

2020 Virtual Conference

Healthcare Heroes: Navigating a New Reality

Tuesday, September 22, 2020

Workshop 101: Evaluation & Management Coding Changes 2021

Mike Enos, CPC, CPMA, CPC-I, CEMC – Enos Medical Coding

Description: On January 1, 2021, major changes to CPT will affect all office-based evaluation and management services for new or established patients that are currently reported with 99201-99215. The new changes will include brand new code selection criteria, a new Medical Decision-Making table, new time calculations, and new guidance and definitions provided by the AMA to help with code selection. This session will explain how the changes will affect your practices coding, documentation, and reimbursement.

Workshop 102: Managing the Office and Staff, Patient Safety Beyond the Examining Room Door

Gordon Ownby – Cooperative of American Physicians, Inc.

Description: A survey of medical malpractice cases illustrates how missed communications between office staff and physicians can lead to patient injuries and litigation. The goal of the presentation is to show how training and staff protocols can help avoid bad medical outcomes.”

Workshop 103: Creating a Learning Culture (Panel Discussion)

Moderator: Leonard Hamer, MBA, CMPE – Physician Select Management

Chris Cochran, PhD. – Dept. of Healthcare Administration and Policy

Mario Moya, ATC/L, MBA – Smith Plastic Surgery

Description: Organizations with strong learning cultures can adapt more quickly to changes in the healthcare environment. The concept of employee engagement has never been more important. Issues relating to protecting our employees and patients, using new technology, improving the patient experience, and understanding the importance of value-based reimbursements are affected by the organization's learning culture.

Keynote 1: Delegation, Organization and Time Management – Key Examples and Proven Strategies that Heighten Your Practice Worth!

Susan Childs, FACMPE – Evolution Healthcare

Description: As the practice leader, your time management, delegation abilities and organizational efforts is of utmost importance. You are literally income generating space! In this session we cover real-life approaches to increase your ROI. We explore organizational workflows, improve practice culture, and gain authentic collaboration. You can create a conscious professionalism with positive principles that invite self-awareness and encourage high performance teams. CEO recommendations are cited throughout this session to clarify daily priorities and leadership management. Attendees will explore leadership techniques and examples.

Wednesday, September 23, 2020

Workshop 201: Washington Update

Matt Devino, MPH – MGMA Government Affairs

Description: 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 federal healthcare policy affecting medical groups. Attendees will gain a deeper understanding of these changes and be directed to clarifying resources to help understand the impact on their practice. Specific topics include updates to the CARES Act Provider Relief Fund, Paycheck Protection Program, Medicare telehealth flexibilities, 2020 Medicare Quality Payment Program, and a host of other timely issues.

Workshop 202: Medical Practice Financial Bootcamp

Brian Ramos, MBA, CMPE – Capital Anesthesia Partners

Description: Medical practice executive are asked to serve multiple roles in organizations including finance manager. However, many executives lack formal business management, finance, or accounting educations. This introductory course, intended for non-MBA professionals, provides foundational knowledge about common financial statements used in medical practices and the interplay of revenue and expenses that yield profits or losses.

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Workshop 203: Compliance as a Profit Center

Wiks Moffat, CHC – Healthcare Compliance Network

Description: The attendees of this conference will learn the 3 pillars of compliance and how each one can increase revenues and profits. The medical practice should be doing this program anyway if it is accomplished “compliantly”. Make sure you are at the table as opposed to being on the menu.

Keynote 2: If Not You, Who? How to Crack the Code of Employee Disengagement

Jill Christensen – Jill Christensen International LLC

Description: The best way to drive clinical excellence, improve the patient experience, and ensure their return if they need care again is to ensure employees are engaged. When you create an engaging work experience in healthcare, it improves patient satisfaction and quality of care outcomes. How do you inspire employees to get off the sidelines and get into the game? Jill shares a proven strategy to turn disengaged workers into a unified high-performing team, resulting in increased patient satisfaction, employee productivity and retention, profits, and government reimbursements. Priceless.

