MISSION: POSSIBLE

BECOMING AN AGENT OF CHANGE

Friday, September 30, 2016
7:00 am – 3:30 pm
BWI Marriott
CONFERENCE SCHEDULE

7:00 am Registration, Networking & Continental Breakfast
Exhibit Hall Opens

7:30 am New Member & First Time Attendee Breakfast

8:00 am Opening General Session – State and National Legislative Update

9:00 am Business Meeting • Recognition of Newly Certified Medical Practice Executives • Annual Awards • Recognition of Vendors and Sponsors

9:30 am Break: Exhibit Hall

9:50 am Concurrent Sessions 1

10:50 am Break: Exhibit Hall

11:10 am Concurrent Sessions 2

12:10 pm Lunch
A buffet lunch will be provided in Champions with open seating. Those who are interested may pre-register to sit at one of the following special interest tables located in a separate room for a round table discussion: Appointment Self Scheduling, Do’s and Don’ts of Using Social Media to Market Your Practice, Call Centers

1:15 pm Concurrent Sessions 3

2:00 pm Break: Exhibit Hall

2:15 pm Closing Keynote

3:20 pm Exhibitor Giveaways and Door Prizes

3:30 pm Conference Adjourns

OPENING GENERAL SESSION (8:00 A.M.)
State and National Legislative Update
Sule Calikoglu, Ph.D. – Deputy Director of Research and Methodology, HSCRC
Robb Cohen, MBA – CEO, Advanced Health Collaborative
Mollie Gelburd, JD – Government Affairs Representative, MGMA National
Ross Martin, MD – Program Director, CRISP

Part of becoming an agent of change is having an understanding of healthcare policies and legislation from a state and national level. Our panel of experts will provide key updates on policies, trends, and hot topics from Annapolis and Washington D.C. This session will focus on recent legislative and regulatory developments affecting medical groups, and attendees will gain a deeper understanding of how these changes impact on the day-to-day operations of medical practices.

CONCURRENT SESSIONS 1 (9:50 A.M.)
SESSION 101: CRISP “How To” Guide for Practice Transformation through Accessing Data on Your Patients
Marcia Hewitt – Education and Training Manager, CRISP

As healthcare moves more and more into the digital age, access to clinical data in real time has never been more important. Maryland is leading the way in this movement through the use of the health information exchange, CRISP. As CRISP continues to provide data related to hospitalizations, trips to the ER, and other clinical encounters, it is providing access to even more clinical data – data that can make a difference in care delivery and outcomes. Learn how to access the CRISP Clinical Query Portal, receive encounter notifications on your patients, and use the data to transform your practice. Learn how these new features will benefit your practice and how they apply to clinicians and administrators.

SESSION 102: Don’t Erase Your Tracks: Keys to Successful Documentation and Coding in the ICD-10 Age
Roilyn McWilliams, CPC, CCS – Sr. Coding Compliance Officer, Medical Revenue Cycle Specialists, LLC

Concerned that your providers’ documentation and diagnostic coding won’t be sufficient after the one year ICD-10 grace period? Join this session to learn the do’s and don’ts of documentation and diagnostic coding updates to be compliant and receive the appropriate reimbursement for services rendered.

MARYLAND MGMA’S STATE CONFERENCE IS THE PREMIER EDUCATION EVENT in the area for medical practice managers, offering timely and relevant education sessions, a dynamic keynote, opportunities to connect with peers to maintain and expand your professional network, and the ability to visit with 40 companies offering outstanding products and services for the medical practice.

LOCATION BWI Airport Marriott, 1743 W. Nursery Road, Linthicum, MD 21090, 410.859.8300

ACCOMMODATIONS A room block has been secured at the BWI Marriott for 9/29/16 and 9/30/16 at a rate of $159.00 + tax for single/double. Please call 410.859.8300 and reference the group as Maryland Medical Group Management Association. The room rate is available until all rooms in the block are booked or until the cut-off date of Friday, September 9 at 3:00 pm. Any reservations requested after that are subject to space/rate-availability.

CEUS Earn up to 4.75 continuing education unit hours from ACMPE – The American College of Medical Practice Executives.

CONFERENCE PHOTOS Registration implies consent that pictures or video taken during the conference may be used by Maryland MGMA for conference coverage and promotional purposes. Maryland MGMA is able to use your likeness without remuneration.

