Courage, Brains & Heart: Lessons from the Wizard of Oz

Tennessee Medical Group Management Association
Annual Spring Conference
March 30 - April 1, 2016
Park Vista Resort - Gatlinburg, Tennessee

Make Your Hotel Reservations Now at 800.421.7275
Complete Program Information at www.tmgma.com
Wednesday, March 30
8:00 am - 8:30 am  
Pre-Conference Registration

8:30 - 11:30 am  
PRE-CONFERENCE WORKSHOP (Local Chapter Officers ONLY)  
Sponsored by PathGroup
“Local Chapter Leadership Forum,” Kyle Matthews CMPE, MGMA Board of Directors

8:30 - 11:30 am  
PRE-CONFERENCE (Pre-Registration REQUIRED) - Includes luncheon
Hospital Owned Physician Practice Executives (HOPPET)
Session open to all Administrators of system-owned practices - no affiliate members please
“The Horse is Out of the Barn: How PCMH Prepares Organizations,”
Danny Brywczynski, Doral David-Jackson and Steven Blubaugh, DHG Healthcare

12:00 - 1:00 pm  
Strolling Networking Lunch in the Exhibit Hall  
Sponsored by LabCorp

12:00 - 7:00 pm  
Exhibit Hall Open for Attendees

1:00 - 2:45 pm  
Opening General Session  
Sponsored by State Volunteer Mutual Insurance Company
“Your Nerdy Best Friend: 27 Apps for Work and How to Use Them,” Beth Ziesenis

2:45 - 3:30 pm  
Refreshment Break in Exhibit Hall

3:30 - 5:00 pm  
“10 Mistakes We Keep Making As Practice Managers,” Kyle Matthews CMPE, MGMA Board

5:30 - 7:00 pm  
“WELCOME TO OZ” Reception in Exhibit Hall  
Sponsored by SunTrust Medical Practice Services

Thursday, March 31
7:30 - 8:30 am  
Breakfast Buffet with Practice Specialty Tables  
Sponsored by Winxnet

8:30 - 9:45 am  
General Session  
Sponsored by SunTrust Medical Practice Services
“Washington Legislative Update,” Suzanne Falk, MGMA Government Affairs Division

10:00- 11:00 am  
Breakout Sessions
“Peer to Peer: Practice Management 101 - Part I,”
Panel Discussion facilitated by Mischelle Ferrell, FACMPE

“Merit-Based Incentive Payment System (MIP) Implementation,”
Erik Ervin and Alicia Collins, QSource

“HOPPET Session: TennCare Payment Reform and PCMH
Dr. Vaugh Frigon, MD, CMO Tennessee Healthcare Finance and Administration

11:00 - 11:30 am  
Refreshment Break in Exhibit Hall

11:30 am - 12:30 pm  
Breakout Sessions
“Peer to Peer: Practice Management 101 - Part 2,”
Panel Discussion facilitated by Mischelle Ferrell, FACMPE

“Creating the Perfect Healthcare Digital Marketing Campaign,”
Chad Elmore, Director of Digital Communication, Pyxl

“Have the brain, heart, and courage to follow the yellow brick road to Fellowship,”
ACMPE Small Group Fellowship Workshop facilitated by Rana McSpadden FACMPE

“HOPPET Session: Panel Discussion: Experiences with PCMH
Facilitated by Danny Brywczynski, DHG Healthcare

12:45 - 1:15 pm  
Plated Luncheon  
Sponsored by First Tennessee
Presentation of the 2016 Past Presidents’ Scholarship & the 2016 Local Leadership Award

1:15 - 2:00 pm  
Luncheon Presentation
“Gems of Management,” Tom Steams, FACMPE, State Volunteer Mutual Insurance Company

2:15 - 3:15 pm  
Breakout Sessions
Emerging Threats in Healthcare and Strategies for Defense,”
Aaron Sherrill, CTO of TekLinks (formerly Claris Networks)

Major Legal Issues in the Treatment of Minors in Tennessee,”
Yarnell Beatty JD, Tennessee Medical Association

“HOPPET Session: The Physician’s Perspective of PCMH,”
Shari K. Rajoo, MD, Medical Director of Quality Improvement, Mountain States Medical Group
Stephen Raffanti, MD, Chief Medical Officer, Vanderbilt Comprehensive Care Clinic
Danny Brywczynski, Panel Facilitator

3:00 - 3:45 pm  
Dessert Bar in Exhibit Hall  
Sponsored by Henry Schein

3:45- 5:15 pm  
General Session  
Sponsored by LabCorp
“Into the HR Woods:  Avoiding Lions, Tigers, Bears and Occasional Flying Monkeys
R. Eddie Wayland, King & Ballow

