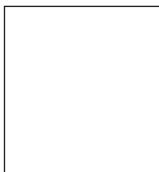




GMGMA

P.O. Box 909063

Gainesville, GA 30501



2021

Fall Forum

Registration opens September 1st.
Register at www.gmgma.com

NOVEMBER 11-12, 2021



2021 Fall Forum



CONFERENCE DETAILS

Brasstown Valley Resort and Spa
6321 US-76 | Young Harris, GA | 30582

REGISTRATION FEES

Both Days: **Members:** \$225 | **Nonmembers:** \$250

Daily Rate: **Thursday:** \$200 | **Friday:** \$150

[No cancellation refunds after Oct 1st]

EXHIBITOR FEES

Platinum, Gold and Silver GMGMA Business Partners: Free

Bronze Partners: \$600 | Nonmember Exhibitors: \$1,200

CEU CREDITS

ACMPE 8.0 hours

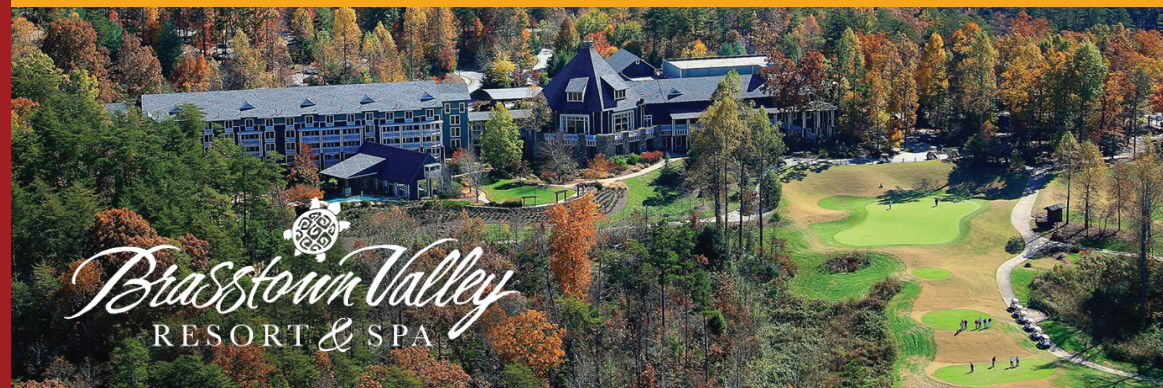
AAPC 1.5 hours

ROOM RESERVATIONS

Double Occupancy: \$179

CLICK HERE to reserve online
or call 800.201.3205

[Cut-off for hotel is Oct. 12]



Brasstown Valley
RESORT & SPA

THURSDAY, NOVEMBER 11TH

8:00-8:45AM

Registration & Breakfast

8:45-9:00AM

Welcome & Veterans Day Ceremony

9:00-10:00AM

“Overcoming Obstacles” Johnny ‘Joey’ Jones, U.S. Marine Corps EOD

Enduring two combat deployments (Iraq and Afghanistan) and eight years of active service in the Marine Corps; Staff Sergeant Jones suffered a life-changing injury while deployed to Afghanistan as an Explosive Ordnance Disposal (EOD/ Bomb) Technician. The 2010 IED-related incident resulted in the loss of both of his legs above the knee and severe damage to his right forearm and both wrists. Since his recovery, Jones has dedicated his work towards improving the lives of all veterans and their families.

10:00-11:00AM

“MGMA Washington Update” Drew Voytal, Associate Director, Government Affairs MGMA

In a climate of significant legislative and regulatory changes reshaping the healthcare landscape in response to the COVID-19 pandemic, this timely program will present an update on the current state of federal healthcare policy affecting medical groups. Attendees will gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, in addition to being directed to clarifying resources. Specific topics include updates to the CARES Act Provider Relief Fund, Paycheck Protection Program, Medicare telehealth flexibilities, 2021 Medicare Quality Payment Program, and a host of other timely issues.

