

Register by March 2 and save \$50!  
**VMGMA 2012 Spring Conference**  
 The Homestead | Hot Springs, Virginia  
 March 18 - 20, 2012

**REGISTRATION FORM**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Specialty Designation \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_  
 E-Mail \_\_\_\_\_

*Please check if applicable:*  
 Nominee \_\_\_\_\_ CMPE \_\_\_\_\_ FACMPE \_\_\_\_\_  
 New Member \_\_\_\_\_ First Time Attendee \_\_\_\_\_

I will be attending Dinner Monday evening:  
 Yes \_\_\_\_\_ No \_\_\_\_\_

**Registration Fees**

VMGMA MEMBERS (Registration Fees BY March 2, 2012)		
MAR. 18-20	MAR. 19 ONLY	MAR. 20 ONLY
\$225	\$175	\$100
(Registration Fees AFTER March 2, 2012)		
MAR. 18-20	MAR. 19 ONLY	MAR. 20 ONLY
\$275	\$200	\$125

NON-MEMBERS (Registration Fees BY March 2, 2012)		
MAR. 18-20	MAR. 19 ONLY	MAR. 20 ONLY
\$325	\$250	\$125
(Registration Fees AFTER March 2, 2012)		
MAR. 18-20	MAR. 19 ONLY	MAR. 20 ONLY
\$375	\$275	\$150

Registration Fees \$ \_\_\_\_\_  
 Dinner Guest(s) - (Not yourself) \$60.00/each \$ \_\_\_\_\_  
 Guest Name(s) \_\_\_\_\_  
**TOTAL FEES: \$ \_\_\_\_\_**

You may register online at [www.vmgma.org](http://www.vmgma.org) and pay by VISA/MC/Discover or mail this form with a check payable to VMGMA:  
 VMGMA | P.O. Box 263 | Sandston, VA 23150  
 Additional registration forms available at [www.vmgma.org](http://www.vmgma.org)

Jim "The Rookie" Morris shares his inspirational and motivational message about following your dreams and having a game plan for success.



**Early Registration  
 Extended  
 Until March 2**



PO Box 263 Sandston, VA 23150-2701  
 PH: 804.328.3344 | FAX: 804.328.3355  
[vmgma@comcast.net](mailto:vmgma@comcast.net) | [www.vmgma.org](http://www.vmgma.org)

# STEP UP TO THE PLATE WITH A WINNING TEAM



## VMGMA Spring Conference

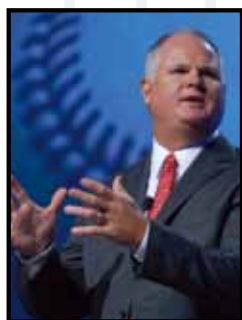
**March 18 - 20, 2012**  
**The Homestead**  
**Hot Springs, Virginia**

# PROGRAM HIGHLIGHTS

# CONFERENCE SCHEDULE

# CORPORATE SPONSORS

## KEYNOTE PRESENTATIONS



### Dream Killers and Dream Makers

**Jim "The Rookie" Morris, Motivational Speaker**

Jim "The Rookie" Morris is one of America's best speakers and storytellers. His tragic-comic yarns about the mentors and demons in his life will inspire you to chase your own hopes and dreams!

Specifically, Jim provides real-life examples of the differences between what he refers to as Dream Makers and Dream Killers and how important it is to have mentors in your life who are dream makers.



### Building Leadership Skills that Foster Service Behaviors

**Kristin Baird, RN, BSN, MHA, President Baird Group**

Leadership skills are the backbone for any cultural change. Kristin will help you plan some practical steps for fostering an environment that will help shape positive attitudes among employees and reap the benefits of greater patient satisfaction. Her fast-paced session will leave you with a multitude of ideas that you can begin to implement today.

All attendees will receive a copy of Kristin's book "Raising the Bar on Service Excellence". Sponsored by VMGMA Bronze Corporate Sponsors: Availity, MSVIA, Nixon Uniform Service, RA Services, and RCM&D.



### A Guide to Embracing Social Media

**Jamie Verkamp, Managing Partner (e)Merge: Innovative Healthcare Marketing Solutions**

Healthcare organizations and patients alike are embracing the social media movement. As an administrator, how do you lead your practice to capitalize on the social media wave? This session will show you how to capitalize on social media, tactical skills to implement your social media accounts, how to remain HIPPA compliant and how to strengthen your marketing strategy through social media.

## BREAKOUT SESSIONS

### Coaching for Service Excellence: The Link Between Management and Performance Improvement

**Kristin Baird, RN, BSN, MHA, President Baird Group**

It takes more than one training session to build service skills. If your service initiative just isn't getting any traction, maybe it's time to look at leadership. Weaving customer service practices into the fabric of an organization requires on-the-spot coaching between supervisors or managers and their team members. Are your managers equipped to deal with performance issues? Do they understand how coaching is linked to service improvement? Are they committed to leading the initiative and making it work?

### Social Media Nuts and Bolts

**Jamie Verkamp, Managing Partner (e)Merge: Innovative Healthcare Marketing Solutions**

Successful healthcare organizations take the time to develop a comprehensive social media strategy and an implementation plan. During this session, you will: learn how to develop a successful social media strategy, including legal pitfalls; see examples of successful healthcare organizations; receive tips/ideas for implementing your strategy to grow your fan base. If your practice has already joined the social media wave, future considerations will be discussed, including how to utilize new geo-location and "QRC" tools to take your social networking presence to the next level.



