

# MOMENTUM2019

Building Better. Together.



MGMA LOUISIANA | MGMA MISSISSIPPI  
SOUTHERN SUMMER CONFERENCE

August 21-23, 2019

The Roosevelt, New Orleans

**MGMA**<sup>®</sup>  
LOUISIANA

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MISSISSIPPI

# MGMA LOUISIANA | MGMA MISSISSIPPI

## SOUTHERN SUMMER CONFERENCE

August 21-23, 2019 • The Roosevelt, New Orleans



### Conference Site

#### The Roosevelt

130 Roosevelt Way  
New Orleans, LA 70112

We are proud to designate the The Roosevelt as our conference headquarters. A block of guest rooms is being held for the conference until June 24, 2019, or until the guest room block is full. To make your reservations, visit <https://book.passkey.com/go/MGMA19> to receive the special group rate of \$189.00/night plus tax.

### Education Overview

The sessions included in the conference were selected to provide timely and practical education on the most important topics that have an impact on today's medical practices. By taking advantage of up-to-date and relevant knowledge and tools, attendees will become better positioned to manage a medical practice in today's changing healthcare environment. The content of the sessions will cover the issues and topics found in all domains of MGMA's Body of Knowledge.

### Exhibit Hall

Representatives from a variety of industry related vendors will be on site to discuss their products and services with you. This is the ideal venue to locate specific answers and problem-solving solutions to the most challenging issues in your practice.

### Registration Hours

Wednesday, August 21	12:00pm-6:00pm
Thursday, August 22	7:30am

### What to Wear

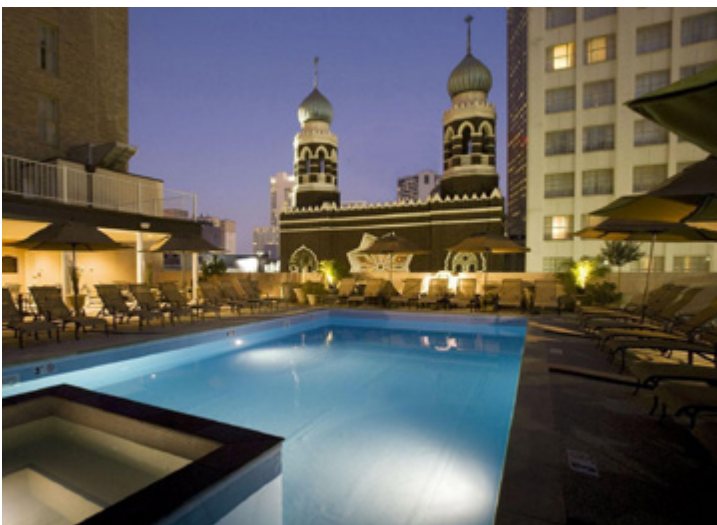
Attire at this conference ranges from business casual to totally casual. Be sure to dress in layers since meeting room temperatures may vary, and be sure to bring a light jacket.

### Meeting Hash Tag

Join in on the conversation! Include #MGMALAMS19 on any meeting related posts on Facebook or Twitter.

### Grand Prize Drawing

Be sure to stay through the last session of the conference to be eligible to win a CASH prize! Amount to be announced!





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**The 2019 MGMA-Louisiana/MGMA Mississippi Southern Summer Conference** is the third annual collaborative event bringing healthcare professionals from Mississippi and Louisiana together. It features top notch speakers, presentations and materials along with valuable networking opportunities.

## The Event will Feature

- Outstanding speakers on timely topics targeted to medical group administrators, executives, managers, health administration students and faculty.
- Networking events, meals and social functions to facilitate discussion and relationship building.
- Valuable continuing education credits
- Exhibit Hall featuring providers of the industry's most sought-after products and services

## Who Should Attend

Medical group managers and administrators of all practice specialties who are interested in learning the practical health care solutions. Professionals encouraged to attend are medical group administrators, executives, managers, coders, billers, health administration students and faculty.

