

# GMGMA 2020 CONFERENCE *General Information*

## 2020 REGISTRATION RATES

	By 3/16	After 3/16
GMGMA Member	\$395	\$495
NonMember Registration (includes GMGMA membership)	\$520	\$520
Staff Attending with GMGMA Member	\$395	\$495
Guest	\$250	\$250

## CANCELLATION POLICY

Attendee registration cancellations must be received via email at [gmgma@gmgma.com](mailto:gmgma@gmgma.com) or may be mailed to P.O. Box 909063, Gainesville, GA 30501. Cancellations received on or before March 16, 2020, will receive a full refund. No refunds will be honored for cancellations after March 16, 2020. All "no-shows" will forfeit their registration fee and may not be able to receive meeting materials.

## HOTEL ACCOMMODATIONS

Marriott Savannah Riverfront

100 General McIntosh Blvd Savannah, GA 31401 1-800-285-0398

King or Double	<b>\$189.00 per night</b>
Self Parking	<b>\$19.00 daily</b>

Group Rate Cutoff is April 10, 2020

You must cancel your reservation 3 days prior to arrival to avoid a one night penalty charge.

Hotel Reservation Link:

<https://www.marriott.com/events/start.mi?id=1563376579638&key=GRP>

## WHAT TO WEAR

Business Casual Attire

## ACMPE / CPE CREDITS

10.0 hours of ACMPE credits  
1.5 hours of AAPC credits

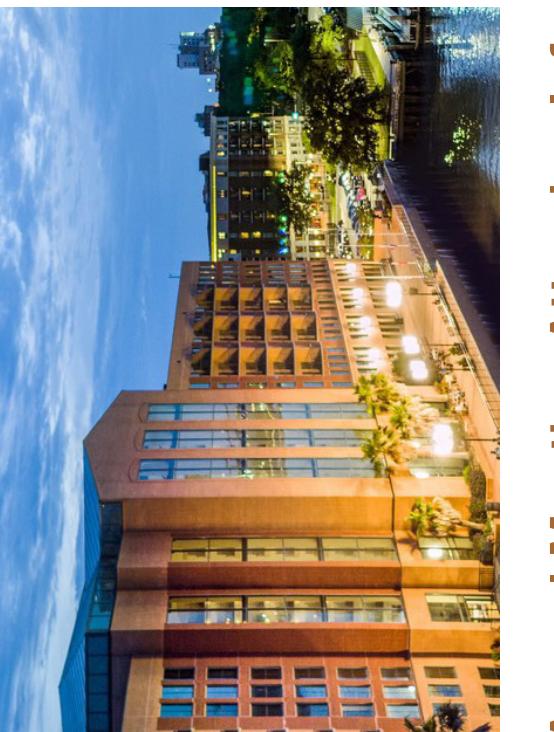
## GMGMA MEMBERSHIP

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](http://www.gmgma.com) for more information. When you register as a nonmember, you receive a GMGMA membership for one year!

PRSR STD  
U.S. Postage  
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North Georgia  
Mailing Service

**GMGMA**  
GEORGIA

To register, go to [www.gmgma.com](http://www.gmgma.com)



Annual Meeting Attendee Information Inside!

To register, go to [www.gmgma.com](http://www.gmgma.com)

MARRIOTT SAVANNAH RIVERFRONT | Savannah, GA



**MAY 3 - 5, 2020**

# AGENDA TOPICS & HIGHLIGHTS

## SUNDAY MAY 3, 2020

3:00 - 6:30pm

Attendee Registration & Welcoming Reception with Vendors - Exhibit Hall

## MONDAY, MAY 4, 2020

### GENERAL SESSION



Ronda Rich

#### "Make Finding Your Dream a Walk in the Park"

Ronda Rich

Ronda Rich is a best-selling author and syndicated columnist, a former award-winning sports writer, with a weekly column which appears in over fifty newspapers. She has appeared on dozens of television shows including The View, Fox and Friends, The Other Half, Fox Sports, CNN as well as in the pages of People, USA Today, Redbook, Cosmopolitan, New York Times, Washington Post, Southern Living and Woman's Own. Ronda excels in the kind of storytelling for which Southerners are renowned: lyrical, entertaining, thought-provoking and often downright funny. As demonstrated in her best-selling books and weekly syndicated column, she dynamically brings her stories to life in front of an audience, holding folks spellbound as she weaves tales of life in general, Southern life in particular and bits and pieces of this and that.



