



VMGMA Fall Conference

September 22 - 24, 2013

Kingsmill Resort | Williamsburg

Welcome



Thomas Miller, MSHA, CMPE
President, Virginia Medical Group
Management Association

Message from the President

A year ago, the VMGMA began a new conference format that includes more break-out sessions with greater emphasis on operational content. VMGMA members had suggested these changes and the response has been exceptional. Here are just a few of the many comments we've received:

"I think everything at this past conference was excellent. As long as the future conferences are held in the same manner, I will definitely be there!"

"This was my first conference, and I am excited about taking what I learned back to my office. I thought the entire conference was awesome. Thanks."

"Probably the best educational content at any conference I've attended."

Thanks to all of you who have attended our conferences and provided feedback. Your feedback, whether it's complimentary or provides guidance, is always welcome and appreciated.

For those of you who are considering the fall conference in Williamsburg, we look forward to seeing you there. You won't be disappointed.

Preconference Programming*

Fundamentals of Medical Practice Management

Thomas M. Miller, MSHA, CMPE
Senior Director of
Operations
Carilion Clinic
Roanoke, VA

Conor Beardsley, CMPE
Administrator
American Anesthesiology
of Virginia
Leesburg, VA



An ideal session for practice leaders who are pursuing ACMPE certification, those who may be new to the field or seasoned leaders interested in a comprehensive review of the fundamentals essential for successful practice leaders. Presented by VMGMA Board Members with extensive experience in practice leadership, this presentation will review five of the eight MGMA / ACMPE body of knowledge domains including finance, operations, governance, quality management and risk management.

ACMPE Overview

Patricia Mullins, FACMPE
Executive Director
Neurology & Headache
Treatment Center
McLean, VA



Lucien Roberts, FACMPE
Consultant
Glen Allen, VA



The value and significance of Certification and Fellowship are being promoted more widely – specifically to physicians and hospital executives – because earning the CMPE and FACMPE credentials not only provides personal benefits to an administrator but provides physicians, medical practices, hospital systems and the health-care sector with the kind of forward-thinking leadership that brings financial and organizational success. This session will identify, cultivate and motivate those that may be interested in pursuing the next step in their career. Congratulations on your decision to attend the ACMPE preconference session. You are about to embark on a wonderful experience. "Many of life's failures are people who did not realize how close they were to success when they gave up." --Thomas A. Edison

*** You MUST PRE-REGISTER for Preconference Programming on the registration form!**

Meet Our Keynote Speakers



Improving Profitability by Improving Processes

Frank Cohen, Sr. Analyst
Frank Cohen Group, LLC
Spring Hill, FL

Profitability is a ratio of revenue over expense. Therefore, in order to be more profitable, one only needs to increase the numerator (revenue) or decrease the denominator (expense). The problem is, for the overwhelming majority of medical practices, little can be done to satisfy these criteria. Operational expenses have already been cut to the point where further cuts will affect quality of care and regarding revenue, the payers make sure, through the introduction of intentional constraints, that we never collect all we are entitled to be paid. Since being profitable is critical to the continuation of providing quality care and, at least in the traditional method, we can't seem to affect the ratio, what is the answer? Simply put, it is increasing efficiency. Imagine, if you could do even 5% more without increasing the consumption of resources, every penny would then go to the bottom line. In this session, Frank Cohen, MPA and Lean Six Sigma Master Black Belt, will introduce you to process improvement models based on both Lean and Six Sigma with a focus on how medical practices can apply these to improve quality, profitability and compliance.

Attendees will receive a complete tool box, including documentation, worksheets, templates, sample reports and all pertinent data files necessary to understand and apply process improvement techniques within their organization.

Learning Objectives:

- Understanding Process Improvement and Lean Six Sigma
- Using the TPI Toolbox
- Deployment Platforms, including the DMAIC model
- Identifying cause and effect relationships
- Testing and fixing broken processes

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Foundations of Payer Contracting (Part I & II)

Randy W. Cook, MPH, FACMPE
CEO, AmpliPHY Physician Services
Columbia, TN

This presentation offers a comprehensive overview of the knowledge and skills a medical practice administrator must have to create an effective payer-contracting strategy. The attendee will learn how to develop a fee-analysis system and conduct

a reimbursement analysis. Additionally, they will learn about measuring cost and using it to set a pricing policy. This presentation will leave each attendee with a complete model of how to build a managed-care strategy for their practice.

Sponsored by Professionals Advocate, Nixon Uniform



*Comedy/Magic Night sponsored by Chas Lunsford/
Hudson Healthcare, MAG MUTUAL*

Breakout Sessions



Deborah Walker Keegan, PhD, FACMPE
Healthcare Consultant,
Keynote Speaker, Author
Medical Practice Dimensions,
Inc.
Woodcock & Walker
Consulting
Asheville, NC

Best Practices in Patient Flow

Today's medical practices are redesigning their patient flow processes to expand patient access and provide value-driven care. Have you optimized your patient flow process? Are your scheduling methods up-to-date? Do you have the right staff doing the right things? Attend this session to make sure your patient flow process is optimized for today's new healthcare realities involving consumer-driven health plans and expanded patient access channels of care.

