



VMGMA Spring Conference

March 18-20, 2018

Hilton Richmond Hotel & Spa / Short Pump ■ Richmond, Virginia





PRESIDENT'S MESSAGE

I'd like to personally welcome each of you to join us in Richmond, VA for the VMGMA Spring Conference. It's an exciting time for practice administrators as we continue to grow and adapt, remaining always adaptable, motivated and responsive to the ever-changing landscape of healthcare. We need to remain "customer-focused", "relevant" and "open to new ideas". The world of healthcare administration is an exciting area in which to work and study, and we'll continue to meet and bring inspired people together, to ensure the Virginia Medical Group Management Association remains on the cutting edge.

We have a great line-up of speakers who will be focusing on leadership, communication, HIPAA, Social Media, Compliance, Collections and HR topics. They will be transforming the way we think and operate so that we can continue to

improve our ability to lead our groups to success. Through leadership and communication, we as administrators can continue to provide our employees with the tools and knowledge they need to meet the challenges of our field and to excel despite the constant change.

I'd like to thank each of you in advance for attending our conference and bringing your expertise. You, as healthcare leaders, have the vision, knowledge, resources and experience to help us pave our way into the future. You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support and leadership in our community. Throughout this conference, I ask that you stay engaged, keep us proactive and help us shape the future of healthcare leaders in Virginia.



Patricia J. Mullins,
FACMPE, Physician
Practice COO
Infectious Diseases
Physicians
Annandale, VA

KEYNOTE SPEAKERS



Mary Kelly

PhD, CSP, CDR, US Navy (retired)
Leadership Expert, Economist, Author
Productive Leaders
Dallas, TX



Marcia Brauchler

MPH, FACMPE, CPC, COC, CPC-I, CPHQ
President
Physicians' Ally, Inc.
Littleton, CO

Mary Kelly

KEYNOTE ADDRESS

Leading to Attract & Retain Millennial Talent

Mary Kelly, PhD, CSP, CDR, US Navy (ret.)

Your millennials are going to run your practice someday and it is going to be sooner than you think. Are you prepared to attract, recruit and train the future leaders of your organization? What works when leading Generations X, Y and Z?

We have 5 generations in today's workforce and the needs and expectations of each are different. Great leadership means leading effectively and that means adapting to the changing needs of your employees and what works for them. This is a challenge when you are trying to balance fairness with different employees' desires in the workforce. How do you find the time to coach, mentor and encourage your people?

In this interactive session on workplace trends, spend some time figuring out how to motivate millennials, who are motivated by being part of something larger than themselves.

BREAKOUT SESSIONS

Top Secret Leadership – Military Leadership You Need to Know

Mary Kelly, PhD, CSP, CDR, US Navy (ret.)

Getting people to work together is challenging. Office tension, competition, gossip, personal agendas and pettiness reduce morale and productivity.

Do you ever wonder how the military recruits people from diverse environments and coalesces them into cooperative, fighting teams? Find out how you can use military approaches to enhance communication and teamwork, develop integration and facilitate a positive work environment.

Learning Objectives:

- Be more productive in less time;
- Work together to accomplish more;
- Communicate clearly among all levels;
- Set and exceed expectations;

- Conquer the obstacles that create barriers to effective teamwork;
- Cross generational gaps and use the strengths of the people you work with.

The military forges cohesive teams and leaders and you can too!



Leading Communication: Stop the Barking

Mary Kelly, PhD, CSP, CDR, US Navy (ret.)

Lack of communication is a common employee frustration. Communication is how we get things accomplished and miscommunication is the number one way that we screw things up. Are your employees telling you what is really going on? Would your employees tell their friends that you are a great boss and communicator? Are you and your organization wasting time with poor communications? Can you afford to?

This energetic seminar increases communication effectiveness within the workplace (and it works at home too). Topics include how to get what you want through three proven communication practices, maximizing email responsiveness, enthusiastic personal interactions and written effectiveness.

Most of us believe we are good communicators. (Most of us also believe we are above-average drivers.) Regardless of how good we think we are with communication, it is helpful to review our approaches and constantly work to improve. Different people need different methods of communication. Ultimately, communication is how we get things done, so let's try to be good at it.