Thursday, September 24, 2020

Workshop 301: New Paradigm: Managing and Preventing Denials in a Clinically Driven Revenue Cycle

John Hataway - nThrive

Description: With the continual advancement of technology, healthcare providers need to restructure their process and tools to succeed. Clearly defining the procedure with a solution will help in leveraging what is now happening across the health care continuum - especially the areas where clinical care is provided, and clinical activities seamlessly generate charges. Denials prevention is currently the biggest challenge within this new clinically driven revenue cycle management and can be prevented using a holistic revenue cycle approach with a denial's management program.

Workshop 302: Telemedicine: The Evolving Legal Landscape

Kara Dowal, Esq. – Shaheen & Gordon, P.A.

Description: Not surprisingly, one of the most rapidly changing areas of healthcare today is telemedicine. The COVID-19 pandemic has propelled forward changes that remove some of the barriers to telemedicine that previously existed to make it more accessible. This session will examine the legal evolution of telemedicine over the past several months and will look forward to the directions it may take in the future.

Workshop 303: Creating a Healthy Work Environment, Risk Strategies for Managing Workplace Violence

Sharon Gilmore, MHA, BSN, RN-BC, CPHQ, CPHRM - Coverys

Description: This session provides realistic and proven risk strategies to manage difficult patients, reduce bullying and improve communication and emotional intelligence to build successful care teams in the organization. Tools will be provided with an opportunity to “Ask the Risk Specialist” for scenario discussion.

Keynote 3: How to Hire Excellent Medical Office Staff

Debra Phairas – Practice & Liability Consultants, LLC

Description: The medical office is a multi-disciplinary “Team Sport”. All positions are important and interdependent with each other. The medical field is losing excellent employees to other industries. Learn how to hire the “superstar” employee. Hire for Attitude and Train for Aptitude!

Tuesday, September 29, 2020

Workshop 401: Employment Law Updates for the Medical Practice

John Gannon, Esq. – Skoler, Abbott & Presser, P.C.

Description: The COVID-19 pandemic continues to cause new and unexpected headaches for employers. In this session, John will go over frequently asked questions from employers as they respond to COVID-19. Topics of discussion will include: Time off under the new Families First Coronavirus Response Act (FFCRA);

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Discriminatory layoffs and/or reductions in force; Whistleblower/Retaliation lawsuits; Reopening workplaces and OSHA considerations.

Workshop 402: Coaching: The Importance of Personal Growth

Tracy Brown – Withum, Smith + Brown, PC

Description: Personal growth is not something that happens to you, you must make the choice to do it. When you do, you must consider your own sense of self and how that impacts your ability to achieve your goals. Until we recognize our strengths and opportunities, we inhibit our ability to grow and develop. In this session, we will explore the notion of self-awareness and self-management, their connection to a growth-mindset, and tools and strategies for individuals to pursue their own learning journey toward a happier and healthier self.

Workshop 403: Grow the Workers' Compensation Revenues Within Your Medical Practice

William Cleave, CPCU – Flagship Insurance Agency

Description: Do you want to grow the Workers' Compensation Revenue Within Your Medical Practice? Attend this informative webinar to learn more about Workers' Compensation insurance and why it might be beneficial for you to pursue it in your practice. We will cover how to get started and/or steps to network and/or contract with the various "players" in the Work Comp industry.

Keynote 4: A Medical Practice Leaders Roadmap

Mary Rewinski, MBA, FACHE – RVH Solutions

Description: An interactive session discussing the top trends and things for practice leaders to focus on.

