland, will lead this discussion of cutting edge measures your Home Team needs to know. Recent cases and developments will be analyzed to provide lessons for future guidance. The presentation will include practical measures you can implement to meet the challenges ahead in the ever changing world of employee relations.

Learning Objectives:
- Identify and understand crucial HR and employment law developments;
- Learn from real life cases;
- Recognize important warning signs that foretell potential serious employment law issues;
- Gain insight into proactive ideas and approaches to help minimize employment law risks and save money;
- Have fun and learn in the process.

Eddie Wayland is a partner in King & Ballow and supervises the firm’s Litigation Section. He has successfully argued before the United States Supreme Court, and has litigated hundreds of cases to conclusion before judges, juries, arbitrators and administrative agencies in over 33 states throughout the country. Mr. Wayland concentrates his national practice in the representation of management in all areas of Employment and Labor Law and related litigation. He is a frequent speaker on Employment Law issues and provides in-house training in these areas.
Death Wish: Diffusing potential employment law bombshells R. Eddie Wayland, King & Ballow

Not all medical group and health care industry employee issues involve common, day-to-day problems. Sometimes issues are more involved and complicated, and the implications and decisions go far beyond a basic understanding of HR. In these instances the potential challenges, the potential liability, and your Home Team’s handling of the problems are significantly heightened. In this General Session, nationally recognized employment law attorney, Eddie Wayland, will lead a hands-on, interactive workshop involving several real life scenarios of such potential bombshell issues. The participants will be broken into small peer-to-peer groups, based on common characteristics, and will work through case studies designed to highlight such challenging issues. This small group experience will be complimented by combined sessions where individual group approaches and solutions are discussed and analyzed. Such areas as the interactive process under the ADA, religious accommodation requests, social media and privacy challenges, and EEO/harassment complaint investigations, will be addressed. In addition Eddie will provide common-sense approaches and best practices to help your Home Team deal with these potentially catastrophic employment law bombshells. Be sure not to miss this opportunity to take a virtual walk with your peers on the wilder side of employment law and apply your knowledge and skills so that you can successfully lead your Home Team beyond the basics.

Learning Objectives:
- Learn hands-on by working through challenging employment law case studies in the context of a healthcare related business;
- Understand how difficult employee issues arise and can be complicated if not handled properly

Eddie Wayland is a partner in King & Ballow and supervises the firm’s Litigation Section. He has successfully argued before the United States Supreme Court, and has litigated hundreds of cases to conclusion before judges, juries, arbitrators and administrative agencies in over 33 states throughout the country. Mr. Wayland concentrates his national practice in the representation of management in all areas of Employment and Labor Law and related litigation. He is a frequent speaker on Employment Law issues and provides in-house training in these areas.

Les Miserables: Malpractice discovery in the age of EHR Ron Sterling

Ronald B. Sterling, CPA, MBA authored the HIMSS Book of Year Award winning Keys to EMREHR Success and publishes the popular EHR issues blog Avoid-EHR-Disasters.com. Ron is a nationally recognized thought leader on the selection and implementation of electronic health record (EHR) and practice management systems. He is an independent consultant and has worked with a wide array of practices, clinics, and healthcare organizations across the country.

The transition to Electronic Healthcare Records (EHR) may expose healthcare organizations and physician practices to more medical professional liability (MPL) risks due to a number of product, implementation, and usage issues. Providers must be aware of the MPL risk issues associated with the use of EHRs, as well as be prepared to develop and use risk mitigation strategies.

This presentation will:
- Discuss the Role of Selection, Implementation, and Use on MPL Risk
- Examine EHR Design Issues that Create or Control Risk
- Review Controllable Risk Issues and Mitigation Strategies
- Present Strategies to Influence EHR Use and Mitigate MPL Risk

What you will learn in this course:
- EHR Product Factors and MPL Risk
- Key MPL Risk Issues Associated with EHRs
- MPL Risk Assessment Strategies Related to EHR Use.

Confessions of a shadow coach: Turning Dr. Jedyl into Dr. Hyde Meryl Luallin, Sullivan Luallin

Too often, physicians who score poorly on patient satisfaction surveys are stumped as to why. With payer focus on the patient experience, it’s vital that these providers learn what to do to improve their rankings. Shadow Coaching, in which a trained professional observes the physician-patient interaction, provides illuminating feedback to the doctor and results in an immediate improvement in both physician-patient communication and survey scores.

Meryl Luallin is a healthcare marketing consultant with a nationwide clientele. Meryl frequently visits practices to assess their strengths and limitations with an eye to enhancing both staff member and physician performance. As a physician “shadow coach” she provides one-on-one feedback to doctors to help them improve their scores on patient satisfaction surveys. In addition, Meryl and her team have developed and implemented patient experience (customer service) initiatives at medical practices nationwide, including patient surveys for more than 1,400 practices.

