

2013 FLORIDA MGMA SPRING CONFERENCE

# Uncover The Hidden Treasure In Your Practice

May 13-15, 2013

Caribe Royale Resort  
Orlando, FL

Medical Group  
Management  
Association



Florida  
A State Affiliate





# 2013 FLORIDA MGMA SPRING CONFERENCE AGENDA

## Uncover The Hidden Treasure In Your Practice Caribe Royale Resort – Orlando, FL



### Monday, May 13, 2013

11:00 a.m. - 5:00 p.m.	Conference Registration Desk Open
12:00 p.m. - 6:30 p.m.	Exhibit Hall Open
12:00 p.m. - 1:00 p.m.	Strolling Lunch in the Exhibit Hall
1:00 p.m. - 1:30 p.m.	Welcome and Opening Remarks & FMA Update
1:30 p.m. - 2:45 p.m.	Opening Session - <i>Why People Do What They Do</i> – Tracy Spears
2:45 p.m. - 3:30 p.m.	Break in Exhibit Hall
3:30 p.m. - 5:00 p.m.	Breakout Sessions <ul style="list-style-type: none"><li>- <i>Buccaneer Boot Camp – Engaging the Next Level of Leader to a Higher Purpose</i> – Curt Mayse, FACMPE and Dara Webb, FACHE</li><li>- <i>A Step by Step Approach to Implementing ICD-10 and the New Administrative Simplification Standards</i> – Robert Tennant, MA</li><li>- <i>Arrh, Matey: Comply or Walk the Plank – A Discussion on Required Compliance Programs</i> – Angela Miller</li></ul>
5:00 p.m. - 6:15 p.m.	Opening Reception in the Exhibit Hall
6:15 p.m. - 8:00 p.m.	Pirate Party and Dinner

### Tuesday, May 14, 2013

7:00 a.m. - 5:00 p.m.	Conference Registration Desk Open
7:00 a.m. - 8:30 a.m.	Florida MGMA Collaborative Committee Meeting
7:30 a.m. - 8:30 a.m.	Buffet Breakfast
10:00 a.m. - 6:00 p.m.	Exhibit Hall Open
8:30 a.m. - 10:00 a.m.	General Session - <i>Think Like a Patient: Using Behavioral Economics to Drive Business Outcomes</i> – Laurie Baedke, FACMPE
10:00 a.m. - 10:45 a.m.	Break with Exhibitors
10:45 a.m. - 12:00 p.m.	Breakout Sessions <ul style="list-style-type: none"><li>- <i>Building on the Basics: Microsoft Excel® Fundamentals for Healthcare Professionals</i> – Nate Moore, MBA, CPA, FACMPE</li><li>- <i>Motivating, Empowering, and Rewarding Your Staff: Employee Recognition Made Simple</i> – Laurie Baedke, FACMPE</li><li>- <i>Using Lean/Six Sigma to Be the Fortune Hunter in Your Revenue Cycle Process: Front End Through Patient Payment</i> – Curt Mayse, FACMPE and Dara Webb, FACHE</li></ul>
12:00 p.m. - 1:15 p.m.	Buffet Lunch
1:15 p.m. - 2:45 p.m.	Breakout Sessions <ul style="list-style-type: none"><li>- <i>Carving Up and Drilling Down: Using Microsoft Excel's Pivot Table Feature to Analyze a Practice's Revenue Cycle</i> – Nate Moore, MBA, CPA, FACMPE</li><li>- <i>Are There Scallywags in Your Midst? Update Your Internal Controls to Minimize Theft Risk</i> – Laurie Morgan</li><li>- <i>A Treasure Hunt Looking for Cash Flow</i> – Angela Miller, CMC</li></ul>



## Tuesday, May 14, 2013 (continued)

2:45 p.m. - 3:30 p.m.	Break with Exhibitors
3:30 p.m. - 5:00 p.m.	General Session – <i>Will Your Practice Go Full Speed Ahead or Abandon Ship on Health Reform?</i> – Richard Sanders

## Wednesday, May 15, 2013

7:00 a.m. - 12:00 p.m.	Conference Registration Desk Open
7:00 a.m. - 8:15 a.m.	Local Chapter Board Member Breakfast
7:30 a.m. - 8:15 a.m.	Buffet Breakfast
8:15 a.m. - 9:45 a.m.	Breakout Sessions <ul style="list-style-type: none"><li>- <i>Avast Ye, Mateys! Are You Optimizing or Over-Improving? Learn to Spot True Bottlenecks and Get Your Practice Ship-Shape!</i> – Laurie Morgan</li><li>- <i>Keeping Your Practice Independent</i> – Fred Simmons, CPA, CMPE and Alan Gassman, JD</li><li>- <i>Our Fragmented, Fragile Physician Workforce ... Trends in 2013 and Beyond</i> – Kurt Moseley</li></ul>
10:00 a.m. - 11:15 a.m.	General Session – <i>Rebooting Leadership</i> – Richard Hadden
11:15 a.m. - 11:45 a.m.	Business Meeting / Grand Prize Drawing
11:45 a.m.	Adjournment