5:45 - 9:45 pm  
Special Event: Casino Night  
Sponsored by Teklinks, formerly Claris Networks

Friday, April 1
8:00 - 9:00 am  
Plated Breakfast and Vendor Giveaways  
Sponsored by Healthcare Procurement Solutions

9:00 - 9:30am  
Refreshment Break with Exhibitors (Collect prizes; Last chance to get exhibitor gift card signed)

9:30 - 11:00 am  
Closing General Session  
Sponsored by Winxnet
“The cost of doing business in a medical practice,” Owen J. Dahl, MBA, FACHE, CHBC, LSSMB
**Pre-CONFERENCE SESSION DESCRIPTION**

**Local Chapter Leaders’ Forum Kyle Matthews CMPE, MGMA Board of Directors**

This session is for Local Chapter Officers. Make sure you have the resources you need to grow your membership, secure program sponsors, and provide relevant programming while making sure your chapter is meeting the requirements of your Affiliation Agreements. Bring your best practices to share with other local chapter leaders! *There is no additional charge, but advanced registration is required.*

**HOPPET Pre-Conference Workshop: The Horse is Out of the Barn: How PCMH prepares organizations Danny Brywczyński, Doral David-Johnson, and Steven Blubaugh**

This pre-conference workshop is designed for Hospital Owned Physician Practice Administrators ONLY. NO affiliate members please for the pre-conference session.

Danny Brywczyński is a Senior Manager at DHG Healthcare and provides the team with over 10 years of consulting and healthcare experience. While at DHG, he has worked with hospitals, health systems and physician practices to develop and implement strategic initiatives that improve operating and financial performance. Most recently, Danny has focused his efforts on helping healthcare organizations develop system-wide physician alignment and integration plans; including physician advisory councils, co-management arrangements, physician enterprise organizations, and clinically integrated networks. Danny is active with the Tennessee Hospital Association, an adjunct faculty member at University of Alabama Birmingham’s Masters of Science in Healthcare Administration, and a frequent presenter / author on hospital – physician alignment for organizations such as MGMA, Community Hospital 100, and HOPPET.

Doral Davis-Jacobson is a Senior Manager at DHG Healthcare and has over 20 years of experience in working with large physician groups and practices. Davis-Jacobson is a Fellow in the American College of Medical Practice Executives who has worked the healthcare industry for more than 20 years. Her areas of focus include managed care contracting, revenue cycle management, physician-hospital integration, financial analysis, operations management, project management and managerial consulting. On the provider side, she has managed clinics and billing operations for large practices, while on the payer side she has negotiated contracts. She has also administered full risk products in an independent practice association environment. Doral-Davis has authored numerous articles for publications such as MGMA Connection, Medical Economics, Modern Healthcare and the Journal of Medical Practice Management, and is currently working on a book to published by MGMA in 2016, Next-Generation Managed Care Contracting for Physician Practices.

Steven Blubaugh is a Senior Consultant at DHG Healthcare with experience managing practices’ process-improvement and strategic-development initiatives, including revenue cycle management, quality and business operations, Blubaugh is an NCQA-certified content expert on patient-centered medical homes. He also had significant involvement in a specialized operations development program whose primary focus was to measure process improvement in patient access for a large healthcare system in the metro Atlanta area. Blubaugh has also managed four internal medicine specialty practices with responsibilities covering all nonclinical activities, including front desk operations, patient access, revenue cycle management and more for a large healthcare system in the metro Atlanta area. Additionally, he has significant experience negotiating managed care contracts for healthcare providers.

**GENERAL SESSION DESCRIPTIONS**

**Your Nerdy Best Friend: 27 apps for work and how to use them Beth Ziesenis**

We have mind-blowing technology everywhere we turn, but how does it all work together to make you more productive, organized and awesome? This fast-moving, laugh-filled session takes you hour by hour through a day in the life of a tech-savvy medical practice manager. You’ll learn how an office nerd solves a security crisis before 10 a.m., learns to make more of a lunch hour with an extra set of virtual hands, saves money on software before the staff meeting and brings the team together online before the day is done.

Ever wonder if there IS an app for that? Just ask Your Nerdy Best Friend, otherwise known as Author Beth Ziesenis. Beth has made a verb out of the word "nerd" by dedicating her life to finding free and bargain tech tools to make people's lives easier. Speaking to chambers and associations throughout North America, Beth entertains, enlightens and empowers attendees to embrace their inner nerds to become more efficient, more productive and definitely more nerdy.