Meryl and her partner, Kevin Sullivan authored "Star-Studded Service: Six Steps to Winning Patient Satisfaction" for the Medical Group Management Association and recently launched Spotlight on Service!tm a lively, unique web-based video customer service series for medical groups.
**BREAKOUT SESSION DESCRIPTIONS**

**True Grit: Surviving as an independent practice**  *Stephen Dickens JD, FACMPE, FACHE*

Practice managers face often leave little to no time to get back to the basics. There you have some real-world challenges that are unique to practices that are seeking to remain independent. This session will provide opportunity to get tips and tools from those practices successfully maintaining their independence. Bring your thoughts, concerns and questions!

Steve is a risk management specialist for State Volunteer Mutual Insurance Company in Brentwood, Tennessee and currently serves as vice chair of the MGMA-ACMPE Board of Directors.

**Silver Linings Playbook: Optimizing Integration**  *Deron Bibb*

This presentation will focus on strategies to ensure successful negotiation, transition, and implementation of hospital affiliation.

Deron G. Bibb is President of Paradigm Management Solutions, LLC, which manages approximately $60M annual healthcare revenues. Paradigm serves almost every type of physician specialty. Mr. Bibb has over 18 years of experience in the physician practice industry, including: mergers, consolidations, and divestitures; assessment and valuation; managed care contact negotiation; practice expansion and development; and financial systems management. His local, regional and national affiliations include MGMA, HFMA, and HBMA. He is a University of Louisville medical residency faculty member, as well as the founding member of various small businesses.

**Less Than Zero: All drug screens are not the same**  *Chelse Dyer*

The messages surrounding controlled medications and drug testing are ever changing, yet the problem of diversion continues to rise. So do the questions. "Can I really ever know if the patient is truly taking the medications prescribed?" "Aren't there a lot of things that cause false positive or false negative results?" "How can I protect my physicians and still allow them to treat the patient?" Chelse Dyer will lead us through a presentation focused on dispelling the myths and arriving at practical steps for effectively addressing the issue of prescription drug abuse and misuse in today's health care.

Chelse Dyer spent 8 years managing a medical practice prior to entering the Laboratory industry in 2000. For the past 12 years, Chelse has specialized in helping physicians analyze their laboratory needs and identify appropriate testing for each setting. She currently works for Alere Toxicology as Regional Sales Director.

**And the Winner is… Benchmarking: The importance of surveys and how to use them in your practice**  *Dave N. Gans, MSHA, FACMPE*

Dave Gans is the Senior Fellow Industry Affairs for MGMA-ACMPE. Mr. Gans administers research and development and his current projects focus on four areas of interest:

- Patient safety and quality
- Administrative simplification and the dissemination of best practices
- Use of information technology
- Preparing physician practices for public health threats, emergencies and natural disasters.

Dave received his Bachelor of Arts degree in Government from the University of Notre Dame, a Masters of Science degree in Education from the University of Southern California, and a Master of Science in Health Administration degree from the University of Colorado. Mr. Gans is retired from the United States Army Medical Service Corps in the grade of Colonel, U.S. Army Reserve. He is a Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives. This Session Will Be Repeated

**Extremely Loud and Incredibly Close Meaningful Use problem solving, penalties & rewards**  *Carol Stettenkamp MD, MBA, FHIMSS and Polly Mullins Bentley RN, RHIT, CPHQ*

Dr. Stettenkamp is the Principle Investigator for the Kentucky Regional Extension Center. In addition to these responsibilities, Dr. Stettenkamp also serves as the Chief Medical Information Officer for UK Chandler Hospital as well as serves on the Board of Directors for the Health Information Management & Systems Society. Above all else, Dr. Stettenkamp is a practicing Pediatrician providing the majority of her services at the Twilight Children's Clinic. Dr. Stettenkamp credentials include receiving her Medical Doctorate degree from University of Cincinnati College of Medicine, Cincinnati, OH, completing her residency at UK Chandler Hospital, Lexington, KY.

Ms. Bentley has a number of years of healthcare experience including clinical nursing, health information management, quality & performance improvement, case management, regulatory compliance (including HIPAA Privacy & Security), and clinical information technology. She is currently in the Governor's Office of Electronic Health Information with a primary focus on the state-wide initiative for health information exchange (KHIE). She is working as the State Health I.T. Coordinator to facilitate the KHIE Strategic & Operational Plan, which is focused on connecting all providers across the state of KY to the health information exchange over the coming years. Polly spent the past ten years as Director of Clinical Information Systems for Appalachian Regional Healthcare, where she was responsible for the implementations of a number of clinical systems including a physician portal, document-imaging/EMR, PACS, physician practice EHR, and Emergency Department EHR. She also served in the capacity of the organization's HIPAA Security Officer.
BREAKOUT SESSION DESCRIPTIONS

Risky Business:  The liability, risks & benefits of Hospital-acquired physician practices  Kathi Burton MS, HRM, FASHRM

Since 2005, hospitals and health systems have been on a nationwide buying spree, purchasing physician practices at a rapid rate. Between 2005 and 2008, physician practices owned by hospitals and health systems doubled. This trend is still growing. As healthcare organizations have been busy buying private physician practices for many strategic reasons, such as operating efficiencies, reducing costs, etc. these acquisitions are sometimes successful for all involved. However, the purchase of a physician practice can also present significant risks and challenges to both the hospital system and the physicians.