Attend this session to learn best practices in:

- Telephone management and transitioning your practice to newer technologies
- Patient scheduling methods to optimize patient access
- Patient outreach and transitions of care management
- Shared medical decision-making with patients
- Virtual medicine to take care out of the traditional exam room

Building Business Intelligence in the Medical Practice

Today's medical practices are increasingly becoming data-driven. Clinical data capture is needed to demonstrate quality and value. Financial data is needed at refined levels to analyze the cost of care and productivity and efficiency of that care.

Attend this session to learn:

- Key performance indicators and benchmarks
- How to create a balanced scorecard of measures
- Data analytics to help you analyze current operations and position your practice for value-driven care
- How to translate data to information to permit informed decision-making

Industry Trends in Physician Compensation

As payment shifts from rewarding volume to value, physician compensation plans must be realigned. The Relative Value Unit (RVU), for example, is becoming less relevant for physician compensation planning, given the changes in the healthcare reimbursement

environment. Doctors who are prepared to make the transition from volume to value will be better positioned to protect their income and will be better prepared to successfully deal with new payment systems.

Attend this session to learn:

- Industry trends in physician compensation for private practices and hospital-affiliated practices
- Plan architectures that shift plans from productivity to quality and value
- Key elements in physician compensation alignment



Frank Cohen, Sr. Analyst
Frank Cohen Group, LLC
Spring Hill, FL

Conducting a Practice Assessment

Success in any business is often related to two key criteria; a clear definition of what constitutes success and the ability (and willingness) to develop and monitor appropriate metrics. Strip away the

clinical aspects of what we do and we are the same as any other small business. Success in a medical practice occurs most often in data-driven organizations and conducting a practice assessment provides the information necessary to make informed and accurate decisions. In this session, Frank Cohen, MPA, Lean Six Sigma Master Black Belt and statistician, will walk you through the steps and functions necessary to conduct a comprehensive assessment of your medical practice. The model taught here is applicable to all aspects of the practice; from financial to operational to clinical. Time permitting, the workshop will include discussions of data mining and statistical analyses, benchmarking techniques and how to validate data from outside sources.

Attendees will receive a complete tool box, including documentation, worksheets, templates, sample reports and all pertinent data files necessary to conduct a comprehensive assessment within their organization.

Learning Objectives:

- The basis behind conducting a practice assessment
- Approaches to project selection
- Practice assessment tools, including value stream mapping (VSM)
- Data mining and statistical analysis techniques
- Deployment platforms (DMAIC, Kaizen, PDSA, A3)
- Standardizing the business model

Breakout Sessions



Joseph E. Lynch, Partner
King & Spalding, LLP
Washington, DC

Positioning Independent Physician Practices for Success

The significant changes underway in the delivery and payment of healthcare services are leading many physician practices to re-examine whether their current business models are still viable. This session discusses three business models physician practices are implementing in response to these changes in the healthcare landscape: Clinical Integration, Hospital-Affiliated Physician Practice and Multi-Specialty Group Practice. Attendees at this session will learn:

- The key reasons for implementing each of these models
- The benefits and limitations involved in each model
- The main legal compliance requirements involved in implementing each model



Karen Gregory, Director of
Compliance & Education
Total Medical Compliance
Indian Trails, NC

Complying with the HIPAA Omnibus Final Rule: You Can Be Successful!

The long awaited updates to the HIPAA Rules, as required by HITECH, were published in the Federal Register on January 25, 2013. The enforcement date for the changes is September 23, 2013. This presentation will discuss the major changes required by the update and include:

- Breach – The definition no longer includes determination of “harm” but the assumption that any impermissible use or disclosure of protected health information (PHI) is presumed to be a breach unless through a risk analysis it is determined there is a low probability the PHI has been compromised. This is a SIGNIFICANT change impacting the handling of potential breach incidents.
- Business Associates – Contracts will need to be updated to include several items outlined in the regulations. Additionally, subcontractors of business associates must now come into compliance with the regulations, which includes a written contract.

- Notice of Privacy Practices – The NPP for your facility will need to be updated to include language specifically related to use and disclosure, patient rights and breach notification. Will you need to redistribute your NPP once it is updated? Join us to find the answer.
- Restriction Requests – When patients pay out of pocket for care provided they could request their healthcare provider not to share the information with their health plan. This restriction must be accepted.
- Marketing – Clear definition of marketing has been provided which includes guidance on obtaining patient authorization prior to any marketing activities.



