VMGMA Fall Conference
November 4-6, 2018
Hilton Norfolk The Main Norfolk, Virginia
The 2018 Fall Conference will allow you to connect with healthcare administrators working in a variety of medical specialties and settings across Virginia. The conference will be held at the beautiful new Hilton Norfolk The Main. We are honored to have Molly Gelburd from MGMA Government Affairs, Washington DC, and David Glickman (humorist) as our keynote speakers. Your VMGMA leadership team is working diligently to bring you educational resources on the most impactful issues in healthcare today. Please take advantage of this opportunity to learn, to be more prepared than ever and to enjoy the experience of the best leadership and communication through our speakers and your network connections. There will be many speakers sharing their wealth of healthcare management knowledge with us. It is our goal that you leave this conference renewed, invigorated and ready to make an impact in your practice.

I’d like to thank each of you in advance for attending the 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 the community. Throughout this conference, I ask that you stay engaged, keep us proactive and help to shape the future of healthcare leaders in Virginia.

See you there!

Patricia J. Mullins, FACMPE
VMGMA President
Annandale, VA

ACMPE: Introduction to Fellowship Papers
Patricia Mullins, FACMPE
Virginia MGMA ACMPE Representative

Jumpstart your paper! During this session, we will review the requirements and process for becoming a Fellow in the ACMPE. We will thoroughly discuss the different types of papers and what graders will be looking for in an outline and in your paper. Bring your topic ideas for an open discussion on how to develop the idea into an outline and paper. We will provide you with and point you to resources to help you achieve Fellowship. Attendees should leave the session with a good topic idea and be well on their way with a basic outline.

CASINO NIGHT!
Monday, Nov. 5
Sponsored by

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Sponsored by
Virginia Legislative Update  
Gerard Fillicko, CMPE  
Virginia MGMA Legislative Liaison  
Richmond, VA  
In advance of the 2019 General Assembly session, Gerard will provide an update on VMGMA's position regarding Prior Authorization reform, legislative agenda priorities for the coming year and an overview of Medicaid program changes.

Virginia Medicaid 4.0 and Expansion  
Bert Wilson, CMPE  
Dermatology Associates of VA  
Glen Allen, VA

MGMA Washington Update  
Mollie Gelburd, Esq., Member Liaison  
MGMA Government Affairs  
Washington, D.C.  
This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices and be directed to clarifying resources. Specific topics include 2018 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2018 Medicare Physician Fee Schedule, among a host of other timely issues.

A Dose of Healthcare Humor  
David Glickman, Hall of Fame Speaker  
Tampa, FL  
Open your mouth and say "Ha!" You've never seen a funnier way of looking at Practice Management, Billing, Coding, Regulations, Technology, HIPAA, Patients, Clinicians, Healthcare Reform, Insurance, CMS and much more! "A Dose of Healthcare Humor" is designed to positively address situations and frustrations that the typical practice professional deals with in his or her job—in an incredibly entertaining way.

"A Dose of Healthcare Humor" is not so much a typical general session 'speech' as it is a full-blown high-energy one-man show. It's got observational humor, funny visuals & props, hilarious song parodies and a big "rock and roll" finish! It's non-offensive, non-invasive humor—both clean and clever.  
David Glickman puts the med in comedy and the Comedy in Medicine!
**Secret Tech Weapons For Medical Group Managers**

What if you could schedule a meeting without having to send three dozen emails to find a time everyone could meet? Or automate your little tasks that keep you from your real work? Or pass off annoying projects to someone else - without breaking the bank? And what if you could pull all of this off straight from your mobile device - without an IT degree? Join Your Nerdy Best Friend, aka Author Beth Ziesenis, to discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, create professional-level graphics and wow your colleagues. This high-energy session will give you 30+ tools that will leave people asking, "How DO they do that?"

NOTE: Each attendee will receive a copy of Beth's new book *The Big Book of Apps*

*Sponsored by VMGMA Silver Corporate Sponsors*

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**HIPAA Revisited: Data Breach Prevention and Data Breach Response for the Physician**

William Hall, Esq.
Hancock, Daniel, Johnson
Glen Allen, VA

This new seminar will cover cyber security and risk assessments for the physicians and medical practice groups, including cyber vulnerability, business continuity and disaster recovery planning. Participants will likewise become more familiar with data breach prevention and data breach incident response, including breach notification rules and regulations. Topics will include a review of recent ransomware and EHR encryption attacks, practice policies and practice implications.

Objectives:

Upon completion of this session, participants will be better able to:

- Prepare for and implement cyber security assessments and cyber security planning.
- Understand HIPAA breach response procedures and breach notifications.
- Be familiar with current EMR security concerns and recent cyber security attacks.
- Understand both federal and local authority perspectives associated with HIPAA and document security.