SPONSORS/EXHIBITORS For sponsor or exhibitor opportunities, please visit www.marylandmgma.com or contact Jennifer Thornton at 410.752.3318 or jthornton@marylandmgma.com.
SESSION 103: 7 Deadliest Workplace Communication Sins
Skip Weisman – Founder, Building Your Championship Company
Recent research has shown that the average employee wastes a minimum of 40-minutes per day due to ineffective communication at a cost of $5,220 per employee per year in lost productivity. To help leaders begin to reduce that financial impact of ineffective communication in their workplace, this interactive, engaging and entertaining session introduces the seven biggest communication mistakes taking place in workplaces every day and simple ways to turn these habits around.

SESSION 104: Cracking the Code to a Healthy Bottom Line
Kem Tolliver, CMPE, CPC, CMOM – President, Medical Revenue Cycle Specialists, LLC
The key to unlocking success in revenue cycle management is knowing your data. Discover what the key measures of performance are, where the data comes from, and how to use it to make meaningful changes to improve revenue cycle performance.

CONCURRENT SESSIONS 2 (11:10 A.M.)
SESSION 201: Heightened Security: The Importance of HIPAA/Privacy and Security Officers
Jay Hodes – Sr. Compliance Advisor, Medical Revenue Cycle Specialists
As healthcare moves more and more into the digital age knowing the latest in HIPAA and privacy policies and best practices has never been more important in keeping your patients and your practice safe. Learn how to keep up to date with the latest polices to avoid exposing your practices to unnecessary risk.

SESSION 202: Operation Patient Engagement
Jennifer Bailey, RN, MS – Senior Director for Quality & Transformation at Johns Hopkins Community Physicians
The patient experience is having a bigger impact on how practices provide care and is now being tied to reimbursement rates. Learn how to maximize CG CAHPS outcomes by focusing on the areas that have the biggest impact on raising scores and how to engage your providers and support staff in process improvement. This session will review best practices, analyze case studies, and give you the tools needed to create meaningful lasting change.

SESSION 203: Care Management Programs: From Implementation to Elevating Existing Programs that Improve Health
Reneé Kilroy – Executive Director, Anne Arundel Medical Center Collaborative Care Network
With population health here to stay there are a number of programs that CMS will reimburse practices for that aim to improve the health of their members through enhancing chronic disease management, reducing hospital readmissions, and promoting wellness. Learn how to start and enhance one or more of these programs, tips for documentation and coding, and using telehealth in caring for your patients.

SESSION 204: All Tied Up: The Transition to MACRA and MIPS
Virginia Brooks – VP of Physician Services, Virginia Health Quality Center
2015 saw the repeal of the Sustainable Growth Rate and with it the beginning of the end for reimbursement based solely on fee for service. The Department of Health and Human Services is now rolling out programs that combine existing ones like PQRS and Meaningful Use to reward quality and value over volume. With these programs impacting reimbursement rates starting in 2019 now is the time to set your practice up for success. This session will give you the tools you’ll need to prepare for the road ahead.

CONCURRENT SESSIONS 3 (1:15 P.M.)
SESSION 301: Lighting the Fuse for Your Next Career Move
Jeb King – Training and Organizational Development Consultant, LifeBridge Health Center of Leadership and Professional Development
Planning your next career move starts while in your current role. Learn how to plan for your next position while succeeding in your current role and how to set up your successor for success after you leave.

SESSION 302: Avoid Self Destruction: Risk Management Strategies for Medical Malpractice Claims
Tina DiFranco, J.D. – Executive Director, School of Health and Human Services, University of Baltimore
The majority of physicians will experience at least one medical malpractice claim during their career. In this session, Tina DiFranco will share best practices that she has utilized in over 10 years as a healthcare attorney to avoid and mitigate risk in addition to what steps to take if involved in a suit.

SESSION 303: Alternative Payment Models
Maureen McCarthy, CPA – President, Medical Business Advisors, LLC
The Department of Health and Human Services (HHS) is working to build new payment models that stress value over volume. According to Dr. Rahul Rajkumar, Deputy Director for the Center for Medicare and Medicaid Innovation, HHS is looking to tie 30% of Medicare fee-for-service payments to quality or value through alternative payment models by 2016 and 50% by 2018. As CMS goes other payors follow suit. Learn what these programs will look like over the next several years and how your practice can be ready for the change.