**Ten mistakes we keep making as practice managers Kyle Matthews CMPE**

Warning: This session may offend those who are not willing to reflect or change! The speaker will identify 10 frequently observed mistakes that keep practices from achieving ultimate efficiency, and discuss how we can overcome these common pitfalls. While many anecdotes will provide humor, this session will allow practice leaders to rethink protocols and procedures that could be the difference in achieving the next level of success. While discussing common mistakes that are observed in today’s medical organizations, we will also discuss 10 ways to manage better. Participants are invited to share how they have overcome similar issues in their own practices.

Kyle Matthews, NA, CEO, CardioVascular Associates of Mesa PC, Arizona and MGMA Board of Directors Practice administrator, volunteer, referee and millennial are all words that summarize Kyle Matthews. Kyle attended Freed Hardeman University in Henderson, TN and obtained degrees in Accounting and Finance. In 2003, Kyle began working as a Staff Accountant for AmSurg in Nashville. In 2005, Kyle transferred to the Tempe, AZ office and began working as Director of Business Operations. This role encompassed overseeing the entire revenue cycle for up to 16 ambulatory surgery centers in Arizona, California, Washington and Wyoming.
GENERAL SESSION DESCRIPTIONS

Washington Legislative Update  Suzanne Falk
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 understanding 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.

Learning Objectives
• Identify how legislative and regulatory initiatives affect your daily work
• Learn about new or pending policy changes
• Describe the resources available to assist you

Suzanne Falk answers member questions about technical details of federal legislative and regulatory issues, coordinates grassroots efforts by MGMA members, and speaks before MGMA state and national meetings. Prior to joining MGMA, Suzanne interned for a senior U.S. Congressman from Maryland in both his district and Capitol Hill offices. Suzanne graduated with honors from the University of Maryland with a degree in Government and Politics and is currently working towards her Masters in Public Policy at Georgetown University with a specialization in healthcare and domestic economic policy. She has been with MGMA since July 2012.

Into the HR Woods: Avoiding lions, tigers, bears and occasional flying monkeys  R. Eddie Wayland
Not all employee issues involve simple problems. Increasingly issues are becoming more complicated, go beyond a basic understanding of HR, and the potential ramifications of the problems are significantly heightened. In this General Session, nationally recognized employment law attorney R. Eddie Wayland, will lead an interactive session addressing recent need-to-know legal developments, including discussing several real life scenarios involving such issues. Participants will work through these scenarios designed to highlight such challenging issues. Different potential approaches and solutions will be discussed and analyzed. Such areas as the interactive process under the ADAA, 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 practice or business deal with these difficult employment law problems. Do not miss this opportunity to take a walk on the wilder side of employment law and prepare to lead your practice when its Yellow Brick Road goes through the HR forest.

Learning Objectives:
• Identify and understand crucial HR and employment law developments;
• Learn hands-on by working through challenging real life employment law case studies in the context of a medical group or healthcare related business;
• Recognize how difficult employee issues arise and can be complicated if not handled properly;
• Discuss and take away methods and best practices you can implement to help protect your group or business; and
• Have fun and learn in the process.

The cost of doing business in a medical practice  Owen J. Dahl MBA, FACHE, CHBC, LSSMB
Owen J. Dahl, MBA, FACHE, LSSMBB, has been active in healthcare management for almost 40 years. He received his bachelor’s degree from Concordia College, Moorhead, Minnesota, where he was a member of the first graduating class in the hospital administration program. He then spent more than a decade as a hospital administrator in various facilities in South Dakota. He also served in the United States Air Force. His move to New Orleans in 1983 brought a major career change.

He started a practice management and billing company, which grew to manage 65 physicians in 11 different practices with revenues well over $75 million. In 1993, he advanced to Fellow in the American College of Healthcare Executives with a paper on Total Quality Management and its application to the medical practice. He also received the distinction of becoming the first non-physician member of the Orleans Parish Medical Services Bureau Board of Directors.

Throughout his career, Owen has maintained a passion for education. He developed an adult continuing education program with Loyola University of New Orleans in physician practice management. He also is the original developer of the certification program for the Professional Association of Health Care Office Managers (PAHCOM) and the Institute of Certified Healthcare Business Consultants (ICHBC). The Institute program is currently available online through the National Society of Certified Healthcare Business Consultants (NSCHBC). He has worked with the Louisiana State University Medical School Department of Graduate Medical Education conducting seminars for students, residents, and fellows in physician practice management.