Discussion topics include:

- Covid & Impacts to Practices
- Consumer demands for Cost Transparency
- Quality & How it extends beyond the visit
- Convenience
- Consumer Expectations and how they vary by generation

Wednesday, September 30, 2020

Workshop 501: New and Old Challenges for the 21st Century Physician Practice

Jason Newton – Curi, a Medical Mutual Company

Description: The healthcare landscape has been rapidly evolving for some time—from the introduction of new payment models, to changes in healthcare privacy legislation, to the adoption of next-generation technology for diagnosing and treating patients. Add the COVID-19 pandemic on top of it all, and practices are now managing a completely new and dynamic set of unprecedented challenges. To be successful, it's important for practice leaders to tackle current issues while also anticipating and preparing for the future of healthcare.

Workshop 502: Finance and Accounting Update for the Medical Practice

Jessica Sayles – Houldsworth, Russo & Company, PC

Description: With a rapidly changing accounting and compliance environment, it has been hard to keep up. Join us for a brief session outlining the major changes and loan programs enacted in 2020 and how to apply them to your business and business owners.

Workshop 503: Challenges in Communication and Care Delivery: Patients' Rights as they Relate to Interpretive Services, Service Animals and Navigating Physician/Patient Separation

Lisa Luciano – MDAdvantage

Rachel Thompson – Atlantic Health System

Description: This session will discuss clinicians/practitioners' roles and patient rights and best practices related to interpretive services and service animals under the ADA. Additionally, we will discuss techniques in communicating with challenging patients and terminating the patient/physician relationship pursuant to BME regulations.

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Keynote 5: COVID-19 Update Town Hall

Moderator: Maddox Casey, CPA – Warren Averett

Cameron Cox III – MSOC Health

Nan Gallagher, JD, Esq. – The Nan Gallagher Law Group

Nelson Gomes – Medicus IT

Brian Ramos, MBA, CMPE – Capital Anesthesia Partners, LLC

Description: Now that the worst of the health crisis is hopefully behind us, practices are working to resume and ramp up services. But planning a return to a busy in-person patient schedule once the pandemic surge has passed in your community is uncharted territory. In this special Town Hall developed in collaboration with leadership from several MGMA state associations, we bring together experts in business operations, answer your questions, and provide guidance and best practices that will help your organization get back on solid footing and more effectively achieve a successful return to normalcy.

Thursday, October 1, 2020

Workshop 601: Social Media and Marketing Pitfalls and Best Practices

Arlene Luu, RN, JD, CPHRM, CHC – MedPro Group

Description: In a short period of time social media has become a prevalent method of communication for everyone. There are many forms and outlets that fall under the banner of social media and there are many benefits as well as pitfalls that should be considered when using social media in your practice. This program will cover common risk issues with social media, basic guidelines for marketing your practice and educating your staff.

Workshop 602: Healing Healthcare Through Empathy

Jessica Ellis-Wilson, CMPE – Practical Management

Description: Those of us in healthcare know our system has some terminal flaws. Many of our daily pain points can be assuaged – if not eliminated – by embracing empathy, compassion, and kindness for ourselves, our colleagues, our teams, and our patients. Following a few simple steps, we can all lead the change and start the work of healing healthcare.

Workshop 603: Temper & Train the Gatekeeper: Practical Advice for Medical Practices for Those Behind the Front Desk

Nan Gallagher, JD, Esq. – The Nan Gallagher Law Group

Description: This session is a must see for any practice manager! Esteemed healthcare Attorney, Nan Gallagher, explores the numerous ways front desk staff can either enhance or devalue a physician's office. She offers insightful examples of how the wrong front desk staff can be the Achilles heel of a medical practice.

Keynote 6: Giving Up – The Secret to Successful Behavior Change

Dr. Paul Marciano – Whiteboard, LLC

Description: In the words of Ralph Waldo Emerson: "Most of the shadows of this life are caused by our standing in our own sunshine." When it comes to making behavioral changes, we can be our own worst enemy. We develop and maintain automatic negative thoughts over time that set us up to fail before we begin. The first step in successful behavior change is to give up limiting self-talk which includes, "I don't have the willpower." Making changes in your life does not depend on willpower, it depends on maintaining a positive mindset and learning and applying proven behavior change strategies.