

PRESIDENT'S LETTER



Kathie Joseph,
CMPE
GMGMA
PRESIDENT

Staying Alive.....It's what we all are trying our best to do! MIPS, HIPAA, OSHA, Compliance issues, staffing, motivation, violence in the work place, burnout out, just to name a few of those dragons that we are working on slaying every day. The Board has worked on putting together, what we hope, you will find to be a great agenda for our annual conference in Savannah. Our desire is that you can step away from behind the desk and learn from our speakers, connect with your peers and come back to work with a renewed sense of the important work that you do and how essential you are to the success of your practices. So let's get our groove on and dance into a new year of Staying Alive!!!

GMGMA 2018 CONFERENCE • HYATT, SAVANNAH GENERAL INFORMATION

2018 REGISTRATION RATES

GMGMA Member
NonMember Registration (includes GMGMA membership)
Staff Attending with GMGMA Member
Guest

	By 3/16	After 3/16
GMGMA Member	\$375	\$475
NonMember Registration (includes GMGMA membership)	\$495	\$495
Staff Attending with GMGMA Member	\$375	\$475
Guest	\$250	\$250

CANCELLATION POLICY

Attendee registration cancellations must be received via email at gmgma@gmgma.com or may be mailed to P.O. Box 909063, Gainesville, GA 30501. Cancellations received on or before March 16, 2018, will receive a full refund. No refunds will be honored for cancellations after March 16, 2018. All "no-shows" will forfeit their registration fee and may not be able to receive meeting materials.

HOTEL ACCOMMODATIONS

Atrium View Double
Atrium View King

\$209.00 per night*
\$209.00 per night*

*Tax - 13%, Hotel fees to include parking per room/per night.

For reservations, call our reservations department at 855-768-0806 and identify yourself as part of the GMGMA 2018 Annual Conference.

For internet bookings: <https://aws.passkey.com/go/GMGMA18>
Group rate cutoff date is Tuesday, April 10, 2018.

WHAT TO WEAR

Business casual attire is appropriate for all meetings and events.

ACMPE / CPE CREDITS

10 hours of ACMPE credits / 12 CPE credits

GMGMA MEMBERSHIP

To qualify for the member registration rate, you must be a GMGMA member in good standing. Your membership must be current when registering and effective through the date of the conference. If you would like to apply for membership, please go to www.gmgma.com for more information. When you register as a nonmember, you receive a GMGMA membership for one year!



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GMGMA
P.O. Box 909063
Gainesville, GA 30501

GMGMA
GEORGIA

hfgma georgia chapter
healthcare financial management association



Annual Meeting Attendee Information Inside!

To register, go to www.gmgma.com

HYATT | Savannah, GA



STAYIN' ALIVE

IN
HEALTHCARE
GMGMA 2018 CONFERENCE

APRIL 29 - MAY 1

HYATT
SAVANNAH
GEORGIA

WWW.GMGMA.COM

To register, go to www.gmgma.com

SCHEDULE OF EVENTS

SUNDAY, APRIL 29, 2018

3:00 - 5:00 Attendee Registration
5:00 - 7:00 Welcoming Reception with Vendors - Exhibit Hall Open
Evening on your own

MONDAY, APRIL 30, 2018

7:30 - 8:15 Continental Breakfast with Vendors
7:30 - 11:00 Attendee Registration
7:30 - 5:00 Exhibit Hall Open
8:15 - 8:30 Welcome and Opening Remarks: **Kathie Joseph, GMGMA President 2017 - 2018**
8:30 - 9:45 **"Learn the Disco of each Personality!" Candy Whirley**



Candy Whirley

...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!

