IMGMA
Managing For A Future Of Excellence

WHATS YOUR GAMEPLAN?

September 12th - 14th
2012 Annual Conference
Boise State University
Boise, Idaho

www.imgma.com
# 2012 IMGMA Conference

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Photos provided by Boise State University
IMGMA 2012 Conference Welcome

Dear Healthcare Professionals,

I’d like to invite you to attend the Idaho Medical Group Management Association (IMGMA) 2012 Annual Conference held at Boise State University – Student Union Building in Boise, Idaho.

The Conference Committee has worked hard to attract great speakers who will provide timely and relevant information to help you establish YOUR game plan for delivering outstanding care to the patients you serve. Using MGMA’s Body of Knowledge as the framework, the committee worked hard to ensure that your time away from the office will be well spent.

In addition to the formal speaking schedule, there will be many opportunities to network with your peers who share your passion for healthcare. Please don’t pass up the opportunity to make at least one new connection…and be intentional about keeping in touch and sharing ideas.

For new members, we have great opportunities for you to meet your colleagues. Please plan to attend the orientation session just before the Hospitality event on the opening night, as well as the new member breakfast on Friday morning.

We are also fortunate to have a great vendor showcase again this year. They provide many valuable services applicable to our industry and we are grateful for their continued support. Please take time to learn about their services and products to determine if they can provide solutions for needs in your practice.

Kate Shelton has chaired this year’s Conference Committee. She has done an outstanding job, along with others on her committee to take care of each and every detail to make sure the conference is an enjoyable experience for you and will provide value for your organization.

I hope you will accept our invitation and register at www.imgma.com. Rooms have been blocked at a discounted rate but they fill up quickly. We look forward to seeing you in Boise in September.

Sincerely,

Amy O’Brien
Amy O’Brien, CMPE, IMGMA President

IMGMA Board of Directors 2012

Bradley C. Turpen, MBA, CMPE, Past President, Boise
Amy O’Brien, CMPE, President, Pocatello
Michelle Wier, CMPE, President Elect, Lewiston
Sharon A. Lee, CMPE, Treasurer, Meridian
Lisa M. Jolliff, CMPE, CHCO, CPC, Education Director, Meridian
Stacey Holcomb, Membership Director, Pocatello
Nickolas Russell, MPA/HSA, Operations Director, Meridian
Cindy Hodges, Communications Director, Nampa
Kate Shelton, CPC, Conference Director, Pocatello
What to Wear?

Business casual is encouraged during the conference. Because temperatures vary, meeting rooms can be cool and we suggest bringing a sweater or jacket.

Conference Dates

September 12th - September 14th, 2012

Conference Location

Boise State University – Student Union Building
1910 University Drive
Boise, ID 83725
(208) 343-1871

Who Should Attend

Attend this program if you are an administrator, physician leader, clinical manager/supervisor or a business or accounting professional involved in managing a medical group practice. Attendance by administrator-physician teams including mid-level managers and clinical management staff is highly encouraged and will prove to be very beneficial.

Conference Pricing

Full conference member rate of $199 (late is $249), non-member is $349 (late is $399), one day member is $149 (late is $199), one day non-member $299 (late is $349). $20 off for each additional participant from same group. Late is considered after August 12th, 2012. IMGMA Annual Membership is $125.

Conference Registration

Your registration fee covers all sessions, handouts, meals, and breaks. In an attempt to avoid food waste Dinner Meal tickets will not automatically be included in your conference materials. You must indicate that you plan to participate on the registration form.

If you plan for a spouse or guest to attend Thursday’s Awards Dinner extra dinner tickets may be purchased in advance. Additional guest dinner tickets are available for $60 ($70 late registration).

Lodging

SpringHill Suites by Marriott
Boise ParkCenter
424 East ParkCenter Boulevard Boise, ID 83706
www.marriott.com/boidt

Rooms are available in a reserved block at the rate of $99/night. The rooms are only being held until August 29th, 2012, so be sure to reserve your room as soon as possible.

If you would prefer to reserve your room over the phone, please call the reservation line at: 866-430-2692. Remember to state that you are part of IMGMA and would like the group member rate discount. Check-In is after 3:00pm. Check-Out is before 12:00pm. There will be a shuttle available to take conference participants to and from Boise State University.
Pre-Conference Golf Tournament  
Wednesday Sept. 12th at 11:00 a.m.  
The 5th annual pre-conference 9 Hole Golf Scramble.  
Deadline to register is August 12th, 2012—Cost $45.00  

Whether you are an expert or have never played, come join us for an enjoyable afternoon of fun, prizes, contests, and the excellent company of your peers.