## Session Synopsis'



**Why People Do What They Do** - The ability for staff to work well together can sometimes present challenges for the practice administrator. Tracy Spears will present an engaging personal and team development workshop to equip you with skills to foster staff relationships and better serve patients. In this interactive session, you will learn about different personality styles and how to use the language of color. You will gain an understanding of your own needs, strengths, and motivators, and learn to value the differences of others. You will leave with the key components for achieving optimal success: an awareness, appreciation and development of self and others.

**Tracy Spears, National Consultant, Healthcare Division, Transworld Systems, Inc., Tulsa, OK.**



**Buccaneer Boot Camp – Equipping the Next Generation of Physician Practice Managers for Success** - Rapid accumulation of practices has caused concern among leaders of private practices regarding their practice manager leadership competencies in this environment of healthcare reform. Practice managers are now required to have the skills to better understand the operational and financial strain placed on physician practices. This session discusses the evolving role of private practice managers in this environment of healthcare reform to ensure proper accountability and the usage of collaborative teams to share best practices. **Curt Mayse, FACMPE and Dara M. Webb, FACHE, CMPE, ECG Medical Consulting, St. Louis, MO.**



**A Step by Step Approach to Implementing ICD-10 and the New Administrative Simplification Standards** - The Federal government intends to replace ICD-9 codes with ICD-10, a transition that will result in significant challenges for physician practices. At the same time, the Affordable Care Act included a number of provisions that, once implemented, will significantly improve physician practice administrative efficiency. This session will focus on these new requirements and how these changes will impact your organization. The speaker will walk through step-by-step of how practices can implement these new requirements. Critical issues to be discussed in this session include: how physician practices can address the many changes ICD-10 will bring in the areas of payer contracting, encounter documentation, staff training, research and benchmarking data and administrative simplification initiatives such as

operating rules, health plan identifier, electronic funds transfer; critical software modifications; compliance dates your practice will have to meet; and how to work with your vendors and health plans to comply with these complex mandates. After this session, you will better understand how your organization must prepare in the coming months as the implementation process continues.

**Robert M. Tennant, MA, Senior Policy Advisor, MGMA Government Affairs Department, Washington, DC.**





**Arrh, Matey: Comply or Walk the Plank – A Discussion on Required Compliance Programs** - In this program we will discuss, what laws require a compliance program and who is required to have a program. This session will also discuss the elements of a compliance program and discuss how to determine “effectiveness.” We will discuss how a proactive compliance program can improve cash flow and business operations. **Angela Miller, CMC, CHC, President, Medical Auditing Solutions LLC, Dallas, TX.**

**Think Like a Patient: Using Behavioral Economics to Drive Business Outcomes** - When practice leaders understand patient needs and design an organizational culture that encourages performance around patient centered objectives, the outcome is an extraordinary competitive advantage. This session will profile a practice that was founded on principles of behavioral economics: Leveraging human capital, cultivating employee engagement and driving patient loyalty. **Laurie Baedke, FACMPE, The LIFEworks Group, Omaha, NE.**



**Motivating, Empowering, and Rewarding Your Staff: Employee Recognition Made Simple** - Talent is everything. That's why engagement and retention matter more than ever before. Organizations that understand what drives top performance have the ultimate competitive advantage. To get your best people to stay with you longer, fully engaged and producing at their peak, develop a culture of recognition and fun! You have the power to make a difference. This session will show you how to share the love, and fuel high performance from your team. In this session we will learn to understand the true cost of employee turnover on your organization, identify warning signs of toxic management that cause your best people to bolt and discover 16 creative ideas for employee recognition that you can start using immediately. **Laurie Baedke, FACMPE, The LIFEworks Group, Omaha, NE.**

**Using Lean/Six Sigma to Be the Fortune Hunter in Your Revenue Cycle Process: Front End Through Patient Payment** - A Process to Improve Cash Flow and Decrease Staffing Costs - As many practices have been integrated into a common revenue cycle platform and combined staffing model, efficiency and a high-degree of automation have not been achieved to date. Through the use of Lean/Six Sigma processes, we will discover ways to improve all aspects of the revenue cycle operations by eliminating duplicative and unnecessary processes. These changes can be significant and impactful for engaging teams and facilitating shared success. **Curt Mayse, FACMPE and Dara M. Webb, FACHE, CMPE, ECG Medical Consulting, St. Louis, MO.**