MARCIA BRAUCHLER

KEYNOTE ADDRESS

Compliance Planning by the Numbers

Marcia Brauchler, MPH, FACMPE, CPC, COC, CPC-I, CPHQ

With compliance plans made mandatory in the coming years

under the Patient Protection and Affordable Care Act, practice administrators know that having a compliance plan is essential, but most wonder what to include. Explore more about compliance with the author of the MGMA Compliance Toolkit, the MGMA HIPAA Policies and Procedures for Outpatient Providers and the author of the MGMA OSHA Compliance Manual. Learn about the probability of getting caught for violating a federal regulation and the severity of the fines under the laws. The result will be peace of mind that an essential item for your practice has been addressed.

Learning Objectives:

- Discuss 10 tips to prevent compliance fines;
- Justify the importance for providers to have a working compliance plan;
- Evaluate high-risk areas of federal laws, such as the False Claims Act, HIPAA, OSHA and HR regulations.

BREAKOUT SESSIONS

Reimbursement Coding & Compliance

Marcia Brauchler, MPH, FACMPE, CPC, COC, CPC-I, CPHQ

Codes (CPT, HCPCS, ICD-10) determine 100% of your practice's revenue. While it's important to delegate this function to a certified professional coder, your knowledge should at least allow you to converse with physicians, coders and payers about coding-related matters and provide proper oversight of your practice's coding functions. Empower yourself to know about every code on your practice's superbill and contemplate codes for services that you may be providing but for which you aren't billing. Attendees will learn E&M code selection basics as well as critical docu-

mentation essentials. After providing a foundational knowledge of coding out of the three books, this session will explore some of the most frequently used codes based on MedPac data. This includes codes that apply to almost every practice.

Learning Objectives:

- Overview on the history of coding and its' application in today's coding and billing practices;
- Enforcement actions are increasing – learn why compliance and accuracy is so important to a practice's bottom line;
- Gain knowledge of available compliance solutions with tools/links offered.

HIPAA Update

Marcia Brauchler, MPH, FACMPE, CPC, COC, CPC-I, CPHQ

The government released 563 pages of HIPAA regulations in 2013. Learn how this applies to you in a step-by-step presentation that takes the federal law and applies it to the workflow at your practice. The "red flags" found by the government's audit program will be addressed for the most investigated type of covered entity: private physician practices. As the author of MGMA's HIPAA Outpatient Practice Policies & Procedures Toolkit, Marcia Brauchler brings her extensive background in HIPAA to this presentation. Gain practical examples from actual exposures and real-life mitigations. Get tips on ways to improve HIPAA implementation at your practice and a link to a free HIPAA Self-Assessment Tool.

Learning Objectives:

- "Uh-oh, that's a breach. Now what do I do?" Learn how to handle breaches, notify patients and the federal government;
- 80% of providers audited did not have an acceptable required risk assessment. Tools for doing a risk analysis, and dealing with common issues, like encryption and media disposal, will be discussed;
- Learn the policies & procedures you need to operationalize HIPAA. Ideas for getting your staff to know when and how to use your HIPAA resources to avoid exposing the practice to a complaint will be provided.