Eagle Hills Golf Course is a public championship eighteen hole course offering mature trees, rolling fairways and challenging water features set against the backdrop of the Boise mountains.

Eagle Hills Golf Course  
605 N. Edgewood Lane  Eagle, Idaho  
www.eaglehillsgolfcourse.com

Social Hour, Banquet, Awards and Entertainment  
Thursday Sept. 13th at 5:00 p.m.  
Social Hour will begin at 5:00 pm  

This evening begins with a social gathering followed by dinner. During dinner we will present awards for Community Health, Lifetime Achievement, Member of the Year, and Physician Leadership. Awards followed by a wonderful night of entertainment by Greg Claassen.

Greg Claassen can make just about anything talk... and that's exactly what he's been doing with his ventriloquist act over the last 30 years. Greg has established a reputation for unfailing audience rapport. It's hysterical fun once Greg's “friends” are unleashed on stage. It's no wonder his program is referred to as one of the most unique after dinner programs in the country. www.gregclaassen.com

New Member Orientation and Hospitality Suite  

New Member (or first-time attendees) Welcome – Wednesday Sept. 12th from 5:30 - 6:00 P.M.  
New members and first time attendees are invited to join the IMGMA President Elect, Michele Wier, for a welcome reception at the Jordan Ballroom. Good company will welcome you to the conference and connect you with other IMGMA members. Take this great opportunity to learn more about what IMGMA can do for you.

Hospitality Suite, Wednesday Sept. 12th from 6:00—8:00 P.M.  
Before or after dinner (or both!), join your fellow conference attendees in the hospitality suite, located in the Jordan Ballroom and the Boise State University Games Center, where you can enjoy bowling, ping pong, beverages, light appetizers, and more while networking and catching up.
Focused Networking Session

Thursday Sept. 13th, 2012 from 4:00 - 5:00 p.m.

This year your Education Committee has decided to host the 1st “Exchange Café” to encourage networking and sharing among colleagues. In this ‘café’, there will be five 10 minute sessions that give attendees the opportunity to visit different tables covering a wide variety of topics. Each table will have a topic led by a facilitator. There are no hard and fast rules about how to pick a table, attendees are simply asked to pick a topic of interest and be ready to actively engage with their colleagues. The advantage of this session is that attendees are exposed to a variety of topics and material in a short amount of time. This also opens up a great opportunity to network with fellow colleagues. The social hour with exhibitors, reception, and honors dinner will follow immediately after these sessions, so continued networking is highly encouraged.

Past President/New Member Breakfast

Friday Sept. 14th, 2012 from 7:00 - 7:45 a.m.

All New Members, Past Presidents, and Board Members are invited to join us for breakfast on Friday morning. This will be an unique opportunity for socializing, networking, and mentoring in a smaller group setting. We hope New Members will take advantage of this time to learn from the experiences of medical management leaders and that Past Presidents will join us to impart the wisdom they have gained over the years.

Exhibitor Drawing/Closing Remarks

Friday Sept. 14th, 2012 from 2:45 p.m. - 3:15 p.m.

You are not going to want to miss out on the exhibitor drawings! Make sure that you plan your travel to stay until the end of the conference so that you have a chance of winning the many valuable prizes provided by our generous exhibitors.
Major Sponsors - *Will be updated as received*