## Objectives and Learning Methods

The MGMA- Louisiana MGMA Mississippi Southern Summer Conference is designed for health care professionals engaged in managing the business of medicine. This program will help you advance your professional knowledge, create collegial connections through networking and acquire up-to-date information on the latest issues affecting your practice. You'll leave this meeting with practical solutions.

## Continuing Education

This program is approved for: 10 ACMPE CEUs 8 MS State Board of Public Accountancy CPEs 8 LA State Board of Public Accountancy CPEs

*\*an additional 4 CEUs are available if attending the preconference session*

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# AGENDA

### Wednesday, August 21

- 12pm Registration Open
- 1-5pm Pre Conference Workshop: **Payer Contracting** – Penny Noyes
- 5-6pm Kickoff Cocktail Reception

### Thursday, August 22

- 7-8am Breakfast in the Exhibit Hall
- 8-9:30am GENERAL SESSION: **It Takes 4 To Tango** – Candy Whirley
- 9:30-10am Break in Exhibit Hall
- 10-11am GENERAL SESSION: **Best Practice Forum**
- 11-12pm BREAKOUT A: **Emotional Intelligence...Get Off the Roller Coaster!** – Candy Whirley  
BREAKOUT B: **Risk Management Program for a Physicians Office Practice** –  
**Caroline Stegeman, RN, BSN, MJ, ONC, CPHRM - LHA Trust Funds**  
BREAKOUT C: **Do More By Doing Less** – Meghan Patrick
- 12-12:45pm Lunch
- 12:45-1:15pm Dessert in Exhibit Hall
- 1:15-2pm MGMA-MS/ MGMA-LA Business Meetings
- 2-3pm GENERAL SESSION: **Employ, Motivate and Retain Good Employees** – Stephen A. Dickens, JD, FACMPE
- 3-3:30pm Break in Exhibit Hall
- 3:30-4:30pm BREAKOUT A: **MGMA Washington Update** – Drew Voytal, MGMA Government Affairs Representative  
BREAKOUT B: **ACMPE Certification & Fellow Training** – Crystal Williams, FACMPE and Janet Benzing, FACMPE  
BREAKOUT C: **Learn to Fish** – Meghan Patrick
- 4:45-6pm Networking Reception in Exhibit Hall

### Friday, August 23

- 7-8am Breakfast in Exhibit Hall
- 8-9am GENERAL SESSION: **Key Metrics in a Healthcare Practice** – Cameron Cox, FACMPE
- 9-10am BREAKOUT A: **Managing Expense, Revenue and Hopefully Profit in Today's Medical Practice** –  
**Cameron Cox, FACMPE**  
BREAKOUT B: **HIPAA Compliance Updates** – Lyn Savoie  
Breakout C: **LAMMICO**
- 10-10:45am Break and Prizes in Exhibit Hall
- 10:45-12pm CLOSING KEYNOTE: **The DNA of Great Leadership** – Adam White
- 12pm Cash Drawing, Adjourn

**Pre-Conference Workshop | August 21, 2019 | 1-5pm**

## ***Payer Contracting – Assessment & Renegotiation, Modeling Offers/Counters and Other Key Contracting Issues***

**DESCRIPTON:** This session is intended to provide a broad overview and some deeper dives into the processes involved in gathering, inventorying and analyzing your current payer agreements, initiating a renegotiation properly, modeling offers and testing payer counter offers, managing the negotiation timelines, and contract provisions, beyond the rate exhibit that are essential in renegotiating, understanding and managing your agreements.

### **OBJECTIVES:**

- Gather current contracts and rates to determine which contracts to tackle first – when & how
- Model and analyze offer/counter-offer impact
- Identify & Manage other contract provisions that need attention



**About our speaker:**

### **PENNY NOYES**

President, CEO and Founder of Health Business Navigators (HBN) – 4 decades of industry experience.

Penny has spent 18 years on the payer side of the industry and 22 years on the provider side...Here are just a few of her accomplishments...

