

THRIVE 2020

State MGMA Virtual Summit
October 7-8

AGENDA

Wednesday, October 7th

(times below are in Eastern Daylight Time)

- 11:30am Virtual Exhibit Hall Opens
11:45am Kick Off and Countdown
12:00 – 1:00pm **Keynote Session**
Hacking the ROCKSTAR Attitude: Conquering Crisis Like a Rockstar - Mark Schulman
1:00 – 1:30pm Break and Sponsor Highlights
1:30 – 2:30pm **Concurrent Breakout Sessions**

A: Recruit, Retain and Motivate the Best Employees - Steve Dickens, JD, FACMPE

C: Cool, New Emerging Technologies for the Medical Practice - Adele Allison

B: Best Practices for Managing Your Medical Staff Remotely: HR Management - Loretta Maddox, MS, FACMPE, CHC

D: Evaluate Your Revenue Cycle and Concentrate on What Really Matters - Paola Turchi, MSHCA, CHFP, CMPE, CPC

2:30 – 2:55pm Break and Sponsor Highlights
2:55 – 4:00pm **Concurrent Breakout Sessions**

A. The New Normal: HR Trends During COVID - Howard Bogard Esq. and Matthew Scully Esq.

C. Here to Stay? Telehealth – Now and Into the Future - Kim Garner Huey, MJ, CHC, CPC, CCS-P, PCS

B. Best Practices for Managing Your Medical Staff Remotely: Security and Technology -Loretta Maddox, MS, FACMPE, CHC

D. Difficult Conversations: Building Trust and Accountability in Your Team - Matt Griswold

5:00pm Virtual Exhibit Hall Closes

Thursday, October 8th

(times below are in Eastern Daylight Time)

- 11:30am Virtual Exhibit Hall Opens
11:45am Kick Off Day 2 and Countdown
12:00 – 1:00pm **Keynote Session**
The Commitment Competency: What Leaders Must Say & Do To Get Employees to Care & Try- Joe Mull, CSP
1:00 – 1:30pm Break and Sponsor Highlights
1:30 – 2:30pm **Concurrent Breakout Sessions**

A: Boss Better: Leading and Supporting People in Challenging Times - Joe Mull, CSP

C: Perfectionism and Perfectly Hidden Depression - Margaret Rutherford, PhD

B: Improving Practice Profitability - Maddox Casey, CPA

2:30 – 3:00pm Break and Sponsor Highlights
3:00 – 4:00pm **Concurrent Breakout Sessions**

A: Getting Rid of the BS (Bias Synapse) - Risha Grant

C: What is Artificial Intelligence? Should I be worried? - Cameron Cox, III, MHA, FACMPE

B. ACMPE Overview- Cristian Lieneck PhD, FACMPE

5:00pm Virtual Exhibit Hall Closes

Keynote Sessions



Hacking the ROCKSTAR ATTITUDE - Harness the energy, spirit and passion of Rockstars. Mark's high-energy, audience-interactive keynote, "Hacking the Rockstar Attitude," can best be described as a Rock show disguised as a keynote. Mark uses three core principles during this kinetic and sensory-driven program – ABC: Attitude * Behavior * Consequences. You can't always control what happens to you, but you can control your attitude which drives your behavior, and your behavior drives your consequences. Your audience will walk away with a blueprint for how to incorporate Rock & Roll philosophy, techniques and swagger in order to drive performance and energize their work environment. Are you ready to rock? **-Mark Schulman / World-class drummer, Author, and Keynote Speaker**



The Commitment Competency: What Leaders Must Say & Do to Get Employees to Care & Try - What happens in the workplace when everyone is committed? Effort, teamwork, innovation, and more. But commitment can't be bought. It must be earned. The most engaged and inspired employees don't get that way by chance. Their commitment is triggered by a unique set of conditions in the workplace. These conditions can only be created and sustained by direct supervisors. The Commitment Competency dives into the knowledge, skills, and beliefs bosses must deploy to spark employees to give their all. Drawing on fresh research in employee engagement and workplace psychology, this dynamic presentation teaches leaders how to #bossbetter and get people firing on all cylinders. **-Joe Mull, CSP/ Joe Mull & Assoc.**

Concurrent Sessions



To Infinity and Beyond: Amazing Technology Innovations - Technical innovation is equivalent to magic. While many of us recall 20th century paper claims, paper charts and paper prescriptions, necessity is often the mother of invention. The need for safety, clinical data and better care coordination gave rise to electronic health records and ePrescribing. What will U.S. healthcare look like in a post-pandemic world? COVID-19 led to a 5,680% increase in telehealth claims from the previous year. Yet more is percolating in 21st century medicine that may further disrupt care delivery as we know it. Join Adele Allison as she looks to the future of digital tools, medical innovation, and the impact on provider-patient convergence. She will discuss how technology can keep us socially connected in a world of physical distancing; the use of digital pills; contact tracing; and, related bioethics considerations a digital world holds for us all. **-Adele Allison / SS&C Health**

Concurrent Sessions



The New Normal: HR Trends During COVID - This session will cover the varying employment related laws and obligations physician practices must comply with in the time of COVID-19, including, but not limited to, safe work practices, leave and accommodation issues, and recent Court decisions and guidance from the EEOC and Department of Labor. -**Howard Bogard and Matthew Scully / Burr Forman, LLP**