Scott Carbonara

#### "Beyond the Checklist: Building a Patient Care Culture"

Scott Carbonara

Imagine a healthcare facility advertising, "We sterilize our equipment," or, "We wash our hands between patients." Not exactly high standards, right? Actually, those are just hygiene level standards, not true differentiators. It's hard to imagine an organization attracting or retaining business using that marketing approach. In fact, by drawing attention to such low standards, such a campaign would likely hurt instead of help their business. But ironically, many organizations do something similar by touting the words patient care in their brochures or mission statements as if those words do anything to breathe real service and compassion into their organizations. The antidote to becoming just another generic commodity in your community is to make service your key differentiator. This session builds the awareness, alignment, and actions that promote best-in-class customer service in patient care around hiring, training, communicating, measuring, and rewarding results.



## BREAKOUT SESSIONS



Adele M.  
Allison

#### Consumerism and Your Patient

Adele M. Allison

Consumerism is a relationship model that is increasing being seen in healthcare and will impact your reimbursement, public ratings and overall quality scores. Healthcare consumerism is about putting the economic power and decision-making in the hands of the patient. Yet, we hear clinicians voicing frustration with lack of protocol adherence and following advice; and, patients complaining of access barriers, lack of understanding, and one-sided decision-making that fails to consider their needs and circumstances. Through a multi-dimensional approach, the two ends can be connected to produce a healthier community. This informative session will explore engagement, patient etiquette and techniques you can use to strengthen practice rapport with your patients



Adam  
Walters

#### "Labor Law and Audit Preparedness"

Adam Walters, Attorney Walters Law, P.C.

Healthcare entities are frequently targeted for Department of Labor ("DOL") audits. This presentation will educate you on the scope and procedure of a DOL wage and hour audit, as well as best practices for responding to an audit.



Scott  
Carbonara

#### "Coaching for Performance Excellence"

Scott Carbonara

Healthcare is known for its compliance standards for good reason: patient care depends upon them! How do you ensure your employees are equipped to ensure compliance? How do you coach employees for performance success? For years, Scott provided one-on-one coaching for leaders, and over time he saw a trend: most leaders hadn't been taught a simple, practical coaching method that could be applied universally to a variety of people performance issues.



William S.  
Kanich

#### Opioids and Medical Marijuana, Current Regulations and Best Practices

William S. Kanich, MD, JD, Chief Medical Officer, Mag Mutual Insurance

- Current state laws regarding dispensing of opioids and marijuana
- What are practices and practitioners getting in trouble for when it comes to prescribing opioids?
- Penalties for not prescribing correctly?
- Documentation pearls to protect your practice



Brenda Messick  
GMGMA PRESIDENT  
2019-2020

## President's Letter

### Greetings Georgia MGMA!

As we start a new year and decade, many of us are reflecting on the past and dreaming big for the future. Or maybe we're giving ourselves the proverbial "kick in the tail" for not accomplishing goals and energetically setting new ones. Whatever approach you take to ensuring professional growth, be reminded of the benefits of stepping away from day-to-day responsibilities and committing focused energy on continued professional education. Even just one "take away" has the potential to make a lasting impact on your organization. I hope you'll honor yourself (and benefit your organization) with education this year, and hope that GMGMA's Spring Conference is a conference you choose.

See you in Savannah!

## TUESDAY, MAY 5, 2020



Adele M.  
Allison

#### "Knowing the 4 Group Practice Vital Signs (Quality, Satisfaction, Utilization, Cost)"

Adele M. Allison

The way you get paid is changing. Less and less are payers paying for and managing healthcare – resource-focused; more and more payers are managing health and paying for member-engagement and aligned processes using your data. Why? Provider consolidation, team-oriented and accountable care delivery, and new payment models are requiring plans to redefine and redesign their role. You have likely already experienced many of these changes under MACRA and the merit-based incentive payment system (MIPS). Join us as we explore the 4 group practice vital signs: Quality, Satisfaction, Utilization and Cost.

#### "How to Increase Patient Acquisition through Google"

Alex Membrillo, CEO of Cardinal Digital Marketing

As the #1 search engine, Google has become the go-to resource for patients seeking medical information, treatment programs, and providers. 47% of Internet users search for information about doctors or other health professionals Plus, 73% of consumers use search engines to research treatments. However, with search engine optimization (SEO), paid search, local map packs, and more, it is hard to know where to begin.

The session will include general trends, how-to advice, and advanced level tips to help you take your medical marketing campaigns to the next level.

#### "The Current and Future State of E/M Coding and the QPP"

Steve Adams, InHealth Professional Services

Approved 1.5 AAPC CEUs

Most providers aren't aware of the significant changes to E/M coding and the QPP program that went into effect January of 2019. Furthermore, there are even fewer providers that understand how CMS is moving into a new payment and documentation model for 2021. You should get ready for these changes now whether you are independent or part of a larger organization.

#### 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.