SESSION 304: Developing Employee Benefit Plans
Kelby Gelston – Financial Advisor, Garrison Financial, LLC
With quality and the patient experience becoming a bigger focus in healthcare, everything starts with having the right staff. For many practices raising salaries may be a challenge and so developing robust benefit plans can often incentive high performing employees to stay in a job. Discover different plan options, contract negotiation tactics, and how to build a plan that’s right for your employees.

CLOSING KEYNOTE (2:15 P.M.)
How to Make Difficult People Disappear™: How to Reduce Stress and Eliminate Conflict
Monica L. Wofford, MBA, CSP – President, Contagious Companies Inc.
Difficult people – including patients – can exist at all levels of a practice, and while most courses teach you how to deal with them, this one introduces how to make difficult people disappear... without going to jail. Entertaining, enlightening, and informative, this session provides simple solutions and examines the way in which each personality copes with stress. Not only will you see emotional intelligence from a different angle, you will laugh while – despite your best efforts- beginning to see that people, bosses, doctors, patients, and employees are really much more different than difficult. Make Difficult People Disappear™ will teach you how to stop taking anyone else’s behavior personally, and how to assess, address, and modify your own behavior.
First Name __________ Last Name __________
Nickname __________ Designations __________
Title __________
Are you a member of Maryland MGMA: __Yes __No
I will attend with a Maryland MGMA member from my office as part of the Registration Special
Company __________
Address __________ Zip __________
Telephone __________ Email __________

SPECIAL NEEDS
Check here if you have a disability that requires accommodations to participate.
Check here if you have dietary restrictions and note below if you wish to request a special meal.
Please explain __________________________________________________________________________

CONCURRENT SESSIONS: Please select your concurrent sessions with a checkmark on the line provided.
_ 101 CRISP How to Guide
_ 102 Keys to Successful Documentation
_ 103 7 Deadliest Communication Sins
_ 104 Cracking the Code
_ 201 Heightened Security
_ 202 Operation Patient Engagement
_ 203 Care Management Programs
_ 204 Transition to MACRA and MIPS
_ 301 Lighting the Fuse / Next Career Move
_ 302 Risk Management Strategies
_ 303 Alternative Payment Models
_ 304 Employee Benefit Plans

OPTIONAL LUNCH ROUND TABLES:
__ Self Scheduler  __ Social Media  __ Call Centers  __ OPEN SEATING

REGISTRATION FEE
Postmark/Fax Date Member Rate Non-Member Rate
Early Bird (On Or Before August 31) $210 $310
Regular (Sept 1 – Sept 21) $245 $345
On Site (After Sept 21) $295 $395
Student Rate: $125. Call 410.752.3318 with any questions.

Registration Special: Non-members from a member’s practice can attend at the discounted member rate.
Enter the total registration fee $ __________

METHOD OF PAYMENT
Register and pay by credit card online at www.marylandmgma.com!
__ Check here to accept one-year of membership included in non-member pricing at no extra cost.

__ Check payable to Maryland MGMA. Mail to Maryland MGMA, 720 Light Street, Baltimore, MD 21230
__ Charge my credit card: __ Visa  __ Master Card  __ American Express  __ Discover
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REGISTRATION ACCEPTED VIA:
• Online at www.marylandmgma.com
• Fax 410.752.8295.
• Mail: Maryland MGMA, 720 Light Street, Baltimore, MD 21230
(please make checks payable to “Maryland MGMA”)

REGISTRATION SPECIAL
Members can register additional individuals from their practice to attend the conference at the discounted Member Rate. Simply complete and return all registration forms together.

REGISTRATION INFORMATION
The conference registration fee includes program guide, tote bag, breakfast, morning and afternoon refreshments, lunch, full access to the Exhibit Hall and all education sessions.

CANCELLATION POLICY
Cancellation of conference registration must be faxed or sent via email on or before September 15 and is subject to a $65 processing fee. No partial or full refund will be made after this date or for failure to attend.

QUESTIONS
Phone: 410.752.3318
Email: info@marylandmgma.com

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