- Understand how negative behaviors can sabotage you
- Learn 4 EASY communication steps to giving feedback...the good, the bad and the ugly
- Cultivate creative problem-solving techniques... like brainstorming 26 new ideas in 2 minutes
- Learn to STOP treating people like YOU want to be treated and treat them like THEY want to be treated

9:45 - 10:15 Break with Vendors
10:15 - 10:30 Distinguished Service Award

10:30 - 11:30 **"The New Era of the Patient Experience; Utilizing Social Media, Digital Practice Tools and other Online Options to Educate and Engage Your Patients, Jamie VerKamp**
The patient experience now extends beyond your phones and the four walls of your office; it includes how patients interact with you online as well-before, during and after office hours. Nearly 88% of patients turn to the Internet to assist with their provider decision-making, learn more about their health concerns, manage their health records and even talk with their providers.



Jamie VerKamp

How is your practice leveraging these new tools like social media, patient portals and other digital platforms to provide a more comprehensive patient experience? During this interactive session, we'll showcase several practices who are capitalizing on these new tools to not only grow their patient volumes and control their online reputations, but to engage with patients to provide them with important information and even resolutions to their health concerns.

11:30 - 12:30 **"How to Terminate an Employee" Stephen A. Dickens, JD, FACMPE, SVMIC**



Stephen A. Dickens

Objectives:

- Recognize the importance of progressive discipline
- Identify best practices for documentation
- Discover the simplest way to conduct a termination
- This session addresses best practices to terminate an employee including the importance of performance reviews and improvement plans as well as progressive discipline. Using live vignettes familiar to all practice executives to demonstrate the talking points, the program covers both the right and wrong way to dismiss an employee.

12:30 - 1:30 Lunch

1:30 - 2:45 **"MIPS, MACRA, APM's: The latest with all these Acronyms" Donna Cohen, RN, BSN, CCM, Alliant Health Solutions**



Donna Cohen

Overview of the Components of MIPS

- Quality Component and choosing the right Quality Measures
- Cost Component - Why it matters in 2018
- Explore Strategies to improve your cost measures

1:30 - 2:45



Karlene Dittrich

ACMPE "Get your Certification" Annette Sloan, R.N. FACMPE, CPC
Whether you are in the process of getting your certification or interested in finding out more on how to get started this session is for you!

1:30 - 2:45 "Turn Denials into Dollars", Karlene Dittrich, CBCS, CPC, CMPA MedRevenue Solutions LLC
Learn how to determine an "invalid denial" and "medical record audit requests" Take protective measures against payer denial tactics utilizing ERISA and other relevant laws and provider rights. Gain Creative Tips and Advance Appeal Strategies to compel claims payment. Understand which contract provisions are Unenforceable and "Revenue Protectors."
A great opportunity to brainstorm challenging payer denial tactic scenarios

2:45 - 3:15 Break

3:15 - 4:30 **"MIPS, MACRA, APM's: The latest with all these Acronyms" Donna Cohen, RN, BSN, CCM, Alliant Health Solutions**



Donna Cohen

- Overview of the Components of MIPS
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3:15 - 4:30



Jamie VerKamp

"Six Crucial Behaviors for Patient Facing Employees", Jamie VerKamp
Employee engagement is increasingly recognized as one of the key drivers of improvements to patient satisfaction; if we do not have the right people in the right roles and staff are not satisfied, they cannot be expected to adhere to even the best customer service training programs and sustained improvement plans.
Discuss what core behaviors and tendencies are essential for your frontline staff and other key patient-facing employees. Learn hiring strategies for identifying these natural tendencies in applicants when looking to fill these powerful positions and which training method will best help you to leverage your patient-facing employees' skills to create outstanding patient experiences in your organization.

3:15 - 4:30



Stephen A. Dickens

"Disaster Planning & Workplace Violence" Stephen A. Dickens, JD, FACMPE, SVMIC
Objectives:

- Address the basics of disaster preparation
- Identify the elements of a business continuity plan
- Outline the warning factors and responses to workplace violence
- This session addresses the elements of disaster preparation and developing a business continuity plan while outlining the key areas of focus and providing a tool to assess vulnerability. With an ever increasing focus on workplace violence, this specific is also covered in terms of warning signs and best practice responses to the worst possible scenarios.