Rose B. Moore, CPC, CPC-I,
CPMA, CMCO, CEMC, CEC,
CCP, PCS, CMC, CMOM,
CMIS, CERT, CMA-ophth
President / CEO
Medical Consultant Concepts,
LLC
Chesterfield, VA

ICD-10 ... It's Coming! Are You Prepared?

This course will give administrators a timeline of what needs to be done to prepare for ICD-10 implementation. Administrators will need to take into consideration their equipment, policy and procedures and will need to modify practice budgets to prepare for the impact of ICD-10. Considerations are not just for the billing and coding staff but also the cost for training of the providers to ensure that revenue continues to come into the practice. So we will cover where we are, where we should be and what is coming! Join us for your plan of action to prepare your practice for ICD-10!

NEW
By Member
Request



This program has the prior approval of AAPC for
18.0 continuing education hours.
Granting of prior approval in no way constitutes endorsement by
AAPC of the program content or the program sponsor.

Programs At A Glance

| 9/22 | Time | Pre-Conference | | | | | ACMPE Credits | AAPC Credits |
|----------------|---|--|---|--|---|---|---------------|---------------------------|
| SUN | 3:00 - 5:00 pm | Fundamentals of Medical Practice Management -Thomas Miller, CMPE/Conor Beardsley, CMPE | | | | | 2.0 | 2.0 |
| | 5:00 - 6:00 pm | ACMPE Overview - Patricia Mullins, FACMPE/Lucien Roberts, FACMPE | | | | | 1.0 | 1.0 |
| | 6:00 - 7:30 pm | WELCOME RECEPTION: <i>Sponsored by Professionals Advocate</i> | | | | | | |
| 9/23 | Time | General Session | Breakout | Breakout | Breakout | Breakout | ACMPE Credits | AAPC Credits |
| MON | 7:30 - 8:45 am | BREAKFAST: <i>Sponsored by LabCorp, Professional Risk Associates, Medical Mutual, Aptix</i> | | | | | | |
| | 8:45 - 9:00 am | President's Message State Legislative Update | |  | | | | |
| | 9:00 - 10:30 am | Randy Cook Foundations of Payer Contracting (Part 1) <i>Sponsored by Professionals Advocate</i> | | | | | 1.5 | 1.5 |
| | 10:30 -11:00 am | BREAK: <i>Sponsored by LabCorp, Professional Risk Associates, Medical Mutual, Aptix</i> | | | | | | |
| | 11:00 - 12:30 pm | Frank Cohen Improving Profitability by Improving Processes <i>Sponsored by Chas Lunsford/Hudson Healthcare, MAG MUTUAL</i> | |  | | | 1.5 | 1.5 |
| | 12:30 - 1:45 pm | LUNCH: <i>Sponsored by Professionals Advocate</i> | | | | | | |
| | 2:00 - 3:15 pm | | Frank Cohen Conducting a Practice Assessment | Deborah Walker-Keegan Best Practices in Patient Flow | Rose Moore ICD-10: Are You Prepared? | Karen Gregory HIPPA Omnibus Final Rule | 1.25 | 6.0 (1.5 each session) |
| | 3:15 - 3:45 pm | BREAK: <i>Sponsored by LabCorp, Professional Risk Associates, Medical Mutual, Aptix</i> | | | | | | |
| | 3:45 - 5:00 pm | | Frank Cohen Conducting a Practice Assessment | Deborah Walker-Keegan Industry Trends in Physician Compensation | Rose Moore ICD-10: Are You Prepared? | Joseph Lynch Positioning Independent Physician Practices for Success | 1.25 | 3.0 (1.5 each session) |
| | 6:00 - 7:00 pm | COCKTAILS IN EXHIBIT AREA: <i>Sponsored by LabCorp, Professional Risk Associates, Medical Mutual, Aptix</i> | | | | | | |
| | 7:00 - 8:00 pm | DINNER: <i>Sponsored by TowneBank & Towne Insurance</i> | | | | | | |
| 8:00 - 9:00 pm | COMEDY/MAGIC NIGHT: <i>Sponsored by Chas Lunsford/Hudson Healthcare, MAG MUTUAL</i> | | | | | | | |
| 9/24 | Time | General Session | Breakout | Breakout | Breakout | Breakout | ACMPE Credits | AAPC Credits |
| TUES | 7:30 - 8:30 am | BREAKFAST: <i>Sponsored by LabCorp, Professional Risk Associates, Medical Mutual, Aptix</i> | | | | | | |
| | 8:30 - 9:00 am | Vendor Thank You | | | | | | |
| | 9:00 - 10:30 am | Randy Cook Foundation of Payer Contracting (Part 2) <i>Sponsored by Nixon Uniform</i> | | | | | 1.5 | 1.5 |
| | 10:30 - 10:45 am | BREAK: <i>Sponsored by LabCorp, Professional Risk Associates, Medical Mutual, Aptix</i> | | | | | | |
| | 10:45 - 12:00 pm | | Karen Gregory HIPPA Omnibus Final Rule | Deborah Walker-Keegan Building Business Intelligence in Medical Practices | Rose Moore ICD-10: Are You Prepared? | Joseph Lynch Positioning Independent Physician Practices for Success | 1.25 | 1.5 (1.5 each session) |
| TOTAL = | | | | | | | 11.25 | 18.0 |

