



Tune In, to Tune Up Your Practice

2009 Virginia MGMA Spring Conference
Marriott Westfields | Chantilly, Virginia
March 29-31, 2009

Programs at a Glance



Mike Schlappi



Jerry Bridge



Kent Rader



Helen Konrad



Lynda Foster



Victor Cardwell



Stephen Burt

KEYNOTE PRESENTATIONS

“If You Can’t Stand Up, Stand Out”

Mike Schlappi, Mike Schlappi Communications

If ever a man was defined by what he can do instead of what he can't do, it's Gold Medalist and author Mike Schlappi. At the age of 14, Mike had expectations of a career in sports as a top notch athlete. A gunshot to the chest left him paralyzed and challenged his dreams. After months of rigorous physical therapy, he began to play basketball from this wheelchair and went on to become a standout athlete. This thought provoking presentation will challenge individuals of all ages that despite difficult circumstances, you can take responsibility and be empowered.

“If Healthcare is About Well Being, Then Why Am I So Stressed Out?”

Jerry Bridge, Founder & President, Bridge Practice Management Group

A lively discussion of the ironies and complexities of working in the healthcare system. Jerry offers new thinking and practices to help bridge the gap between healthcare delivery and personal fulfillment and the sense of accomplishment. This session will leave you immersed in the commitment that got you into healthcare to begin with. You will feel motivated to get back to work, loving the good, the bad, and the ugly!

“Laughter Matters”

Kent Rader, Professional Speaker, Author and Comedian

This stress reduction keynote titled “Laughter Matters” is both entertaining, yet informative. Our healthcare industry is experiencing workforce shortages that promise to only get worse. Recent surveys report more than half of our employees hate their jobs. The number one reason cited is the stress associated with

today's healthcare environment. Having spent twelve years as CFO and CEO of Hospitals, Kent Rader has experienced this stress first hand. This keynote program takes participants on a journey they won't want to end. It begins by showing participants the origins of stressful feelings and how humor is a proven tool in combating these feelings. Kent offers practical ways to include more humor in your life, along with stories that are guaranteed to make you laugh.

BREAKOUT SESSIONS

“Extraordinary Customer Service”

Jerry Bridge, Founder & President, Bridge Practice Management Group

For success, extraordinary customer service is a must in any business. How would you like to transform conflict into cooperation? Effectively deal with demanding patients? Rebuild broken lines of communication? This enlightening session will teach you: How to break through the limits of everyday communication; Exceptional-Uncommon Communication, a reliable tool for handling breakdowns and conflict; Practical applications and practice in the real world. Attendees will leave with useful forms, letters, and scripts to be used in the workplace.

“What Every Employer Needs to Know About US Immigration Law – Even If you DON'T Hire Foreign Nationals”

Helen Konrad, Partner, Immigration Practice Group of the Law Firm of McCandlish Holton

Many employers believe that US immigration law does not impact them unless they intend to sponsor a foreign national for employment. Unfortunately, this is not true. There are several laws that govern ALL employers, regardless of whether they hire foreign nationals or not. This session will explore the relevant areas that impact healthcare providers, including citizenship status discrimination, I-9 compliance, social security no match letters and the new E-Verify regulations.

“The 25th Hour”

Lynda Foster, Director, FastTraining.org

This interactive session will teach you and your staff how to be more efficient and effective with the time you have each day. You will learn how to tackle the biggest projects, create practical time management systems that work and don't cost a fortune to implement, and how to prioritize your day and your life. Based on many principles found in Brian Tracy's book, *Eat That Frog* and other popular time management systems, Lynda's unique and creative style removes the fluff from the concepts and helps you get right to work on your biggest challenges. You will leave with tools you can immediately implement in your organization.

Disruptive Behavior in Healthcare – Now “Zero Tolerance”

Victor Cardwell, Attorney, Woods Rogers & Stephen Burt, President of Healthcare Compliance Resources, an affiliate of Woods Rogers Consulting

Healthcare is a high-stakes, pressure packed environment that can test the limits of civility in the workplace. Do you know how to manage staff who display rude, hostile and disruptive behavior? This timely session will address the legal issues and the OSHA “General Duty Clause”. Participants will: Learn elements of performance to eliminate or minimize disruptive behavior; Develop a facility specific definition of disruptive behavior utilizing the AMA definition; Be able to explain the negative effects that undesirable behavior can have (i.e. increased medical errors, adverse outcomes and staff turnover); Be given the tools necessary to initiate strategies and a workable process to address issues of disruptive behavior at any level.