PROGRAMS AT A GLANCE

3/18	Time	Educational Sessions					ACMPE Credits	AAPC Credits	
SUN	5:00 - 6:30 pm	WELCOME RECEPTION <i>Sponsored by Mag Mutual Insurance Co.</i>					N/A	N/A	
3/19	Time	General Session	Breakout	Breakout	Breakout	Breakout	Breakout	ACMPE Credits	AAPC Credits
MON	7:00 - 8:30 am	BREAKFAST <i>Sponsored by LabCorp, Nixon Uniform Service & Medical Wear, The Doctors Company</i>							
	8:30 - 8:45 am	VMGMA Opening Session							
	8:45 - 10:15 am	Leading To Attract & Retain Millennial Talent Mary Kelly <hr style="border: 0; border-top: 1px dashed black;"/> Compliance Planning By The Numbers Marcia Brauchler <i>Sponsored By:</i> Professionals Advocate Insurance Co.					1.50		
	10:15 - 10:45 am	BREAK <i>Sponsored by LabCorp, Nixon Uniform Service & Medical Wear, The Doctors Company</i>							
	10:45 - 12:15 pm	Leading To Attract & Retain Millennial Talent Mary Kelly <hr style="border: 0; border-top: 1px dashed black;"/> Compliance Planning By The Numbers Marcia Brauchler <i>Sponsored By:</i> Professionals Advocate Insurance Co.					1.50		
	12:15 - 12:30 pm	15 Minute Break To Open Airwalls For Lunch							
	12:30 - 1:30 pm	LUNCH <i>Sponsored by Mag Mutual Insurance Co.</i>							
	1:30 - 1:45 pm	15 Minute Break To Close Airwalls For Classes							
	1:45 - 3:00 pm		Top Secret Leadership Mary Kelly	HIPAA Update Marcia Brauchler	Social Media Jill Schiefelbein	Toxic Staff GeGe Beall	Common Employment Law Mistakes Jonathan Sumrell	1.25	
	3:00 - 3:30 pm	BREAK <i>Sponsored by LabCorp, Nixon Uniform Service & Medical Wear, The Doctors Company</i>							
	3:30 - 4:45 pm		Leading Communication Mary Kelly	Reimbursement Coding & Compliance Marcia Brauchler	Navigating Difficult Conversations Jill Schiefelbein	Staff Surveys GeGe Beall	Common Employment Law Mistakes Jonathan Sumrell	1.25	Mon 6.5
	4:45 - 5:00 pm	BREAK							
	5:00 - 6:00 pm		Breakout By Practice Size (Small) Moderator: Sharon Smith	Breakout By Practice Size (Medium) Moderator: Anne Wolff	Breakout By Practice Size (Large) Moderator: Bert Wilson			1.00	
	6:00 - 7:00 pm	COCKTAILS <i>Sponsored by Mag Mutual Insurance Co.</i>							
	7:00 - 8:00 pm	DINNER <i>Sponsored by Professionals Advocate Insurance Co.</i>							
	8:00 - 9:00 pm	ENTERTAINMENT Steve Bassett, Singer/Song Writer							
3/20	Time	General Session	Breakout	Breakout	Breakout	Breakout	Breakout	ACMPE Credits	AAPC Credits
TUES	7:30 - 8:30 am	BREAKFAST <i>Sponsored by LabCorp, Nixon Uniform Service & Medical Wear, The Doctors Company</i>							
	8:30 - 9:00 am	Vendor Thank You							
	9:00 - 10:15 am		Toxic Staff GeGe Beall	Revenue Cycle: Finding Money Charles Gavin	Navigating Difficult Conversations Jill Schiefelbein	Keep Unlawful Harrassment Out of Your Office Kim Daniel	HIPAA Update Marcia Brauchler	1.25	
	10:15 - 10:30 am	BREAK <i>Sponsored by LabCorp, Nixon Uniform Service & Medical Wear, The Doctors Company</i>							
	10:30 - 11:45 am		Staff Surveys GeGe Beall	Revenue Cycle: Finding Money Charles Gavin	Using Video & Live Streaming For Marketing Jill Schiefelbein	Keep Unlawful Harrassment Out of Your Office Kim Daniel		1.25	Tues 2.5
TOTAL =						9.00	9.0		



BREAKOUTS



Toxic Staff: Vampires@Work

GeGe Beall, MS, FACHE,
SPHR, SHRM-SCP
Founder & Consultant
Engaged@Work, LLC
Midlothian, VA

Everybody at work knows who they are. They can list them by name. They talk about them, they are victimized by them and they may even

miss work to avoid them. We are talking about Toxic Staff. What employees really wonder is why their leaders aren't managing the toxic and why they allow them to negatively influence our teams, our companies and in the end, our bottom lines. In this session, we'll talk about the power of these vampires, their impact and what we can do to diminish their influence.

Learning Objectives:

- Identify the characteristics and skills of the toxic;
- Assess the impact of the toxic to the organization, team and leader reputation;
- Discuss 4 major antidotes to toxicity.

Staff Engagement Surveys: Your Road Map to Cultural Improvement

GeGe Beall, MS, FACHE, SPHR, SHRM-SCP

Research tells us that engaged staff are more productive, more likely to stay, less likely to miss work and more creative in their ability to solve work issues. However, many organizations either don't assess the engagement level of their staff; or, they do survey staff but don't use the results in a meaningful way that enhances the culture and raises engagement levels.