### Protecting Your Billing Privileges: Three Steps to Medicare Enrollment Compliance

**Emily Towey, Esquire Hancock, Daniel, Johnson & Nagle, PC**

In March 2011, top U.S. Government Accountability Office (GAO) officials identified increased enforcement of Medicare's enrollment requirements as its #1 strategy for combating fraud and abuse in the Medicare program. Consistent with this recommendation and health reform mandates, CMS has promulgated new enrollment requirements and heightened enforcement. Unless providers make Medicare enrollment a top compliance priority, they could face Medicare billing privilege revocation or denial. This session will address new Medicare enrollment rules and recent developments in the Medicare enrollment process and recommended steps for incorporating enrollment compliance into the organization's daily operations.

Attendees will receive a checklist of organizational changes that must be reported to CMS through the enrollment process and sample enrollment policies.

*Breakouts Continue*

## SUNDAY, MARCH 18

4:00 – 7:30 pm VMGMA Registration  
6:00 – 7:30 pm Welcome Reception/Hors d'oeuvres and Cash Bar in Exhibit Hall  
*Sponsored by Professionals Advocate*

## MONDAY, MARCH 19

7:30 – 8:45 am Registration/Continental Breakfast in Exhibit Hall  
*Sponsored by LabCorp, PRA*

8:45 – 9:00 am Tom Miller, CMPE – VMGMA President's Comments  
Gerard Filicko, CMPE – Legislative Update  
Building Leadership Skills that Foster Service Behaviors  
Kristin Baird, RN, BSN, MHA, President, Baird Group  
*Sponsored by Chas Lunsford/Hudson Insurance, MAG MUTUAL, Medical Mutual*

9:00 – 10:30 am Break in Exhibit Hall, *Sponsored by LabCorp, PRA*  
A Guide to Embracing Social Media  
Jamie Verkamp, Managing Partner  
(e)Merge: Innovative Healthcare Marketing Solutions  
*Sponsored by Nixon Uniform Service and Medical Wear*

10:30 – 11:00 am Lunch/Business Meeting, *Sponsored by Professionals Advocate*

11:00 – 12:30 pm Breakouts  
Kristin Baird, RN, BSN, MHA – Coaching For Service Excellence  
Jamie Verkamp, Managing Partner – Social Media Nuts & Bolts  
Emily Towey, Esquire – Protecting Your Billing Privileges  
Bert Wilson, CMPE – Medicaid Managed Care and Insurance Contracting (1 time presentation)  
Break in Exhibit Hall, *Sponsored by LabCorp, PRA*  
Dream Killers and Dream Makers  
Jim "The Rookie" Morris  
*Sponsored by Professionals Advocate*

12:30 – 1:45 pm Cocktails in Exhibit Hall, *Sponsored by LabCorp, PRA*

2:00 – 3:15 pm Dinner, *Sponsored by Medical Protective*  
Entertainment: Showing of the movie "The Rookie" with baseball signings by Jim "The Rookie" Morris  
*Sponsored by Chas Lunsford/Hudson Insurance, MAG MUTUAL, Medical Mutual*

3:15 – 3:45 pm Break in Exhibit Hall, *Sponsored by LabCorp, PRA*

3:45 – 5:15 pm Dream Killers and Dream Makers  
Jim "The Rookie" Morris  
*Sponsored by Professionals Advocate*

6:00 – 7:00 pm Cocktails in Exhibit Hall, *Sponsored by LabCorp, PRA*

7:00 – 8:00 pm Dinner, *Sponsored by Medical Protective*

8:00 – 10:00 pm Entertainment: Showing of the movie "The Rookie" with baseball signings by Jim "The Rookie" Morris  
*Sponsored by Chas Lunsford/Hudson Insurance, MAG MUTUAL, Medical Mutual*

## TUESDAY, MARCH 20

7:30 – 8:30 am Continental Breakfast in Exhibit Hall, *Sponsored by LabCorp, PRA*

8:30 – 9:45 am Breakouts (repeated)

9:45 – 10:15 am Break in Exhibit Hall, *Sponsored by LabCorp, PRA*

10:15 – 11:30 am Breakouts (repeated)

11:30 – 12:00 pm Vendor Giveaways



## BREAKOUT SESSIONS *Continued*

### Medicaid Managed Care and Insurance Contracting

**Bert Wilson, CMPE, Administrator, Dermatology Associates of Virginia**

In this session, we will discuss some of the issues in contracting with Medicaid and their managed care programs. Development of a fee analysis system is an important part of generating an analysis of reimbursements from Medicaid and other contracted programs. We will also review a system for measuring costs and using it in a general analysis of the overall financial statements for the practice. In addition, we will discuss some of the critical elements in written payer agreements.

**NOTE: This session will be presented only once on Monday, March 19th at 2:00 pm.**

### ACMPE Credit

This program is approved for 8.25 CEU hours as assigned by the American College of Medical Practice Executives.

### Hotel Reservations

The Homestead rate is \$145.00/night single or double plus taxes. Complimentary Self-Parking.  
**Cutoff Date: March 2, 2012**  
Reservations may be made using the enclosed Homestead Reservation Form or online at: [www.thehomestead.com](http://www.thehomestead.com)  
Group Code: VAMED

### Cancellation Policy

Cancellation of program registration must be postmarked by March 2, 2012 and is subject to a \$50 processing fee. No refund will be made after this date. If sending a substitute, please call VMGMA at (804) 328-3344. 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.

### Photography

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

### Americans with Disabilities Act

No individual with a disability will be excluded, denied services, segregated or otherwise treated differently. If assistance is needed, please call (804) 328-3344.

## PLATINUM



## GOLD



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**CHAS. LUNSFORD SONS & ASSOCIATES**  
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## SILVER



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