

Georgia MGMA Fall Forum 2026

THURSDAY NOV 5 TH 2026	ALL SESSIONS: PARIS Ballroom 1
8-8:45am	Registration & Breakfast
8:45-9am	Welcome: Rodney Smith, GMGMA President 2026-2027
9-10am	MGMA Government Affairs Washington Update: Anders Gilberg Get informed of current federal legislative and regulatory issues with the unique MGMA practice management perspective. Specific topics vary according to recent events, but the presentation generally covers Medicare payment policies, federal quality reporting programs, compliance issues, and MGMA advocacy efforts.
10-10:30am	Break with Vendors
10:30-11:30am	The Art of Managing Workplace Conflict: Hattie Narey MSIO, Integrated Leadership Systems Engaging participants through discussions, self-reflections, and interactive elements to enhance their learning experience. Throughout the session, there will be designated moments for open discussions where participants can share their thoughts, experiences, and challenges related to workplace conflict. Self-reflection exercises will encourage individuals to assess their own communication styles and beliefs about confrontation. This interactive approach ensures that participants not only grasp theoretical knowledge but also develop practical skills in managing workplace conflict, with the goal of creating dynamic and engaging environment that promotes active learning and skill development.
11:30 –12:30pm	Getting Ahead of the HIPAA Security Rule Overhaul, a plain-English readiness playbook for the proposed Security Rule changes: John Stoebe, Badger Fortress The HIPAA Security Rule is being modernized for the first time in about two decades, and the expectations are getting more concrete. In plain language, participants will learn what's changing — encryption, multi-factor authentication, continuous monitoring, incident response, and tighter vendor agreements — and turn it into a simple readiness checklist any independent practice can start this quarter.

12:30-1:30pm	Lunch & Vendor Time
1:30-3pm	Preyed On: How Insurance Corporations Are Exploiting American Providers, Mark Craig, Founder & CEO of Write-Off Warrior Your team is fighting a nonstop barrage of prior authorizations, denials, and downcoding every single day. You know the attacks are coordinated and systematic, but it's difficult to devise a counterstrategy when all your time is spent constantly dodging fire.
3-3:30pm	Break with Vendors
3:30-4:30pm	Insights on Mitigating ADA Compliance Risks: Kate Hydrick, MAGMUTUAL Accessible care environments help support patient safety, improve communication, and ensure that patients with disabilities have meaningful access to healthcare services. The Americans with Disabilities Act (ADA) creates significant compliance obligations for physician practices, yet many ADA risks arise from everyday operational decisions rather than intentional misconduct. This session will provide a practical overview of the most common ADA compliance pitfalls facing medical groups, including effective communication with patients and companions, accessible medical equipment requirements, telehealth and digital accessibility considerations, and the reasonable modification of office policies and procedures.
4:30-5:30pm	Increasing Your Influence: Rob Followell, Pinnacle Health Group Unlock leadership potential, in this dynamic, 60-minute training session. Utilizing the powerful DISC framework, participants will gain deep insight into their own communication style and learn to decode the behaviors of others, especially the most challenging. "Leadership is influence, nothing more, nothing less," and true influence begins with intentional connection. Participants will walk away with practical, actionable strategies to bridge communication gaps, adapt approaches in real-time, and build stronger trust and stronger teams. Learn how to transform every interaction, elevate leadership, and dramatically increase your influence in any situation.
6:30-7:30pm 7:30-10pm Pavilion	Cocktail Hour and Reception Dinner & Games

FRIDAY NOV 6TH 2026	SESSION INFORMATION
8-8:45am	Breakfast with Vendors
8:45-9am	Welcome and Announcements
9-10am	Georgia Legal and Legislative Preview: Brent Walker, General Counsel, Medical Association of Georgia Brent will provide insights into the upcoming legal and legislative objectives in 2026 and beyond.
10-10:30am	Break with Vendors
10:30-12	Social Media in Healthcare: Blake McClellan, All In Practice Growth This lecture equips medical practices with actionable strategies to enhance patient engagement and brand loyalty through social media. We'll cover the trends shaping healthcare marketing — short-form video, hyper-local targeting, and patient-centric storytelling — and explore how empathy-driven content humanizes medical brands to build trust and meaningful connections. Participants will learn how AI-powered copywriting tools can accelerate content creation while maintaining a professional tone, plus how automation streamlines posting and patient communications, so your practice stays consistent without overwhelming your team.
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