Registered Exhibitors - *Will be updated as received*

- Allscripts
- Blue Cross of Idaho Foundation for Health
- Bonneville Collections
- Cooper Norman, CPA
- e-MD’s
- First Choice Health
- Greenway Medical
- HealthPort
- Ideal Protein
- Idaho Health Data Exchange
- Interpath Lab, Inc.
- LabCorp/IDX
- McKesson
- MedCon RX
- Medical Group Insurance Services
- Medical Insurance Exchange of CA
- Medical Protective
- Outsource Receivables Management Inc.
- Physician Sales and Services (PSS)
- Pulse Systems, Inc.
- Qualis Health
- RD Distributing LLC/International Minute Press
- Regence Blue Shield of Idaho
- Treasure Valley Laboratory
- Vitera Healthcare Solutions
- Washington Trust Bank
### Wednesday: September 12, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Pre-Conference Training—LEAN Six Sigma White Belt Training and Certification</td>
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<tr>
<td>11:00 AM</td>
<td>Nine-Hole Golf Tournament</td>
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<tr>
<td>3:00 PM</td>
<td>Pre-Conference Team Meeting</td>
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<tr>
<td>4:00 PM</td>
<td>Exhibitor Set-Up and Registration</td>
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<tr>
<td>4:00 PM</td>
<td>Attendee Registration/Information Begins</td>
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<tr>
<td>5:30 PM</td>
<td>New Member/First Time Attendee Welcome</td>
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<tr>
<td>6:00 PM</td>
<td>Opening Reception in Hospitality Suite</td>
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### Thursday: September 13, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration/Information Open</td>
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<tr>
<td>7:00 AM</td>
<td>Breakfast with Exhibitors</td>
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<tr>
<td>8:00 AM</td>
<td>President’s Welcome / General Session 1</td>
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<td></td>
<td>Strengths Based Leadership</td>
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<td></td>
<td>Laurie Baedke</td>
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<td>Human Resources Management</td>
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<tr>
<td>9:30 AM</td>
<td>Break with Exhibitors</td>
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<tr>
<td>10:00 AM</td>
<td>General Session 1 cont.</td>
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<tr>
<td>11:30 AM</td>
<td>Break with Exhibitors</td>
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<tr>
<td>12:00 Pm</td>
<td>Luncheon and Annual Business Meeting</td>
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<tr>
<td>1:00 PM</td>
<td>Break Out Session 1-A, Leveraging Talent for Outcomes</td>
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<tr>
<td></td>
<td>Laurie Baedke</td>
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<tr>
<td></td>
<td>Human Resources Management</td>
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<tr>
<td>1:00 PM</td>
<td>Break Out Session 1-B, HIT—Privacy and Security</td>
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<td></td>
<td>Zach Hodges</td>
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<td>Information Management</td>
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<tr>
<td>1:00 PM</td>
<td>Break Out Session 1-C, Secret Service Revealed</td>
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<tr>
<td></td>
<td>Meryl D. Luallin</td>
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<td></td>
<td>Business Operations</td>
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<tr>
<td>1:00 PM</td>
<td>Break Out Session 1-D, “Show Me The Money!”</td>
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<tr>
<td></td>
<td>Christy Davies</td>
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<td></td>
<td>Financial Management</td>
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<tr>
<td>2:00 PM</td>
<td>Break with Exhibitors</td>
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<tr>
<td>2:30 PM</td>
<td>Break Out Session 2-A, Marketing</td>
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<tr>
<td></td>
<td>Richard Davis</td>
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<td>Business Operations</td>
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<tr>
<td>2:30 PM</td>
<td>Break Out Session 2-B, Hot Topics Roundtable</td>
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<td></td>
<td>Jeb Shepard</td>
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<td>Government Affairs</td>
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### Thursday: September 13, 2012, cont.

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<th>Time</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>2:30 PM</td>
<td>Break Out Session 2-C, Confessions of a Shadow Coach</td>
</tr>
<tr>
<td></td>
<td>Meryl D. Luallin</td>
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<td></td>
<td>Risk Management</td>
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<tr>
<td>2:30 PM</td>
<td>Break Out Session 2-D, The New Final HIPAA Rule</td>
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<tr>
<td></td>
<td>Kim Stanger</td>
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<td></td>
<td>Risk Management</td>
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<tr>
<td>3:30 PM</td>
<td>Break with Exhibitors</td>
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<tr>
<td>4:00 PM</td>
<td>Exchange Café</td>
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<tr>
<td>5:00 PM</td>
<td>Social Hour at Stueckle Sky Club</td>
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<tr>
<td>6:00 PM</td>
<td>Honors, Dinner, Entertainment at, Stueckle Sky Club</td>
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### Friday: September 14, 2012

<table>
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<tr>
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<tr>
<td>7:00 AM</td>
<td>Registration/Information</td>
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<tr>
<td>7:00 AM</td>
<td>New Member/Past President &amp; Board Breakfast</td>
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<td>7:00 AM</td>
<td>Breakfast with Exhibitors</td>
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<tr>
<td>8:00 AM</td>
<td>State/Federal Legislative Update</td>
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<td></td>
<td>Jeb Shepard &amp; Susie Pouliot</td>
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<td></td>
<td>Risk Management/Fiscal Management</td>
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<tr>
<td>9:00 AM</td>
<td>General Session II</td>
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<td>The Change Challenge: Pass, Punt, or Run?!?!?</td>
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<td></td>
<td>Linda Galindo</td>
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<td>Human Resources Management/Quality Management</td>
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<tr>
<td>10:30 AM</td>
<td>Break with Exhibitors</td>
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<tr>
<td>11:00 AM</td>
<td>General Session II, cont.</td>
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<tr>
<td>12:30 PM</td>
<td>Strolling Lunch with Exhibitors</td>
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<tr>
<td>1:15 PM</td>
<td>Exhibitor Hall Closed</td>
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<td>1:15 PM</td>
<td>Closing Speaker</td>
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<tr>
<td></td>
<td>Confessions of a Healthcare Marketer</td>
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<td></td>
<td>Richard Davis</td>
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<td>Business Operations</td>
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<tr>
<td>2:45 PM</td>
<td>Exhibitor Drawing/Closing Remarks</td>
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* MGMA Body of Knowledge Relevant Domain

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Thanks to Our In-Kind Sponsor!
LEAN Six Sigma White Belt Training & Certification - Wednesday Sept. 12th 8am-5pm

Course Description:
This LEAN Six Sigma White Belt course is designed for Health Care managers interested in applying a proven methodology to solving concrete business problems. This is a one day course and each student will leave the class with a White Belt certificate in LEAN Six Sigma from TechHelp, Boise State University’s LEAN Six Sigma consulting group in the College of Business.