This session will focus on some of the positive and negative challenges facing the Medical Group Manager in tackling liability issues and risks associated with hospital acquired physician practices. This timely session will address the following topics as the physician practice contemplates a merger or is integrating into the hospital system and culture.

Specific hospital documents, bylaws, rules & regulations
Hospital electronic health record
Hospital sentinel event and reporting systems, requirements
Employment agreement, contract,
Malpractice insurance, “tail” coverage
Claims management/ “consent to settle”
And much, much more…….

Kathi Burton, MS, HRM, FASHRM, is a Regional Manager for ProAssurance. She has a masters degree in safety management with a clinical internship in radiological safety. She is also a Fellow of the American Society of Healthcare Risk Management and a Certified Healthcare Risk Manager.

Mission Impossible:  The profitable and efficient medical practice  Steve E. Ratliff, Jr. and Jeffry M. Moffatt, CPA/ABV/CITP

Geared for “newer” practice managers, this presentation will provide insight and practical tips to help practice managers succeed in four key areas:

· Profitability and cost management;
· Accounts receivable and collections,
· Productivity, capacity and staffing, and
· Patient satisfaction.

Steve E. Ratliff, Jr. is a Manager with Blue & Co., LLC. With over 18 years of medical practice management and operations experience, Mr. Ratliff brings a wealth of knowledge to his clients. His experience includes working nationally with hospital employed physician groups of multi-hospital systems, large multi-specialty practices and smaller private practices.

Jeffry M. Moffatt, CPA/ABV/CITP, CVA joined Blue & Co., LLC in January 2008. He is a manager in the Medical Practice Specialty Service Group. Mr. Moffatt is a key contributor in providing healthcare practice management services, specifically focusing on business valuations for physician practices, hospitals and other healthcare related entities.

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KMGMA Annual Spring Conference  
March 11 - 12, 2013  
Registration Form  
*Please make copies of this form if more than one person is registering.*

First Name: ______________________    MI: _____  Last Name: __________________________________________________________________________________

Suffix/credentials: _______________________     Title: _____________________________________________________________________________________

Company/Practice: _______________________________________________________________________________________

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City: ___________________________________ State: __________________ Zip: _________________________________

Telephone: _______________________________ Fax: _______________________________________________________

Email: __________________________________________________________________________________

Practice Specialty: _______________________________________________  Is this an address change? _______  

Preferred Name on Badge: ______________________________________________________

Circle all that apply:  First-time Attendee  New Member  Fellow  CMPE  Nominee  Local Chapter Officer

REGISTRATION FEES:  Postmarked on/before  Postmarked after  
March 1, 2013  March 1, 2013  

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*(please see website for membership info.)*

PRE-CONFERENCE WORKSHOPS  
“Coding Documentation,” Sherry Thomas, RHIA  
With Conference Registration: $29  
Coding Workshop ONLY - Member: $49  
Coding Workshop ONLY - Non-Member: $79

Local Chapter Leadership Forum  
No Charge for Officers of Local MGMA Chapters: $0  

ACMPE Certification Pre-conference Workshop  
No Charge for KMGMA Members: $0  

Total Fees Paid: __________

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Or mail completed form with check made payable to KMGMA:  P.O. Box 950247, Louisville, KY 40295-0247

Questions? Email all questions to melissawilson@comcast.net

For Hotel Reservations:  Galt House - Louisville  
(502) 589-5200  (ask for KMGMA group rate)
Conference Information

Conference Facility:
The 2013 Annual Spring Conference is being held at the Galt House Hotel located at 140 N 4th Street in Louisville, Kentucky. For Hotel Reservations, call (502) 589-5200. Ask for the KMGMA Group Rate in order to receive the discounted rate. A Credit Card will be required for room guarantee.

Room Rates: Single/Double - $139.00, plus applicable city, state hotel taxes. A block of rooms has been reserved by KMGMA until February 15, 2013. After this date, reservations at the hotel will be accepted depending on space and rate availability. Please make your own hotel accommodations.

ACMPE Credit: This program is eligible for up to 11.75 credit hours by the American College of Medical Practice Executives (credit information will be included in registration packets).

Cancellation Policy: All cancellation requests must be submitted in writing to KMGMA, prior to Friday, March 1, 2013. No refunds will be issued for cancellation requests after this date. All cancellations are subject to a $25 processing charge.

Attire: Business casual is appropriate for meetings. Attendees may want to bring a sweater for the meeting areas.

For additional information, please contact Melissa Wilson at melissaowilson@comcast.net