**Building on the Basics: Microsoft Excel® Fundamentals for Healthcare Professionals** - Microsoft Excel® is a powerful spreadsheet program used by medical practice managers across America to evaluate practice data, understand trends, and act on opportunities. This session is a basic introduction to Excel focusing on medical practice applications. Watch several ways to get your data into Excel, a variety of ways to analyze your data in Excel, and then see several ways to get your data out of Excel. We'll use sample medical practice data to introduce shortcuts, tips and tricks to get Excel to do what you need it to do faster and more reliably. Watch amazing shortcuts that can you can implement immediately that will save you time each week. Invest time in this session now and you'll make that time back over and over again with increased Excel productivity. This session will be a live demonstration using Excel 2010.

**Nate Moore, CPA, MBA, FACMPE, Moore Solutions, Inc., Centerville, UT.**

**Carving Up and Drilling Down: Using Microsoft Excel's Pivot Table Feature to Analyze a Practice's Revenue Cycle** - Microsoft Excel's Pivot Table feature is a fast and powerful way to analyze and consolidate large amounts of data and quickly extract critical knowledge. In this workshop, you'll learn how to use Pivot Tables in a medical practice setting to better track collections, analyze reimbursement and collect accounts receivable. This workshop will start with a hands on demonstration of Pivot Tables using Excel 2010. And, using your own laptop, you'll create Pivot Tables using sample Excel data. You'll also learn a variety of techniques to manipulate the data, and finish by creating Pivot Tables using data from your own practice. **Nate Moore, CPA, MBA, FACMPE, Moore Solutions, Inc., Centerville, UT.**

**Avast Ye, Mateys! Are You Optimizing or Over-Improving? Learn to Spot True Bottlenecks and Get Your Practice Ship-Shape!** - Today's practice managers are more educated than ever before about the impact of operational efficiency on the bottom line. But, fine-tuning each process in a practice can sometimes have unintended consequences – leading to unexpected inefficiencies and waste as a result of “improvements.” Finding and fixing a source of inefficiency in your practice is like discovering buried treasure. Your practice's profitability will improve almost immediately. Batten down your hatches for real operational efficiency! Learn the secrets of making meaningful, service-oriented, staff-friendly and profitable changes to your workflow by applying the theory of constraints. **Laurie Morgan, Capko & Company, San Francisco, CA.**





***Will Your Practice Go Full Speed Ahead or Abandon Ship on Health Reform?*** - The Supreme Court has spoken. The American people have re-elected President Obama. Now it's time to strap in and get ready for the wild ride to 2014 and full implementation of healthcare reform. We will focus specifically on how healthcare reform will impact physician practices in Florida. **Richard Sanders, The Sanders Law Firm, P.C., Jacksonville, FL.**

***A Treasure Hunt Looking for Cash Flow*** - In this session we will discuss the importance of monitoring cash flow monthly to prevent crisis. We will learn the reports that all office managers and owners should review monthly and how to identify potential problems from the reports. There will be a discussion on standard processes every office should have in place. **Angela Miller, CMC, CHC, President, Medical Auditing Solutions LLC, Dallas, TX.**

***Are There Scallywags in Your Midst? Update Your Internal Controls to Minimize Theft Risk*** - Studies show that more than 90% of medical practices – virtually all medical practices! – will be hornswoggled by scoundrels and scallywags hiding right among their mateys. The very things that make practices wonderful places to work – a family like culture, trust between staff and physicians – are what create temptations and opportunities for stealing. What's more, today's practices offer more temptations than ever. Today's internal thieves aren't just pillaging pirates, they're after your patients' personal information, too. In this lively presentation, Laurie Morgan will explain how internal controls can help your practice avoid falling victim to ruffians in your midst without undermining your practice's warm atmosphere. She'll share some of the most clever ways employees have found to rob practices, plus expose the reasons why identity information can be even more alluring than cash and what you need to do to protect your patients and your practice. **Laurie Morgan, Capko & Company, San Francisco, CA.**