Participants will learn how to:
- Communicate using basic LEAN Six Sigma terminology
- Define Customer requirements within a Health Care setting
- Map any process within your business
- Choose high impact, low cost projects
- Uncover root causes and formulate solutions with the highest probability of success
- Manage your processes and sustain improvements indefinitely

Requirements:
This class will be highly interactive and will require you to think about the processes you find yourself in at work every day. You will be working with other participants, having conversations, and practicing the skills during the class. Be prepared to have some fun, learn some powerful skills, and set some goals to really start making a difference in improving your practice.

Resources:
Participants will receive many electronic and printed resources to help in the implementation of these techniques. Following this course, we would encourage all participants to call McKay or Dave if you have questions when you begin applying these principles in your work.

Certification/CEU’s:
Participants will receive a White-Belt certificate in LEAN Six Sigma from TechHelp
Continuing education credits are available for $20 in addition to the registration fee. You will need to select the CEU option when you enroll in the class. The CEU’s will be from Boise State University.

Instructors:

**McKay Womack**
McKay is a LEAN Six Sigma Black Belt at TechHelp/Boise State University. He is currently working as an E3 Specialist helping businesses improve performance in Economic, Energy, and Environmental arenas. He earned his LEAN Six Sigma Black Belt from Ohio State University and an MBA from Idaho State University. He has experience applying LEAN Six Sigma principles in Health Care, Service, and Manufacturing businesses. McKay lives in Nampa Idaho and enjoys sailing and barbequing with his wife and four children.

**Dave O’Connell**
Dave is an E3 Specialist for TechHelp/Idaho State University. He has experience applying LEAN principles at GE, RE/MAX International, Heinz, and hundreds of other businesses throughout Idaho. Dave received a Bachelor of Science degree in Business from Mesa State College in Grand Junction, Colorado. He completed courses in Financial Management and Advanced Financial Management at General Electric and received his Six Sigma Green Belt Certification while at Heinz.
Laurie Baedke, *FACHE, FACMPE President* - General Session I

**Strength Based Leadership: Leveraging Talent for Organizational Success**

Today, a company's market value depends less on its tangible assets and more on its human capital. In an ever-evolving organizational climate, it is vital for leaders to tap into the true potential of their organization's greatest asset, their employees. Great leaders and great organizations must not only acknowledge the fact that each employee is different, but also capitalize on these differences. They must observe each employee's natural strengths in order to best benefit organizational outcomes. Through proper personnel placement and employee development, each employee's strengths will affect the workplace environment and profitability. By changing the way healthcare organizations select, measure, and nurture the careers of their people, they can build an entire culture based on the strengths of each individual.

During this session, we will examine real-life case studies that show how physician groups and healthcare organizations have driven growth by leveraging the talent of their employees and departments. The program provides leaders with knowledge and strategies to create, implement, and sustain a high-performance culture, wherein they teach all employees to identify, deploy, and develop their strengths, and wherein they design and build each role in the organization to create top performance capacity.

Guided by a passion to drive innovation and empower professionals to achieve success, Laurie Baedke founded The LIFEworks Healthcare Group in 2002. Capitalizing on a niche expertise, Laurie built her physician practice management business into a reputable consulting firm.

A sought-after speaker, trainer and coach, Laurie Baedke works with individuals and teams from emerging leaders to C-Suite executives. Her executive coaching clients have access to the world-renowned Gallup StrengthsFinder™ talent assessment tool. Her dynamic presentation style and practical executive experience both engages the audience and gives them real-world applications they can immediately put into practice to improve outcomes and achieve growth as leaders.