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**29 Tech Tools to Create Cool Content For Social Media**

The most popular posts on social media are pictures and videos, and with a few easy (and free!) tech tools, you can transform your messages into share-worthy graphics that will put your organization out in front. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material.

- Make professional-level multimedia pieces in less than two minutes.
- Add depth and interest to your boring social media posts.
- Transform ordinary photos into works of art.
- Create infographics for little or no cost!
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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Educational Sessions</th>
<th>ACMPE Credits</th>
<th>AAPC Credits</th>
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<tr>
<td>11/4</td>
<td>4:00 - 5:00 pm</td>
<td>FACMPE Workshop - Tricia Mullins, FACMPE</td>
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<td>11/5</td>
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<td>VMGMA Opening Session</td>
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<td>8:30 - 8:45 am</td>
<td>National/State Leg. Update, Medicaid &amp; MIPS (MGMA - Mollie Gelburt; VMGMA - Gerard Filicko &amp; Bert Wilson)</td>
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<td>10:15 - 10:45 am</td>
<td>Humor &amp; Healthcare David Glickman</td>
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<td>12:15 - 1:30 pm</td>
<td>Secret Tech Weapons For Medical Group Managers Beth Ziesenis</td>
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<td>HIPAA Revisited William Hall</td>
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<td>Diversity in Healthcare Today Mauricio Velasquez</td>
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<td>Optimizing Collections at Time of Service Elizabeth Woodcock</td>
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<td>Winning Unemployment Claims Bob Barry</td>
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<td>1:30 - 2:45 pm</td>
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<td>Cybersecurity &amp; Blockchain Demystified Donny Reyes</td>
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<td>ENTERTAINMENT - Casino Night</td>
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<td>8:00 - 10:00 pm</td>
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<td>HIPAA Revisited William Hall</td>
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<td>Developing Your Personal &amp; Professional Brand Wally Schmader</td>
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<td>Quality Payment Program Karen Shiner &amp; Kelly Proffit</td>
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<td>Legal Ramifications of Telemedicine Bob Barry</td>
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<td>IT Trends Luke Downing</td>
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**TOTAL = 9.0 8.0**
Between the never-ending evolution of regulatory requirements around technology and the criticality of systems for a medical practice to operate, the security aspect of the network is one that cannot afford to be neglected. The increasing use of cloud applications has added a new challenge to extend that security beyond the reach of systems that are managed directly. In addition, the speed at which both the technology and the threats to infiltrate these same systems are released makes it difficult to keep up with and know what the right level of investment should be to properly protect patient data.

One of the most rapidly developing concepts in the area of healthcare IT security is the use of Blockchain. The technical term itself has an infinite number of definitions and applications but with regards to healthcare and patient data offers a unique opportunity while also introducing a wealth of challenges. With its foundation in cryptocurrency, it is important as well to have a basic understanding of the origins of Blockchain to fully understand how it became such a predominant trend. Finally, to properly understand how to leverage blockchain, one must first narrow the scope of its application to something meaningful for a medical practice.

In this session a thorough review will be conducted of the current cybersecurity threat landscape for the healthcare industry and what the most current trends to implement a reasonable protection strategy that not only can be understood, but also afforded. Specifically, participants will take an in-depth look at what Blockchain really is and how it can be applied to protecting patient data both in its current state and down the road. Key concepts will be broken down in non-technical terms and in a way that attendees can take back and explain to their organization and stakeholders.

What happens when the care giver and the patient are different? We need a framework for understanding bias and prejudice in healthcare – what some call “healthcare inequities.” Patient care is provided at a high level when the patient and the caregiver are similar. Patient care can degrade when the care giver and the patient are different. What is happening, how do we explain, understand and work through these dynamics will be discussed and presented. This will be a highly interactive workshop – participant-centered. Please come ready to participate.

This in-depth interactive session will explain the importance of a person’s personal brand and how it influences their performance and relationships at work and at home. Participants will learn how to develop and manage their personal brands to increase their overall influence and effectiveness.

1. Understanding & identifying your personal brand & reputation;
2. How to know when it’s time to work on your personal brand;
3. Managing & improving your personal brand;
4. Optimizing your most important relationships;
5. How your personal brand influences your results;
Optimizing Collections at Time of Service
Elizabeth Woodcock, MBA, FACHEMPE, CPC
Speaker, Trainer, Author
Woodcock & Associates
Atlanta, GA

The turbulent economy has changed the dynamics of billing and collections in every medical practice across the country. Give your practice’s bottom line the boost it needs: join speaker, trainer and author Elizabeth Woodcock for this breakout session, jam-packed with practical advice to improve time-of-service patient collections in your practice. With more insured patients owing higher deductibles, copayments and coinsurance amounts these days, you can’t afford to let them walk out the door without paying after they receive services from your providers. Don’t let patient balances cause your accounts receivables to balloon. Using her rich experience in medical practice consulting and training, Elizabeth will share her proven approaches. Learn how to inspire your staff and update your practice’s operations and financial policies so that you are collecting 100 percent of patient time-of-service payments every day.