BREAKOUT SESSION DESCRIPTIONS

ACMPE Session: Have the brains, heart, & courage to follow the Yellow Brick Road to Fellowship  Facilitated by Rana McSpadden FACMPE
This session is designed for those certified members who are struggling with the paper process. Bring your topic ideas, research material and any other paper information that you might have so our mentors can help you!
BREAKOUT SESSION DESCRIPTIONS

Merit-Based Incentive Payment System (MIP) Implementation  
*Erik Ervin and Alicia Collins*

A Discover details and insights into how the so-called “dox fix” bill or MACRA consolidates and strengthens the financial impacts of Meaningful Use, Physician Quality Reporting System (PQRS) and Value-Based Modifier (VM) programs while leveraging their respective rules that have become increasingly familiar to provider during the last few years.

Erik Ervin has over three years work experience in behavioral health as a counselor and over nine years of experience utilizing information technology to improve healthcare processes and population health. He holds a Bachelor of Science in Social and Behavioral Psychology, a minor in Computer Science, and a Master’s in Education. He manages to integrate his diverse skill set by combining his technical know-how with his ability to present information in a way others can understand. He has successfully served in the roles of counselor, trainer, educator, IS and Health IT specialist, EHR "super-user", and "that computer guy." He finds great satisfaction in his day-to-day work at Qsource, TN’s Medicare Quality Innovation Network - Quality Improvement Organization (QIN-QIO), where he gets to assist healthcare providers to combine evidence-based medicine with health information technology to improve performance in the new value-based reimbursement systems and subsequently improve patient care and health.

Alicia Collins is a Practice Solutions Advisor at Qsource, a leader in healthcare quality improvement. She holds a BS in Health Informatics and Information Management and Registered Health Information Administrator (RHIA) credential. Alicia has over 9 years’ experience in hospital and physician practice settings with the last 2 years in the REC assisting EPs in electronic health record implementation and providing support to those practices participating in the EHR Incentive Program. Currently, Alicia is serving as the Cardiac Heart task lead for the atom Alliance in Tennessee.

Creating the Perfect Healthcare Digital Marketing Campaign  
*Chad Elmore*

As a leader in the healthcare space, you’re likely aware that digital is becoming increasingly present and important in all aspects of the industry. However, we know that tackling digital marketing can be intimidating if you’re unsure about where to start.

“Creating the Perfect Healthcare Digital Marketing Campaign,” will help answer your questions and give you ideas to bring back to your organization. The session will be presented by Chad Elmore, Director of Digital Communication at Pyxl, a leading full-service digital marketing agency. During the session, Chad will explore:

- Why digital is a necessity
- Key elements of the perfect digital marketing campaign
- A built-out example campaign

Peer to Peer:  Practice Management 101 - Part 1 and Part 2

*Interactive Panel Discussion facilitated by Mischelle Ferrell FACMPE*

Whether you are brand new to medical practice management, or have worked in other positions and are changing your focus and responsibilities, this two-part series covers the tools and best practices used for seasoned veterans. Conference attendees will be asked in advance to submit input on resources. A few examples of topics covered include:

- Sample forms/reports such as Days in AR, Payer Mix, any kind of dashboard, etc.
- Tasks/responsibilities – job descriptions, or competencies required to be a practice executive.
- Resources – HR resources, legal resources, lists of vendors, web sites, places to go to find what you need to know on a daily basis.
- Policies/Procedures – Sample policies.
- Dress for leadership – How to make a good first impression, how customer service is so important in a practice, how to present yourself to your physicians and be an example to your practice.
- Public speaking/Making presentations to doctors/Communication – Get some tips and tricks for speaking to groups, introductions, how to present at a board meeting, etc.
Shari K Rajoo, MD

Panel Discussion facilitated by Danny Brywczynski with Shari K. Rajoo MD and Stephen Raffanti MD

Danny Brywczynski is a Senior Manager at DHG Healthcare and provides the team with over 10 years of consulting and healthcare experience. While at DHG, he has worked with hospitals, health systems and physician practices to develop and implement strategic initiatives that improve operating and financial performance. Most recently, Danny has focused his efforts on helping healthcare organizations develop system-wide physician alignment and integration plans; including physician advisory councils, co-management arrangements, physician enterprise organizations, and clinically integrated networks. Danny is active with the TN Hospital Association, an adjunct faculty member at University of Alabama Birmingham’s Masters of Science in Healthcare Administration, and a frequent presenter/author on hospital – physician alignment for organizations such as MGMA, Community Hospital 100, and Hospital-owned Physician Executives of TN.