Laurie holds a bachelor’s degree in human services and business administration and a master’s degree in healthcare administration. At age 26, she became the youngest individual to achieve board certification as a Fellow of the American College of Healthcare Executives (ACHE). She is also a board certified Fellow of the American College of Medical Practice Executives (ACMPE), and a member of the Medical Group Management Association (MGMA). Laurie is one of only five independent consultants globally to hold certification by Gallup as a Strengths Performance Coach. Immediately prior to founding LIFEworks, Laurie was the Vice President of Clinic Operations for MCH Health System in Blair, Nebraska.
Healthcare reform’s complex issues and the need for accelerated change require new ways of thinking and new ways of coping. In this dynamic and engaging presentation, Linda Galindo will introduce and demonstrate four important points about change and accountability that practice managers must understand to effectively facilitate their teams to high performance. You will learn how to use change to your advantage, and to participate in it in a way that reduces stress while becoming more influential as you call the needed plays to win in the reform game. You will learn:

- Why who you A.R.E. is central to adapting to change
- How constraints and restrictions are a gift during times of change
- The four vital points to capture and communicate to keep your eye on the ball and make it over the goal line

Linda Galindo is the author of *The 85% Solution – How Personal Accountability Guarantees Success; No Nonsense. No Excuses* and *Way to Grow!* Linda is a former radio news anchor turned international author, educator, speaker and consultant who is an expert in the field of personal and organizational accountability and high-performance executive team building.

Over the past 20 years, she has worked with CEOs, surgeons, elected officials and organizations including The Naval Reactors Facility, The Sundance Institute, Baystate Financial Services, the Children’s Hospital of Philadelphia, Park City Municipal Corporation, and Abbott.

Linda is a Faculty Member for the Governance Institute, and the Institute for Management Studies. Her next book, *Where Winners Live*, has an expected publication date of February 2013.
Confessions of a Healthcare Marketer:  

In this revealing session, you'll get the truth on which popular marketing approaches actually waste time and money. On the flip side, we'll cover techniques you've probably never considered that can truly transform your practice. We'll discuss the benefits of "drip" marketing, an approach that uses low-cost and free marketing initiatives to raise awareness. Finally, we'll talk about how you can apply the creative process marketers use to how you approach the daily grind of running a practice. Our goal is for you to leave this session educated, inspired and with lots of practical, take-home value.

Rich Davis began his career in marketing working at one of the nation’s largest independent advertising agencies, St. John & Partners. There he developed campaigns for clients such as Ford, Capital One Credit Cards and Sheraton Hotels. After St. John & Partners, Rich then spent three “seasons” developing campaigns for the NFL’s Jacksonville Jaguars where his work was nominated for a national Addy Award.

Inspired by his father, Dr. Leo Davis, who was passionate about caring for patients but struggled mightily in marketing (as many practices do), Rich decided to start his own firm, Spark Healthcare Marketing. The firm is dedicated to helping medical practices, hospitals and healthcare technology firms better market themselves. Spark has worked with everyone from one doctor practices to Johnson & Johnson.

Rich's firm also works with select clients in industries outside healthcare. Over the past two years, his firm has done project work for Papa John’s Pizza International and GE Aviation.

When not helping clients, Rich also enjoys writing and speaking on the topic of medical practice and hospital marketing. Rich resides in Jacksonville, Florida with his wife and two children.
**Break Out Session 1-A, Human Resources Management**

*Strength’s Based Leadership: Leveraging Talent for Outcomes*

**Thursday, Sept. 13th from 1:00 P.M. to 2:00 P.M.**

In this session, leaders will develop an understanding of their own individual talents and strengths and how to apply them to increase leadership impact, gain a deeper understanding of how various talent themes drive performance, and how to connect personal and organizational objectives, achieve an increased awareness of a strengths-based approach to understanding, managing, and leading others, and acquire strategies to increase their team or organization’s performance and engagement.

**Laurie Baedke**  
FACHE, FACMPE President

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**Break Out Session 1-B, Information Management**

*Health Information Technology—focusing on Privacy & Security*

**Thursday, Sept. 13th from 1:00 P.M. to 2:00 P.M.**

Zach has extensive experience implementing electronic medical record systems in ambulatory healthcare systems. His background includes:

- Leading the development of implementation strategies and curriculum design and clinician and clinical information system support
- Managing data migrations from one EHR solution to another
- Focusing on the effective use of technology for physicians, hospitals and health systems during his six years with Sage Software
- Implementing over 200 EHR systems nationwide across multiple specialties
- Providing oversight and guidance for EHR implementation and enterprise optimization for more than eight years

Providing workflow mapping and redesign training in both large multispecialty and single-specialty clinical settings, EHR forms content design, curriculum and training design

Currently, Zach provides EHR consulting services ranging from product selection and evaluation to guidance on reaching Meaningful Use of a certified EHR. He also has experience as an independent Health IT strategy consultant for a large regional hospital and ambulatory clinic system. Zach grew up in Boise, ID and currently makes his home there with his wife, baby daughter, and Golden Lab. In his spare time, Zach enjoys a wide variety of outdoor pursuits, such as snowboarding, river rafting, camping, hiking, fly fishing, travel, and gardening. He also likes to play the guitar and dabble in photography. He graduated from Boise State University.