- Founded HBN in 1999 - a firm that focuses solely on payer contracting and credentialing nationwide. HBN earned the distinction of being an MGMA national AdminiServe Partner for 9 years.
- Prior to HBN she was Sr VP of Business Development for US HealthWorks, heading up the acquisition process for 23 deals involving nearly 100 clinics in 7 states that included approximately \$100 million in revenue. She renegotiated the payer contracts nationwide and achieved delegated credentialing with all payers.
- Earlier in her career she spent 6 years at Allmerica Financial where she was assigned to the project of starting Private Healthcare Systems (PHCS). She oversaw the contracting and credentialing of over 180,000 providers nationwide and headed up Allmerica's product development for health plans in all 50 states.
- She spent 6 years at BCBS Massachusetts where she piloted a number of HMO products and was heavily involved in negotiating self-funded arrangements for employer, union and association health plans.
- Penny speaks regularly at MGMA national and state conferences, MGMA Financial Management and Payer Contracting specialty conferences, and for DecisionHealth and other local and national organizations. She has presented at numerous specialty board meetings for physicians, does webinars, and is called upon by industry news writers for articles and opinions on health plan and credentialing issues and trends. She is known for her practical, candid, methodical, "can do" attitude in tackling the challenges of contracting and credentialing.
- Most important though...Penny rolls up her sleeves, negotiating payer agreements and tackling credentialing challenges on a daily basis on behalf of practices nationwide, giving her insight and keeping her up to date on the trends and health care practices' business issues that need to be understood, renegotiated and/or managed.



# SPEAKER SYNOPSIS



**Candy Whirley**

***It Takes 4 To Tango...These People are Not Difficult, They are Just Different!***

International Speaker, Author, and former NFL Cheerleader, Candy Whirley is well known for leading and cheering audiences around the world to live and work better together and to stop driving each other CRAZY! "In It Takes 4 To Tango", participants will learn how to be more flexible about the personality differences and understand what leads to problems like communication breakdown, negotiation let-down, and delegation fall-down by learning the secrets to connecting and partnering with other personality styles.

***Emotional Intelligence: Get Off the Roll Coaster!***

Have you ever had someone know just what buttons to push! In this interactive keynote, we will analyze your emotions by exploring what aggravates you by knowing exactly what ticks you off! Then we will discuss how to manage the obstacles so you can choose your emotions by being proactive NOT reactive. By the end of this sessions you will be able to recognize the emotions in people who are not like you, simple...right?



***Best Practice Forum***

Hear best practices in healthcare shared by your peers. This interactive session will allow troubleshooting and peer networking, and will create innovative ideas for you to implement in your Practice.



**Caroline Stegeman**

***Risk Management Program for a Physicians Office Practice***

Physician office practices and healthcare clinics have an increased risk of liability in their day to day patient care activities. Having a focused risk management program is essential for ensuring patient safety processes are hardwired. This presentation will review key Risk Management components necessary to achieve and sustain measurable success of a Risk Management Program in a Physician's Office Practice or Healthcare Clinic.

Upon completion, participants will be able to identify the key components of a Risk Management Program for a Physicians Office Practice:

- Risk Identification
- Risk Evaluation
- Risk Prevention and/or reduction
- Education and Training recommendations



**Meghan Patrick**

***Do More By Doing Less***

People who are successful managing projects and daily tasks understand the importance of utilizing their team. They become masters at delegation. This session will explore the value of delegating, delegation models, and challenges when delegating. Participants will discover how to gain buy-in, coach, monitor delegated responsibilities, and develop as a leader while creating leaders on their team.

***Learn to Fish***

***(Participate in activities to use with your team.)***

"Give a man a fish, feed him for a day. Teach a man to fish, feed him for a lifetime." Many of us have attended seminars, workshops, events, and trainings centered around what we should do to motivate teams, manage them, provide effective feedback, and the list goes on. But the question for many is HOW. How do I motivate them? How should I provide feedback? This interactive, collaborative workshop goes through a series of activities that you can take and try with your team. From role plays to "rock-paper-scissors" competitions, you'll participate in numerous interactive activities that you can try with your team. Take your ideas and theories and learn how to create action around them. Learn to fish!