In this session, you’ll learn to:
• Determine the foundation you need to establish to ensure a successful time-of-service collections strategy;
• Identify effective scripts to collect at the time-of-service;
• Discover techniques to effectively collect from patients at the time of service.

The Patient Access Challenge
Have you optimized patient access to your medical practice? Patient access affects the financial health of a medical practice, quality of care and immediateness of that care, and patient satisfaction. Importantly, with physician shortages in many markets, expanding patient access to newer channels of care helps to stretch limited resources, while ensuring care is provided in the right care setting by the right provider. In this session, industry expert Elizabeth Woodcock, founder of The Patient Access Symposium™ shares best practice patient access tools and strategies, including:

• Patient access data and access standards;
• Capacity management strategies, including scheduling and template management and predictive modeling;
• Demand management strategies, including the use of call centers or consolidated call unit and new patient acquisition; and
• Use of call, text and portal-based campaigns to support patient engagement.

Winning Unemployment Claims
Robert J. Barry
Kaufman & Canoles, P.C.
Norfolk, VA

Unemployment claims are among the most frequent legal matters that Practice Administrators and other human resources professionals must confront. This interactive breakout session will provide insights and strategies for cost savings and effectively handling unemployment claims from an attorney who was formerly general counsel to the VEC and has argued unemployment cases in every courthouse in the Commonwealth.

Legal Ramifications of Telemedicine
The technological and legal challenges of telemedicine may sometimes seem to intersect right at your desk. For collision avoidance, please take a step aside and into this breakout which will discuss the legal aspects of telemedicine and how lawyers practicing in the medical-legal field are responding to this emerging area of practice.
Year two of the Quality Payment Program is in full swing. With up to 5% of your Medicare Part B reimbursements at stake, performing well in the Merit-Based Incentive Payment System (MIPS) is more important than ever for your practice. Gain tips from HQI’s experts on how to maximize your MIPS performance in 2018 by examining eligibility, changing category requirements, scoring methodology and how to earn bonus points. Take a closer look at the newly implemented cost category to learn more about cost measures and how you can use tools like proper HCC coding to build your risk profile and improve your cost score. This will be an informative and highly practical session in which participants will learn a step-by-step approach to not only meet the new 15-point minimum threshold, but to earn the highest possible score and payment adjustment.

IT Trends
Luke Downing, President
Mode5
Norfolk, VA

With cybersecurity alerts and data breaches creeping around every corner, what is your practice doing to keep your patient information safe? Paying ransom to hackers, losing office productivity and worrying yourself sick about loss of patient records shouldn’t be on your daily to-do list. Please join technology industry professional and President of Mode5, Luke Downing, where he will discuss the trending challenges that the healthcare industry is facing in 2018. Cyber criminals continue to evolve and advance their methods of hacking. It’s imperative to make sure you are keeping informed of the risks and what can be done to prevent these attacks.
VMGMA Fall Conference Registration

www.vmgma.org

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

Register by October 24, 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.

POSTPONEMENT / CANCELLATION POLICY

Cancellation of Program Registration by Attendee: Cancellation must be received by October 24, 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. VMGMA cannot be held responsible for any travel cancellation fees.

Postponement of Program by VMGMA:

Attendees will be notified immediately of program postponement and revised dates. Attendees' program registration will automatically be transferred to the new dates. If unable to attend rescheduled program, attendee must notify VMGMA by October 24, 2018 to receive a full refund. If VMGMA is not notified by October 24, 2018, it will be assumed the registrant will be attending the rescheduled program and no refund will be made. Refunds will be issued within (8) weeks of attendee’s cancellation. VMGMA cannot be held responsible for any travel cancellation fees.

Cancellation of Program by VMGMA:

Attendees will be notified immediately of program cancellation. Attendee’s registration fees will automatically be refunded within (8) weeks of cancellation of program. 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.

Non member attendees receive a 6 month free membership if qualified as an Active Member.

Hilton Norfolk The Main
100 East Main Street | Norfolk, VA 23510

Single/Double: $159/night + taxes

Reservations can be made by:

- Contacting Hilton Reservations (1-800-HILTONS) and requesting Virginia Medical Group Management Association room block.
- Online click: Hilton VMGMA Group Page
Group Code: VMF

Cut-Off: October 24, 2018, 5:00 PM or when block is filled.
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 - 5.5
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: 7/31/19

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