**Zach Hodges, CPHIT**

“EHRs don’t just automate workflow, they change the way people work in healthcare. I’m passionate about EHRs and healthcare technology because I have witnessed first-hand the benefits of leveraging the technology to realize efficiencies and improve the quality of care.”
Break Out Session 1-C, Business Operations
Secret Service Revealed: Customer Service tips from an undercover mystery patient
Thursday, Sept. 13th from 1:00 P.M. to 2:00 P.M.

As a “mystery” patient for 20 years, I have seen it all—from the physician who reached out to shake my hand while wearing rubber gloves, to the staff member who refused to return the unused portion of my cash deposit. This program will provide service tips from high-scoring groups that make every patient experience extraordinarily great.

Meryl D. Luallin
Consultant Sullivan
Luallin Group

Break Out Session 1-D, Financial Management
Streamlining Your Business Operations to Improve the Bottom Line
“Show Me The Money!”
Thursday, Sept. 13th from 1:00 P.M. to 2:00 P.M.

Christy leads the team at Optio Solutions assisting businesses, hospitals and clinics on determining the best revenue cycle solution based on the needs of each facility. Having been a healthcare administrator for over 15 years Christy comes to Optio understanding the day to day challenges that healthcare providers encounter and brings a unique talent to our team in assisting each client individually. In addition to her primary responsibilities with Optio, Christy has brought new ideas to the team to assist in an effort to formulate the best total revenue cycle for businesses including physician practices. Her session will include:

1. Update on the current healthcare environment
2. Leveraging technology and automation
3. Embracing change to improve revenue, reduce days in AR, keep your patients coming back and referring friends and family
Break Out Session 2-A, Business Operations
Healthcare Marketing (website, branding)
Thursday, Sept. 13th from 2:30 P.M. to 3:30 P.M.

Presented by Rich Davis, a professional author and speaker specializing on the topic of medical practice marketing, DocCalm.com is an interactive presentation that helps medical practices better showcase them online. We cover everything from graphics and messaging strategies to ranking higher on search engines to the proper ways to use social media. The presentation doesn’t waste much time on complex theory but instead offers practical action steps and tips and tricks practice managers can put to work right away in their own offices.

Now that 80% of adults go online for healthcare information and 70% of people state that what they see online affects their decision for care, there’s no question that improving a practice’s online presence has never been more critical.

With Rich, your audience will leave the presentation:
- Empowered to effectively articulate their message to current and prospective patients.
- Inspired by the all the amazing things other practices are doing to market themselves.
- Energized to grow their practice by engaging their local community in a relevant way.

Break Out Session 2-B, Government Affairs
Hot Topics Roundtable
Thursday, Sept. 13th from 2:30 P.M. to 3:30 P.M.

As our landscape rapidly changes, we are creating an opportunity to learn about hot, developing topics that are pertinent at the time of the conference. Some possibilities include ACO, HIPAA, and meaningful use criteria and incentives, among many more. Jeb Shepard will be facilitating the discussion.
Break Out Session 2-C, Business Operations
“Confessions of a Shadow Coach”
Thursday, Sept. 13th from 2:30 P.M. to 3:30 P.M.

Too often low-scoring physicians on patient satisfaction surveys are stumped by their poor ratings. 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 and uptick in survey scores. This program describes how to conduct a shadow coaching session, give valuable and welcome feedback to the provider, and implement an internal shadow coaching program for practices of all size.

Break Out Session 2-D, Risk Management
The New Final HIPAA Rule
Thursday, Sept. 13th from 2:30 P.M. to 3:30 P.M.

HHS is scheduled to release the omnibus HIPAA Privacy and Security Rules by the end of the summer. Among others, the new rules will likely:

- Require providers to track and report access and disclosure of electronic records.
- Limit providers’ ability to disclose information to insurers.
- Modify requirements for business associates.
- Clarify the ability to disclose information about deceased patients.
- Allow patients to recover a percentage of penalties imposed against providers.

This program will summarize the new rules, offer suggestions for their implementation, and give providers what they need to know to avoid HIPAA penalties.
State and Federal Legislative Update
Friday, Sept. 14th from 8:00 A.M. to 9:00 A.M.

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.

- Medicare Physician Payment (SGR)
- Medicare Changes
  - Medicare Physician Fee Schedule
  - Medicare Enrollment
  - Compliance Issues
  - Incentive Programs
- Healthcare Reform
- E-health
  - EHR Incentives
  - 5010 HIPAA Transactions
  - ICD-10

Jeb Shepard:
Jeb 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, Jeb worked as a Legislative Associate at a leading state and local government affairs firm where he tracked and analyzed healthcare, immigration and labor legislation for corporate, trade association and non-profit clients in thirteen states. From 2007-2009, Jeb was a Legislative Assistant to a Representative in the Washington State House of Representatives, where he worked on a wide array of policy issues.