**Stephen A. Dickens, JD, FACMPE**

***Employ, Motivate and Retain Good Employees***

- Identify the factors that frustrate and drive away good employees
- Define steps to retain and motivate employees
- Articulate the cultural values important to employees
- Categorize coworker personality and generational differences and how to work with each



**Drew Voytal**

***MGMA Washington Update***

Session Description:

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, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources. Specific topics include 2019 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2019 Medicare Physician Fee Schedule, among a host of other timely issues.

## Learning Objectives:

- Learn about new or pending federal policy changes
- Understand how legislative and regulatory initiatives affect your daily work
- Identify resources available to assist you

## Topics Include:

- 2019 implementations details for the Merit-Based Incentive Payment System and alternative payment models,
- Medicare Physician Fee Schedule payment and policy changes, and
- Key federal health policy issues, including compliance and health information technology related topics.



### **Crystal Williams, FACMPE and Janet Benzing, FACMPE ACMPE Certification and Fellow Training**

Attendees will learn about the available resources for Nominees pursuing CMPE and current CMPEs pursuing FACMPE.



### **Cameron Cox Key Metrics in a Healthcare Practice**

Ever played a game for fun...with no winner or loser. In business, this is extremely difficult to do. One way in which a practice can maintain an understanding of its strategic, operational and financial positioning is by utilizing key performance indicators (KPI). A healthcare KPI or metric is a well-defined performance measurement that is used to monitor, analyze

and optimize all relevant healthcare processes. This presentation will highlight and review several of the key indicators that a practice should consider using when comparing its own position. Discussion will involve defining what some of the indicators mean and identify some source data for comparative purposes.

### **Managing Expense, Revenue and Hopefully Profit in Today's Medical Practice**

The goal of this presentation is to discuss: approaches to improve revenue such as adding ancillary revenue, collecting more up-front, and continually ensuring that your insurance agreements are at their maximum. With the constant pressure of decreasing reimbursement and high deductible plans, cash flow can quickly become a concern. This session is a forum of ideas to assist in revenue and expense management impacting overall profitability. The presentation will identify effective methods for managing and planning strategically for revenue and expenses.



### **Lyn Savoie HIPAA Compliance Update**

This session will cover the latest HIPAA developments, including recent regulatory guidance and enforcement highlights.



### **Adam White DNA of Great Leadership**

What causes a leader to succeed or fail? What are the characteristics of an influential leader? What separates an average leader from one that will be remembered? In this powerful keynote on the DNA of an Influential Leadership, Adam teaches on the power of influence and the characteristics of an influential leader. Adam will also share with you how you can use influence and make an impact in the lives of others.



**Team Trivia  
Thursday night  
in exhibit hall -  
cash prizes for the  
winning team!**



1527 Gause Blvd., #105  
Slidell, LA 70458

## CONFERENCE INFORMATION

### Registration

MGMA-LA or MGMA MS Active Members	\$250 (\$350 after 6/15)
Non-Members	\$350 (\$450 after 6/15)
Pre Conference Workshop	\$75
<i>(this is an additional fee to conference registration - preconference workshop is eligible for 4 CEUs)</i>	
Business Partners/Affiliates (not exhibiting)	\$550

### Registering 5 or more attendees?

Contact our office for organizational discount- [info@mgmams.com](mailto:info@mgmams.com) or [admin@imgma.org](mailto:admin@imgma.org)

Register online at [www.imgma.org](http://www.imgma.org) or [www.mgmams.com](http://www.mgmams.com)

You will be able to pay via invoice or credit card. If you have any questions, please contact Kristina Romero at 985-290-8020.

### Refund Policy

Cancellations received before July 1 are subject to a \$100 cancellation fee. Cancellations after July 1, 2019 and no-shows cannot be refunded. Substitutions within the same group are acceptable.

**Register Today**

Visit [www.imgma.org](http://www.imgma.org) or [www.mgmams.com](http://www.mgmams.com) to register now!