When simplified & used correctly, Staff Engagement Surveys can be a rich source of guidance for organizations who are willing not only to get the feedback, but use it. In this session, we'll look at Staff Engagement Survey "must haves" including methods to sur-

vey, encouraging participation, how to interpret results and most importantly, how to use the results in a meaningful way to move the organization forward.

Learning Objectives:

- Understand the value of the Staff Engagement Survey;
- Identify the major survey "must haves";
- Understand how to assess & interpret survey results;
- Discuss how to use data in an actionable way to improve culture, decrease turnover and increase staff engagement.



Common Employment Law Mistakes (And How to Avoid Them)

Jonathan M. Sumrell,
Associate
Hancock, Daniel, Johnson
& Nagle
Richmond, VA

Medical practices must navigate a complex web of employment laws.

This session will focus on the common and high-risk employment law mistakes made by medical practices managing employees.

Included will be:

- Discussion of wage and hour compliance;
- Review of applicable state and federal anti-discrimination laws;
- Information about when unpaid leave must be given as a reasonable accommodation under the Americans with Disabilities Act.



Join us for
Steve Bassett
Live!
Monday
Evening





BREAKOUTS



Social Media: Creating a Social Media Strategy that Works for Your Business

Jill Schiefelbein, Entrepreneur and Author The Dynamic Communicator New York, NY

You don't have to be on every social media channel, and chances are you probably shouldn't! In fact, if you have accounts that aren't regularly active (think once a week) you might actually be hurting your business more than helping! But if you're smart about social, you can see benefits in multiple areas of your business. In this session, we will cover:

- Understand the different platforms, and how they can both help and hurt;
- Create a strategy for managing regular posting and engagement on your account(s);
- Get creative with ideas involving images, video, live video, contests, memes, GIFs and more!

Communication: Strategies for Navigating Difficult Conversations

Jill Schiefelbein, Entrepreneur and Author The Dynamic Communicator New York, NY

Navigating conversations where one person wants another to change behavior can be quite tricky. How do you do this in the most effective way, without making it personal, and in a way that results in direct results? By understanding the rules of feedback! In this session, we will cover:

- How to keep feedback discussions from getting heated or personal;
- Strategies for communicating your position without coming across as confrontational;
- How to create and organize messages for maximum persuasive impact.

Marketing: How Medical Practices Can Use Video and Live Streaming to Market Their Business

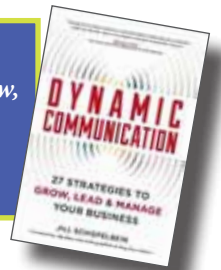
Jill Schiefelbein, Entrepreneur and Author The Dynamic Communicator New York, NY

Did you know that 62% of all Google searches contain video? That means that when people have a medical question and are searching for an answer, if you have the right content, you'll be able to help them and market your business at the same time. In this session, we will cover:

- Multiple strategies for using video to market your medical practice;
- How you can use live streaming as one tool in your video arsenal to drive engagement;
- The tools, technologies, and techniques to make you stand out from your competition and have your content viewed.

Attendees will receive a copy of Jill's book, *Dynamic Communication: 27 Strategies to Grow, Lead & Manage Your Business*

Sponsored by VMGMA 2018 Silver Corporate Sponsors



Keeping Unlawful Harassment Out of Your Practice

Kimberly W. Daniel, Director Hancock, Daniel, Johnson & Nagle Richmond, VA

As allegations of inappropriate conduct continue to dominate the news, it's a good time to reevaluate your practice's policies and procedures for preventing and addressing unlawful harassment. In this session, you will:

- Learn how federal and state laws define harassment;
- The consequences for failing to address unlawful harassment;
- Best practices for maintaining a compliant workplace and preventing claims.





Revenue Cycle: Finding Money on the Street

Charles A. Gavin,
Principal, President
Cawthorn, Deskevich &
Gavin, P.C.
Richmond, VA

Are you having issues with your revenue cycle? Need some tips on how to get that payment for

services already provided? In today's healthcare environment, patients have higher deductibles and are paying out-of-pocket more than ever. This session will address:

- The Patient/Customer contract;
- Default;
- Early out collection options;
- Third party agency collections;
- Legal collections (costs, procedures, effectiveness);
- Cost benefit analysis of collection efforts (rates of return);
- Alternative strategies to collection and/or bad debt;
- Impact of the FDCPA (Fair Debt Collection Practices Act) on collection efforts.