Susie M. Pouliot:
Susie Pouliot joined the Idaho Medical Association in November of 2007, becoming only the fourth CEO in the organization’s 115+ year history. She is the first female, and the youngest person, to hold the position. IMA is a professional membership association for Idaho physicians, providing advocacy, representation, communication, membership benefits, and many other valuable services.

Prior to moving to Idaho, Susie was with the Wyoming Medical Society for nearly ten years, most recently serving as its Executive Director. In her tenure with WMS, she also held the positions of Associate Executive Director and Director of Communications.

Susie has a wide range of experience across a variety of health care issues. Her background includes work with legislative committees and various other groups focusing on patient access to care, rural health system enhancements, health insurance affordability and availability, scope of practice issues, physician recruitment and retention, medical education, liability reform, and other topics affecting health care and medicine.
General Rules

Deadline to Register is August 12th.

Check-In Procedure
- Check-in with an IMGMA Representative at the Course

Starting Time
- Start at 11:00am

Prizes for contests:
- Closest to the Pin hole #2 Men and Women
- Longest Drive Hole #5 Men and Women
- Longest Putt Hole #8 Men and Women
- Team with Highest Score (Commonly known as “Losers”)
- Champions

Prizes announced and awarded at Awards dinner on Thursday Night.

Scramble Rules

Participants will play a 4 person scramble format. Each player will hit his or her tee ball to begin each hole. The team will choose the best shot and from that spot each player will hit his or her second shot. This format will continue until completion of the hole and a single score is recorded. Upon completion of the round, the 9 hole total will be the team’s overall score.

Teams: Teams will be made and assigned by IMGMA

Tee Boxes: Men will play from White and Women will play from Red

Team shots: A minimum of 2 tee shots must be used by each player on the team.

Mulligans: A “pink” golf ball will be issued to each team. The team may use the “pink” ball and choose one player to play the mulligan. The mulligan can only be used 1 time by 1 player. The player then must continue to use the “pink” ball for the rest of the tournament. If the “pink” golf ball is lost it will add a stroke to your score and if your team turns the ball back in with your score-card a stroke will be subtracted from your score.

Holing out: The holing of any shot constitutes the end of the hole for that team and the score at that point becomes final.

Improving your lie in a scramble: Each participating team must mark the spot of each selected shot with either a golf tee or divot repair tool. At that time both members of the team may lift, clean and place their golf ball according to the stipulations listed below.

Fairway: The ball may be placed one club length from the spot of the selected ball no nearer the hole. When placed, the ball must remain in the fairway.

Rough: The ball may be placed one club length from the spot of the selected ball no nearer the hole. The placement of the ball may improve the team’s stance, swing and line of sight but must not be placed outside the one club length limit. When placed the ball must remain in the same cut of rough that the selected ball came to rest in.

Hazard: The ball may be placed one club length from the spot of the selected ball no nearer the hole. The placement of the ball may improve the team’s stance, swing and line of flight but must remain within the one club length limit and remain in the same hazard the selected ball came to rest in. In regards to sand traps, the trap may be raked before placement of the ball.

Putting Green: The selected ball may be placed one putter-head length from the spot of the selected ball no nearer the hole.

Scoring: At the completion of play all teams will turn their scorecards and into an IMGMA Representative.

Tie Breaking Policy: Ties will be settled by use of a “card-off” and will determine the overall winner. Each team will choose a card from a standard deck of cards with highest card being named the winner.
2012 IMGMA Annual Meeting
September 12th thru September 14th
Boise State University, Boise, Idaho

Managing for a Future of Excellence

What’s Your Gameplan?

Registration is available online at www.IMGMA.com.

To register at the member rate you must be a member of the Idaho MGMA. You can save money on your registration by becoming a member today. Vendors and suppliers are not eligible to register for this meeting. Contact the IMGMA office by sending an email to idahomgma@gmail.com or call 877-904-6462 to receive information on the exhibitor packet.

Full Name __________________________ CMPE_____ FACMPE _____ Other _____

Job Title __________________________ Name as it should appear on badge________________________

Medical Group __________________________ Hospital Owned or Private Practice? __________________________

Address ____________________________________________________________________________________________

City/State/Zip _______________________________________________________________________________________

Email __________________________________ Phone _____________________ FAX________________________

To have an accurate count, will you attend dinner on Thursday night? ___ yes ___ no thank you

New Member or First Time Attendee? ____yes or ____no

ATTENDEE REGISTRATION FEES

The registration fee includes tuition, program materials, all meals and entertainment. Each participant will receive one free ticket to all events as part of their registration. You may order additional tickets for your guest(s) to attend. Your tickets will be included in your registration packet. One day registrations do not include dinner tickets.