11:00-11:30AM

Break with Vendors

11:30-1:00PM

“Understanding the Risk Adjustment Factor and HCCs” Steve Adams MCS, COC, CPC, CRC, CPMA, CPC-I, CEMC, PCS, FCS, COA

Every time you see a patient you select an ICD-10 code. Sometimes, however, you do not understand that an ICD-10 code carries a certain “value” based on a payment model instituted by CMS back in 2003. It is that payment model “Risk Adjustment Model” that is going to be used in the future to determine your reimbursements (payment for performance.) This score will follow your NPI number forever, regardless of if you are a solo practitioner, in a group practice, or hospital employee. Discover what the optimal RAF score is for you and your patients to achieve the most compliant reimbursements under the CMS Quality Payment Program. AAPC Approved 1.5 CEUs

1:00-2:00PM

Lunch and Vendor Time

2:00-3:00PM

“COVID Legal Issues for Georgia Medical Group Managers” Rich Sanders, Esq. Southern Health Lawyers, LLC

In this session, we will discuss the new OSHA Emergency Temporary Standard regarding workplace safety in healthcare, as well as vaccination policies for employers, including legal aspects of mandatory vaccination policies.

3:00-3:30PM

Break with Vendors

3:30-4:30PM

“Listserv Live”

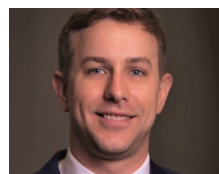
The session voted #1 by our attendees! A “live” version of GMGMA’s popular online forum, this interactive session is led by YOU. In the Second half we will group by Specialty and network with colleagues!

4:30PM

Closing Remarks/Reminders

6:00-10:00PM

Cocktail Reception, Dinner & Harvest Dessert Bar with DOOR PRIZES!



FRIDAY, NOVEMBER 12TH

8:00-8:45AM

Breakfast with Vendors

8:45-9:00AM

Welcome and Announcements

9:00-10:30AM

“Healthcare Economic Update and a Review of the Biden Administration’s Healthcare Policies in the First Year” Rich Sanders, Esq. Southern Health Lawyers, LLC

This session will feature an update on economic developments in healthcare, including mergers and acquisitions, as well as federal policies on Medicare and Medicaid expansion, health insurance access and the Public Option, and non-complete provisions in physician employment agreements.

10:30-11:00AM

Break with Vendors

11:00-12:00PM

“Bursting the Bubble – Meet 5 Healthcare Disrupters” Adele Allison, Adele Allison Consulting Services

It’s 2021 and much has changed in healthcare, yet much remains the same. Electronic health records are everywhere, but data doesn’t move from system to system. Patient populations are managed, but we still struggle to engage patients as active participants in their own health. Health plans still have the same claims processes and patients still receive clipboards when they go to the doctor. But what if Walmart got into the insurance and provider business, offering low-cost coverage and services akin to a mini hospital at any store in the country? What if Amazon created a closed loop system of virtual care using Alexa, PillPack, and Whole Foods urgent care centers? What if Google leveraged its enormity of data with artificial intelligence and machine learning to target interventions, engagement and costs; extracting even more data from provider voices while eliminating the burden of note taking and paperwork? Or, if Apple used its consumer-facing technologies, such as the Apple watch, to build a new consumer healthcare ecosystem? Join Adele for this exploratory session on some of our industry giants that are poised to lead disruption of healthcare and business as we know it.

12:00PM

Dismissal

FROM THE PRESIDENT



On behalf of the Georgia MGMA Board of directors, I am excited to invite everyone to our annual Fall Forum. We are excited to bring you a lineup that mixes your favorites from previous meetings with new, high-energy, high-impact speakers. The program is designed to help you meet the challenges you encounter daily in the ever changing world of healthcare while giving you the opportunity to relax and connect with colleagues who are facing similar issues every day.

I hope you will join us November 11th and 12th at Brasstown Valley Resort & Spa located a short drive from Atlanta in Young Harris, Georgia. The mix of location, weather and views will allow you to recharge your batteries to help you close out the year strong!

MIKE GEBEL | Georgia MGMA President 2021-2022