Breakout by Practice Size (Pre-Registration Required)

We will be having a "Hot Topics" discussion based on practice size. Come meet with your peers to discuss challenges you face each day at work. Prior to the conference, you will be asked to submit your questions/issues/concerns so an agenda can be developed. The discussion will be moderated by a VMGMA member who also runs a practice of your size. Don't miss this up close and personal networking opportunity!

Small (1 – 4 Providers)

Facilitator: Sharon Smith, Nominee,
Practice Manager
Virginia Beach Surgery
Virginia Beach, VA

Medium (5 – 12 Providers)

Facilitator: Anne Wolff, CMPE, Administrator
Affiliated Dermatologists of Virginia
Henrico, VA

Large (>12 Providers)

Facilitator: Bert Wilson, CMPE, Administrator
Dermatology Associates of Virginia
Glen Allen, VA

SAVE THE DATE
September 16-18, 2018

2018 VMGMA Fall Conference
Hilton Norfolk The Main
Norfolk, VA





CONFERENCE REGISTRATION

VMGMA MEMBERS (Registration Fees BY Feb. 22, 2018)		
MAR 18-20	MAR 19 ONLY	MAR 20 ONLY
\$250	\$200	\$125
(Registration Fees AFTER Feb. 22, 2018)		
MAR 18-20	MAR 19 ONLY	MAR 20 ONLY
\$300	\$225	\$150

NON-MEMBERS (Registration Fees BY Feb. 22, 2018)		
MAR 18-20	MAR 19 ONLY	MAR 20 ONLY
\$350	\$275	\$150
(Registration Fees AFTER Feb. 22, 2018)		
MAR 18-20	MAR 19 ONLY	MAR 20 ONLY
\$400	\$300	\$175

GUEST FEES OF CONFERENCE ATTENDEES	
Sun. Reception/Mon. Dinner/ Mon. Entertainment	\$100
Sun. Reception/All Meals/ Exhibit Hall/Mon. Entertainment	\$200
Sun. Reception/All Meals/ Exhibit Hall/Mon. Entertainment/Education	\$350

VMGMA Spring Conference Registration

Available online: www.vmgma.org

Members may bring non-members from their practice at member rate (see VMGMA Spring Conference email for discount code). No children please. One registration form per person is required.

Register by February 22, 2018 and SAVE

VISA, MasterCard, Discover or checks payable to “VMGMA” accepted.

Checks should be mailed to VMGMA, P.O. Box 263, Sandston, VA 23150.

CANCELLATION POLICY

Cancellation of program registration must be postmarked by February 22, 2018 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, registration fees will be adjusted. If it is necessary to cancel the program, VMGMA will maintain a credit balance or refund the registration fee. VMGMA cannot be held responsible for any travel cancellation fees.

PHOTOGRAPHY

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

QUESTIONS?

Contact the VMGMA office at 804.328.3344 or email info@vmgma.org.

HOTEL ACCOMMODATIONS

Hilton Richmond Hotel & Spa / Short Pump

12042 West Broad Street

Richmond, VA 23233

800-445-8667 or 804-364-3600

Single/Double: \$159/night + taxes

Reservations can be made by contacting Hilton Reservations (800-445-8667) or (804-364-3600). Attendees must request **Virginia Medical Group Management Association** room block.

Cut-Off: February 22, 2018, 5:00 PM or when block is filled.





VMGMA Spring Conference Approved Credits

Potential ACMPE Credits

Monday - 6.5
Tuesday - 2.5

ACMPE participants may individually apply for continuing education credit for this program if the content relates to one or more of the six management domains in The Body of Knowledge for Medical Practice Management as determined by the member. ACMPE provides hour-per-hour credit (actual clock hours) subtracting time-spent for lunches and breaks.

AAPC Credits

Monday - 6.5
Tuesday - 2.5

Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor. Approval expiration date: 12/31/18.



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