Registration Form

Hotel Information



Kingsmill Resort
1010 Kingsmill Road
Williamsburg, Virginia 23185
Resort Reservations
800.832.5665

Cost: \$179/night single or double + taxes

Includes accommodations, resort shuttle
and wireless internet access.

Reservations must be telephoned
directly to Kingsmill Resort Reservations
Department. Mention the Virginia Medical
Group Management Association to
receive the group discount.

Cutoff Date: August 29, 2013



PHOTOGRAPHY

By registering for this event, you give
the Virginia MGMA permission to publish
photographs that may include you.

Register by August 29 and save up to \$50!

Fall Conference | September 22-24, 2013 | Williamsburg

Name _____
Title _____
Organization _____
Specialty _____
Address _____
City _____ State _____ Zip _____
Phone (____) _____
E-Mail (required for confirmation) _____

Please check all that apply:

- ☐ Nominee ☐ New Member
☐ CMPE ☐ First Time Attendee
☐ FACMPE
☐ I have a disability that requires special assistance or special dietary needs that require special attention. Please call 804.328.3344 to specify.

I will be attending (check all that apply):

- ☐ Dinner Monday evening
☐ Fundamentals of Medical Practice Management (Pre-Conference)
☐ ACMPE Overview (Pre-Conference)

| VMGMA MEMBERS (Registration Fees BY Aug 29, 2013) | | | NON-MEMBERS (Registration Fees BY Aug 29, 2013) | | |
|--|--------------|--------------|--|--------------|--------------|
| SEPT 22-24 | SEPT 23 ONLY | SEPT 24 ONLY | SEPT 22-24 | SEPT 23 ONLY | SEPT 24 ONLY |
| \$225 | \$175 | \$100 | \$325 | \$250 | \$125 |
| (Registration Fees AFTER Aug 29, 2013) | | | (Registration Fees AFTER Aug 29, 2013) | | |
| SEPT 22-24 | SEPT 23 ONLY | SEPT 24 ONLY | SEPT 22-24 | SEPT 23 ONLY | SEPT 24 ONLY |
| \$275 | \$200 | \$125 | \$375 | \$275 | \$150 |

Bring up to three non-members from your practice at member rates. One registration form per person please.

Registration Fee \$ _____
Dinner Guest Fee (\$60 pp) \$ _____
Dinner Guest Name _____
TOTAL FEES: \$ _____

PAYMENT INFORMATION

Enclose check payable to "VMGMA" and mail to VMGMA, P.O. Box 263, Sandston, VA 23150, or register online with VISA, MasterCard or Discover at www.vmgma.org.

CANCELLATION POLICY

Cancellation of program registration must be postmarked by August 29, 2013 and is subject to a \$50 processing fee. No refund will be made after this date. If sending a substitute, please notify VMGMA. If the substitute is of a different VMGMA status, the registration fees will be adjusted. If it is necessary to cancel the program, we will maintain a credit balance or refund the registration fee. VMGMA cannot be held responsible for any travel cancellation fees.

QUESTIONS?

Contact the VMGMA office at 804.328.3344 or email VMGMA@comcast.net.

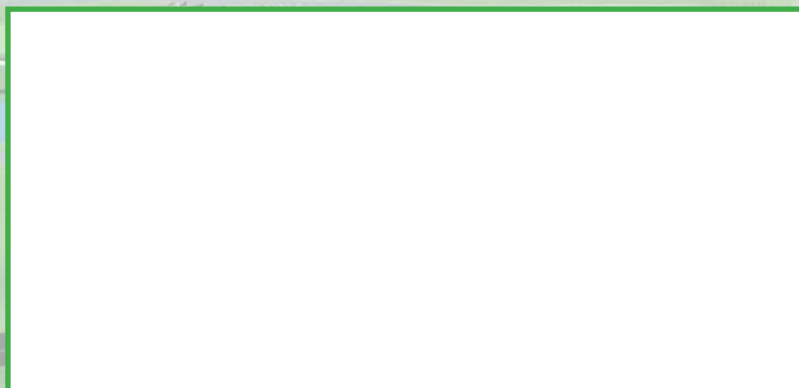


Medical Group
Management
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MGMA[®]

Virginia
A State Affiliate

VMGMA
P.O. Box 263
Sandston, VA 23150



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