5:30 - 6:00

New Member/First Time Attendee /Affiliate Chapter President Cocktail Reception

6:00 - 7:00

Silent Auction

Its BACK! Bid on great items donated by our Business Partners, Exhibitors and Medical Practices. Proceeds help pay speaker and conference expense

Disco Dance Fever Costume Contest!

Dress up in your Disco threads and you may win a prize!

Dinner and Disco Evening Entertainment

7:00 - 11:00

TUESDAY, MAY 1, 2018

7:30 - 8:30 Continental Breakfast with Vendors

7:30 - 3:00 Exhibit Hall Open

8:30 - 9:45 **"Working with Millennials: Generational Diversity" Tracy Spears**



Tracy Spears

Program explores generational differences and how multigenerational teams can perform at a higher level. Program takeaways include:

- Understanding the values and priorities of people from different generations
- The best ways to manage an intergenerational team
- Managing millennials

9:45 - 10:15

Business Meeting

10:15 - 10:45

Break

10:45 - 11:45

"Panel discussion on current practice issues, moderated by Mike Gebel and Bruce Trickle, CMPE

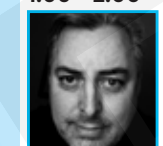
11:45 - 12:30

Lunch

12:30 - 1:00

Break

1:00 - 2:00



Steve Adams

"Risk Adjustment and HCCs" Steve Adams, 1.5 hours AAPC CEUs
Risk Adjustment Models are the future of reimbursement. For 2018 groups that score above average on the Risk Adjustment Model will be allocated extra points under MIPS and MACRA

- Identify what an HCC, RXHCC and the RAF means to you.
- State how your ICD-10 code will shape your future reimbursement
- Recognize how important it is to document comorbid conditions
- Use the top valued HCCs and their corresponding ICD-codes
- Discuss what the optimal RAF score is for you and your patients to achieve the most compliant

1:00 - 2:00



Janet Parham

"Thriving as an Independent Practice", Janet Parham (CAAP)
This Breakout session focuses on how to be successful in an independent practice. Topics include how to transition and thrive in value-based contracts and how to maximize your revenue in these models. This session applies to independent practices, as well as practices who are currently part of another organization who want to become independent.

1:00 - 2:00



Alison Wilson

Employee Development - Maximizing the Potential with Current Staff: Alison Wilson, PYA

Staffing remains a constant concern as practices have limited internal resources and the pool of qualified candidates seemingly diminishes. This session will provide guidance on hiring and retaining qualified employees. It will also offer guidance on growing good employees and ensuring that roles are properly defined and assigned.

- Evaluation of processes currently in place for hiring and onboarding employees
- Assessment of your current staff and identification of potential gaps
- Considerations in understanding employee interests and motivating factors, and assigning roles accordingly
- Considerations for improving employee retention

2:00 - 2:15

Break

2:15 - 3:15



Tracy Spears

"The 5 conversations Leaders need to be having" Tracy Spears

Effective leadership is all about communication. Understanding how to handle the most important management conversations is the key to improving team performance, retaining talent and increasing team accountability. Participants will leave this interactive session with important new communication tools.

- A descriptive review of the five conversations leaders must get right
- Learning when to have a certain conversation
- Leadership scripting to make sure your conversations as successful

2:15 - 3:15

Sarah Lamar

"Harassment Law 2.0: Lessons Learned from Poorly Behaved Celebrities" Sarah Lamar, Partner HunterMaclean Attorneys

2:15 - 3:15



Alan R. McMurray

"Group Decision Making: A Better Way to Boogie" Alan R. McMurray, Ed.D., FACMPE
Getting a group of individuals to agree to common goals can be like herding cats—challenging and frustrating, but with little hope of success. For example, how do you get board members who dislike each other to agree on anything? How do you get managers in your organization to contribute to decision processes? (How do you get shy members to participate—while keeping boisterous members from dominating?) How do you assure that decisions made are likely to be upheld by the group? The session teaches techniques such as Nominal Group Technique, Multiple Voting, and Rank Ordering—methods designed to help even disparate group members to reach practical decisions about where they want to go and how they want to get there. These methods work!