<table>
<thead>
<tr>
<th>Event</th>
<th>Member (before Aug 12th)</th>
<th>Member (Aug 12th or later)</th>
<th>Non-member (before Aug 12th)</th>
<th>Non-member (Aug 12th or later)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Conference LEAN Six Sigma Training (Additional)</td>
<td>$149</td>
<td>$199</td>
<td>$249</td>
<td>$299</td>
</tr>
<tr>
<td>One Day Reg. for Members &amp; Physicians/Providers</td>
<td>$149</td>
<td>$149</td>
<td>$249</td>
<td>$299</td>
</tr>
<tr>
<td>One Day Non-member Registration</td>
<td>$299</td>
<td>$349</td>
<td>$399</td>
<td>$449</td>
</tr>
<tr>
<td>Membership (application at <a href="http://www.imgma.com">www.imgma.com</a>)</td>
<td>$125</td>
<td>$125</td>
<td>$175</td>
<td>$225</td>
</tr>
<tr>
<td>Golf Green Fees and Cart Rental (per player) (Sept 12th)</td>
<td>$45</td>
<td>$45</td>
<td>$70</td>
<td>$90</td>
</tr>
</tbody>
</table>

Additional Dinner Tickets

Thursday Dinner Ticket (includes meal and entertainment) $60 $70 $________

♦ $20 off each additional participant from the same medical group.

Name of full price registrant from your practice:_____________________________________________________________________________________

PAYMENT:  Register and pay online or mail to IMGMA, PO Box 7674, Boise, Idaho 83707

____ Enclosed is my check made payable to IMGMA ____ Credit Card Payment [fax to IMGMA (877) 904-6462]

Remit Credit Card Number:_________________________________________________________ Exp. Date:___________ Sec. Code:_____________

Name on Card: ___________________________________________________ Signature: _______________________________
## Conference Team Members

### CONFERENCE CHAIR
- **Kate Shelton**  
  Portneuf Medical Center  
  Pocatello

### PROGRAM
- **Amy O'Brien**  
  Portneuf Medical Center  
  Pocatello
- **Bonnie Holcomb**  
  Portneuf Medical Center  
  Pocatello
- **Kim Stanger**  
  Holland and Hart
- **James Lineberger**  
  The Solutions Group  
  Boise

### EXHIBITS & SPONSORS
- **Kate Shelton**  
  Portneuf Medical Center  
  Pocatello
- **Allan Moorhead**  
  Physicians Insurance - A Mutual Company  
  Spokane
- **Noel Murata**  
  Marsh  
  Boise
- **Lisa Rice**  
  Home Federal
- **Cindy Hodges**  
  Saltzer Medical Group  
  Nampa

### HOSPITALITY
- **Zina Webster**  
  Valley Medical Center  
  Lewiston

### REGISTRATION & NAME TAGS
- **Karen Palmer**  
  Primary Health
- **Jill Hopper**  
  St. Luke's Regional Medical Center - Call St. Luke's  
  Boise
- **Teri Paluso**  
  Interventional Pain Consultants/IPC Surgical Center
- **Donna Bittick**  
  OB/GYN Associates  
  Boise

### ENTERTAINMENT
- **Zina Webster**  
  Valley Medical Center  
  Lewiston

### GOLF TOURNAMENT
- **Sara Olson**  
  Sawtooth Epidemiology and Infectious Diseases  
  Boise

### SIGNS, POSTERS, & BROCHURE
- **Tiffany Mecham**  
  Idaho Physical Medicine and Rehabilitation  
  Boise

### FACILITIES & MEALS
- **Brenda Bielke**  
  Idaho Medical Group Management Association  
  Boise

### WEBSITE & MARKETING
- **Stacey Holcomb**  
  Portneuf Medical Center  
  Pocatello
- **Nick Russell**

### DONE IN A DAY PROJECTS
- **Taenia Hudson**
- **Teresa Hove Lowney**  
  IMGMA Lifetime Member  
  Eagle

### COVER DESIGN
- **Cody Mecham**  
  Mecham Design  
  (www.mecham-design.com)  
  Meridian

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Photos provided by Boise State University
Save the Date For the 2013 IMGMA ANNUAL CONFERENCE!

September 11th-13th, 2013
Coeur d’ Alene Resort
Coeur d’ Alene, Idaho

IMGMA’s purpose is to improve healthcare in Idaho by enhancing the performance of medical group professionals.