ACMPE Credit

This program is approved to receive a maximum of 8.25 CEU hours as assigned by the American College of Medical Practice Executives.

Program Schedule

PROGRAM SCHEDULE

Sunday, March 29

- 12:00 - 3:00 pm Virginia MGMA Board Meeting
3:00 - 6:00 pm Exhibitor Registration and Set-up/Attendee Registration
6:00 - 6:30 pm Reception for New Members/First Time Attendees and Exhibitors
6:30 - 7:30 pm Reception for All Attendees and Exhibitors
Heavy Hors d'oeuvres/Cash Bar

Monday, March 30

- 6:30 - 8:15 am Buffet Breakfast
Fairfax Dining Room (Name Tag Required)
7:30 - 8:45 am Attendee Registration/Visit Exhibit Hall
8:45 - 9:00 am Opening Remarks
Julie Riddle, VMGMA President
9:00 - 10:30 am "If You Can't Stand Up, Stand Out"
Mike Schlappi, Mike Schlappi Communications
10:30 - 11:00 am Refreshment Break in Exhibit Hall
11:00 - 12:30 pm "If Healthcare is about Well Being, Then Why Am I So Stressed Out?"
Jerry Bridge, Founder & President, Bridge Practice Management Group
12:30 - 1:45 pm Networking Lunch/Business Meeting
2:00 - 3:15 pm Breakout Session*
3:15 - 3:45 pm Refreshment Break in Exhibit Hall
3:45 - 5:00 pm Breakout Session*
*Each of the following Breakout Sessions will be presented twice. You may select which sessions interest you. Once a session is full, attendees will be asked to make an alternative selection.

Extraordinary Customer Service

Jerry Bridge, Founder & President, Bridge Practice Management Group

What Every Employer Needs to Know About US Immigration Law – Even if You DON'T Hire Foreign Nationals

Helen Konrad, Partner, Immigration Practice Group of the Law Firm of McCandlish Holton

The 25th Hour (Time Management)

Lynda Foster, Director, FastTraining.org

Disruptive Behavior in Healthcare – Now "Zero Tolerance"

Victor Cardwell, Woods Rogers & Stephen Burt, President of Healthcare Compliance Resources, an affiliate of Woods Rogers Consulting

- 5:00 - 6:00 pm Northern Virginia Meeting
6:30 - 7:30 pm Cocktails and Networking
7:30 - 9:30 pm Dinner & Dueling Pianos- In the tradition of *Howl at the Moon* and *Sing Sing*, our dueling pianists will offer up witty discourse while encouraging the audience to "sing-along" to songs almost everyone knows by heart. Requests will be taken.

Tuesday, March 31

- 6:30 - 8:15 am Buffet Breakfast
Fairfax Dining Room (Name Tag Required)
7:30 - 8:30 am Visit Exhibitor Hall
8:30 - 9:00 am Exhibitor Thank You/Announcement of Raffle Winners
9:00 - 10:30 am "Laughter Matters"
Kent Rader, Professional Speaker, Author and Comedian
10:30 - 10:45 am Break & Hotel Check-Out
10:45 - 12:00 pm "Laughter Matters" (cont.)
Kent Rader, Professional Speaker, Author and Comedian

Registration Fees prior to March 8, 2009:

Includes tuition, program materials, opening reception, breakfasts, refreshment breaks, Monday lunch and dinner.

VMGMA Member: \$225.00

Non-Member: \$325.00



Hotel Information

Marriott Westfields Washington Dulles

14750 Conference Center Dr. | Chantilly, Virginia 20151 | (703) 818-0300

Rates: \$149 single/double occupancy per night effective through March 8, 2009. Reservations may be made by calling the hotel directly. Please request the reduced Virginia Medical Group Management Association room rate when making reservations.

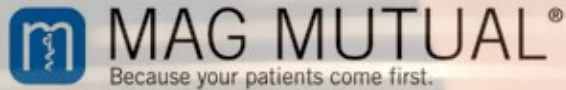
Cancellation Policy

Cancellation of program registration must be postmarked no later than March 8, 2009 and is subject to a \$25 processing fee. No partial or full refund will be made after this date for failure to attend. Please call Jody O'Neil at (804) 328-3344 if you are going to send a substitute. If the substitute is of a different VMGMA status, the registration fee will be adjusted accordingly.

If it is necessary for VMGMA to cancel the program or turn you away due to limited attendance or inclement weather, we will maintain a credit balance on your account or refund the registration fee. However, since you are responsible for your own travel arrangements, we cannot be held responsible for any cancellation charges due to such attendance limitations or program cancellations.

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