Kristina J. (KJ) Gulson is the Assistant VP of Operations at Mountain States Medical Group, Mountain States Health Alliance. Mrs. Gulson has been in various management roles with the organization since 2006 and has been in her current role since January of 2012. She is responsible for pro forma development, assisting with the establishment of new practices, management of operations of all physician practices within area of responsibility, and creating structure and processes to manage the organization’s current activities and projected growth. Participates in the coordination of management services provided to various clients, provider recruitment, physician employment, development of compensation strategies, and development of operating and capital budgets as directed by the COO.

Roshanda L. Johnson, MBA, is the Assistant Administrator for the Medicine Patient Care Center at Vanderbilt University Medical Center with responsibility for administration, planning and business development for primary care units. She served as Director of the Vanderbilt Comprehensive Care Clinic until recently, with responsibility for day-to-day operations of an interdisciplinary medical practice servicing People Living with HIV/AIDS, the original medical home model. Prior to joining Vanderbilt University Medical Center in 2008, Roshanda served in several administrative capacities at Meharry Medical College, directing the administrative and fiscal activities of several academic departments and clinical practices. She holds a Master of Business Administration degree from MTSU and a Bachelor of Science degree in Health Administration and Planning from Tennessee State University in Nashville.

HOPPET Session: The Physicians Perceptive of PCMH

Panel Discussion facilitated by Danny Brywczynski with Shari K. Rajoo MD and Stephen Raffanti MD

Shari K Rajoo, MD is the Medical Director of Quality Improvement at Mountain States Medical Group, Mountain States Health Alliance. Dr. Rajoo is a firm proponent of the pivotal role Primary Care plays both in patient advocacy and in the quality journey. Having worked in primary care for 10 years she has seen the joys and frustrations of an office-based practice. Her journey with Mountain States Medical Group started in the office, but soon included involvement with the Medical Group’s transformation toward a Patient-Centered Care delivery model. Dr. Rajoo now serves as the Medical Director of Quality Improvement for Mountain States Medical Group and affiliated practices.

Dr. Stephen Raffanti is an associate professor of Medicine at Vanderbilt University Medical Center and chief medical officer of the Comprehensive Care Center in Nashville. Raffanti has devoted his professional career to the study of HIV and the care of HIV-infected patients. He earned his Bachelor of Arts degree in Biochemistry at the University of California, Berkeley, and later worked as a research assistant in Microbiology at the University of Genoa, where he earned his medical degree in 1985. He gained his first clinical experience with HIV-infected patients as a resident in Internal Medicine at Raritan Bay Medical Center in Perth Amboy, N.J., and then completed a fellowship in Infectious Diseases at the University of Miami.
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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:

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Guest  (Casino Night Only - this is not for Multiple Members of Same Practice)  $ 69

If registering guest: Guest Name: ________________________________

Please fax completed form with credit card information to 615-338-7620 or register online at www.tmgma.com:

___ VISA   ___ MasterCard   ___ AmEx   Name on card: ________________________________
Credit Card Number: ________________________________
Exp. __________________ CVV (3-digit security code): __________
Billing Address: __________________________________________________________________
Signature: ___________________________ Date: __________________

Or mail completed form with check made payable to TMGMA, P.O. Box 440150, Nashville, TN 37224

Make your reservations at the Park Vista by calling 1.800.421.7275.
Mention TMGMA to get the group room rate.
Questions: 866.739.MGMA or melissaowilson@comcast.net
Conference Facility:
The conference hotel is The Park Vista Resort. These facilities are located at 705 Cherokee Orchard Road in Gatlinburg, Tennessee.

Hotel reservations will be accepted until March 8th, or until the room block is filled, whichever comes first. Make your reservations now by calling 1.800.421.7275. The group rate for single or double occupancy is $119 per night. Be sure to mention you are with TMGMA to get these rates. Check-in time is 4:00 p.m., check-out time is 11:00 a.m.

Conference Registration: The registration fee covers all meetings, handouts, meal and breaks. Conference breakfast and lunch functions are for registered exhibitors, conference attendees, and registered guests only. Attire for the conference will be business casual. A jacket or sweater is suggested.

ACMPE Credit: This program is eligible for credit hours by the American College of Medical Practice Executives. Information will be distributed in registration packets.

Cancellation Policy: Cancellation requests received by Thursday, March 17th will receive a refund of registration fees, less $25.00 processing fee. No refunds will be issued for cancellation requests after this date. However, substitutions from the same practice will be allowed.

For additional information, please visit our website at www.tmgma.com or email Melissa Wilson Vickroy at melissaowilson@comcast.net