***Keeping Your Practice Independent*** - Navigating the waters of medical group management has never been more treacherous. Hospitals, health systems, managed care plans and ACO's have resources that rival the Spanish Armada and the Royal Navy. These large institutions have mined the harbors and are patrolling the seas hoping they board and capture small and large medical groups and vertically control this new healthcare world. Medical practices need to be as quick and sturdy as the Black Pearl and medical group executives must be as savvy as Capt. Jack Sparrow if they are going to survive the plundering and capture the booty. Ahoy Mateys, join this merry band of Pirates for the adventure of this session as we Hoist the Jolly Rodger and chart the waters of this



new world order. Learn how the Armada and her Majesty's Navy plan to make you and your group "walk the plank" and send you to Davy Jones' Locker. Also learn how to avoid the scurvy and make your pirate ship practice faster than the Flying Dutchman and make your practice more efficient so it can sail at "ramming speed." Finally, learn how not to be caught in the crossfire! **Frederic R. Simmons, Jr., CMPE, CPA, CEO of Clearwater Cardiovascular & Interventional Consultants, and Alan S. Gassman, JD, LL.M., of Gassman Law Associates, P.A., Clearwater, FL.**



***Our Fragmented, Fragile Physician Workforce ... Trends in 2013 and Beyond*** - This session will focus on the results from one of the largest physician surveys ever conducted in the United States - over 13,500 physician responses, over 1 million data points. It will cover current physician practice patterns - hours worked, patients seen and more as well as the "silent exodus" of physicians from medicine. This session will contrast employed physicians and private practice owners and look at changing physician practice models and practice patterns. **Kurt Mosley, Merritt Hawkins, Irving, TX.**

***Rebooting Leadership*** - A hard-hitting, practical presentation on leadership in the "new world", a world where all the rules have changed. The "deal" in the workplace has been turned on its head, trust is at a low point, and speed is the key differentiator among competitors. While the fundamentals of leadership have not changed, the way we practice those fundamentals must reflect today's new realities. Today's workforce is made up of an unprecedented four generations, operating in an environment of uncertainty, and in some cases, mistrust, and a disinclination to engage. Leaders who attend this presentation will be able to: Understand and identify five major "inflection factors" or reasons necessitating a leadership reboot, and be able to identify the degree to which each factor is relevant in their organizations; Assist other organizational leaders and business partners in rebuilding and maintaining trust within the organization; Identify ways in which workers' relationships with organizations have changed over the last decade; and Develop strategies for maximizing engagement in light of these altered relationship dynamics. This presentation focuses on practical application – specific things you can do now to reboot your leadership and people practices, to get more, willingly and enthusiastically, from an engaged workforce. **Richard Hadden, Contented Cow Partners, Tampa, FL.**





# Conference Information

## Conference Facility

Florida MGMA is excited to be having our annual conference at the Caribe Royale Orlando All-Suites Hotel and Convention Center. Just minutes from Walt Disney World, Disney's Hollywood Studios, Disney's Animal Kingdom Theme Park, Epcot, Universal Studios and SeaWorld, the Caribe Royale is a 45 acre tropical oasis ideal for business, pleasure or a little of both.

The high standards of Caribe Royale Orlando All-Suites Hotel and Convention Center have redefined the Central Florida travel experience for leisure and business travelers alike. It's hard to find a reason to stay anywhere else with so many amenities and professional employees catering to your every need. Caribe Royale Orlando Hotel is an elegant hideaway offering exceptional all suite accommodations and unsurpassed hospitality.



**Make your hotel reservations directly with The Caribe Royale at 1-888-258-7501 and identify yourself as part of the Florida MGMA Conference to receive our group rate, OR reserve online at <https://resweb.passkey.com/go/FMGM13>. The rates are \$139 for a Standard King/Queen Room per night. Reservations will be accepted in our group block until April 19, 2013 or until the group block is sold out. Reservations in the group block are limited.**

## Conference Registration

The registration fee covers all meetings, handouts, meals, social functions and breaks. If you plan to bring a spouse or guest to attend Monday's Opening Reception/Dinner and Event, tickets may be purchased on the enclosed registration form. Conference breakfast and lunch functions are for registered attendees and exhibitors only. Attire for the conference is business casual. A jacket or sweater is suggested at your discretion.

## Refund Policy

Cancellations received prior to April 15, 2013 are subject to a \$50.00 processing fee. Cancellations after April 15, 2013 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Please submit request for cancellations in writing to: [flmgma@yahoo.com](mailto:flmgma@yahoo.com) or via fax to: (205) 981-2901.

## CME Credit

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program.



*Florida MGMA is an affiliate chapter of the Medical Group Management Association (MGMA), the oldest and largest membership organization for professionals in the field of practice management. Florida MGMA was founded in 1973 by, and for, the medical practice administrator. The founding members of Florida MGMA hoped to create a state organization that provided administrators the opportunity to network with one another and share experiences, problems and solutions. It was also a goal of the founding members to provide educational opportunities for the members of Florida MGMA. The Mission of FMGMA is to improve the effectiveness of medical group practices in Florida and the skills of the individuals who manage or lead them.*