Recruit, Retain and Motivate the Best Employees - Generational shifts and economic factors are driving a rapidly changing workforce. Finding the right employee is a significant challenge but keeping them productive and engaged while on the job is even more so. This session addresses the recruitment and interview process along with tips on managing different employee styles while establishing workplace culture. Objectives: Develop a recruitment and onboarding process; Identify the factors that frustrate and drive away good employees; Define steps to retain and motivate employees; Articulate the cultural values important to employees; and Categorize coworker personality and generational differences and how to work with each. - **Steve Dickens, JD, FACMPE / SVMIC**



Difficult Conversations – Building Trust and Accountability in Your Team - If you really think about it, the single biggest threat to your practice and to your culture are avoided conversations. We all have so much to do, it is just too easy to avoid difficult conversations, yet these conversations are critical to driving patient outcomes and building a strong culture. Matt will talk about the importance of difficult conversations and how to approach them in a way that builds trust, alignment, and accountability. - **Matt Griswold / People Centric Consulting Group**



Here to Stay? Telehealth – Now and Into the Future - You've been dealing with telehealth and the changing regulations for months now. Maybe you have it down pat, but maybe you still need guidance. This session reviews the basic guidelines as well as variances between payers. We'll discuss the documentation challenges, the patient relations issues, and explore whether telehealth will become part of our "new normal". CMS has indicated an intention to expand telehealth coverage past the COVID-19 Public Health Emergency – are you ready? - **Kim Garner Huey, MJ, CHC, CPC, CCS-P, PCS / KGG Coding and Reimbursement Consulting**



Best Practices for Managing Your Medical Staff Remotely: HR Management - This session will cover the challenges employers may face when managing remote workers. In this panel presentation, attendees will hear first-hand experiences from the leadership of Healthcare Compliance Pros (HCP), a company that operates with 100% of its workforce in a remote environment. Some of the topics covered will be the pros and cons of a remote working environment, the effective development of teams, and the management of productivity. - **Loretta Maddox, MS, FACMPE, CHC / Healthcare Compliance Pros**

Concurrent Sessions



Best Practices for Managing Your Medical Staff Remotely: Security and Technology - The second session will cover the technology and security aspects of allowing employees to work remotely, including HIPAA requirements and remote work policies. During the 2020 COVID-19, the Enforcement Discretion for HIPAA applies to telemedicine. During this session, we will explain why it does not apply to remote workers unless their function is to provide telemedicine. Most importantly, this session will explain the actions necessary to comply with HIPAA and recommended technologies for remote workers in the healthcare industry. - **Loretta Maddox, MS, FACMPE, CHC / Healthcare Compliance Pros**



ACMPE Overview - This session will provide a review of CMPE and FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for the Certified Medical Practice Executive (CMPE) exam. -**Cristian H. Lieneck, PhD, FACMPE / School of Health Administration Texas State University**



Evaluate Your Revenue Cycle and Concentrate on What Really Matters - Historically, medical practices have been bogged down with addressing the day-to-day challenges of the organization, making it difficult to manage their revenue cycle strategically. Organizations face several challenges in managing their accounts receivable and with the related issues that arise. They may need ways to proactively identify underpayments, track their denial rates and produce analytics to work smarter. In the meantime, they may be understaffed or struggle to find the right skilled employees in their communities. This session discusses all these concerns and guides the audience to concentrate on what really matters in addressing them. It examines how to determine the health of their accounts receivable by reviewing KPIs and benchmarking against MGMA best practices, evaluating revenue cycle processes and tools to identify opportunities for improvement, and implementing enhanced processes through a continuous improvement methodology. **Paola Turchi, MSHCA, CHFP, CMPE, CPC**



Improving Practice Profitability - Unfortunately, many physicians are working harder at their practice but not reaping the rewards. There are proven strategies to use to increase practice revenue while wisely cutting expenses. This discussion will provide specific ideas in both areas. Discussion will include topics on cost cutting, increasing revenue and conclusion with defining profitability. - **Maddox Casey, CPA / Warren Averett, LLC**

Concurrent Sessions

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Boss Better: Leading and Supporting People in Challenging Times - What do employees need most from their bosses right now? How do I empathetically support employees who are struggling while ensuring the highest standards of performance for our patients? What do I do when a typically reliable employee is suddenly unable to do it all? In this interactive Q&A session, Joe will take your questions about the people management challenges you are facing currently. Bring your questions and join us for a rich discussion of leading people in challenging times. -**Joe Mull, CSP / Joe Mull & Assoc.**



What Is Artificial Intelligence? Should I be worried? - “Siri, make an appointment for my low back pain.” “Alexa, who is the best doctor to handle my cirrhosis?” As if the regulatory changes weren’t enough, we must also compete with technology. This session is an introductory course in defining artificial intelligence. In addition, the presentation will cover the current scope of the various “phases” of the technology and how they apply to healthcare ... for the moment. Finally, the presentation will explore and encourage the review and expansion of how artificial intelligence may shift our world of healthcare. - **Cameron Cox, III, MHA, FACMPE / MSOC Health**



Getting Rid of the BS (Bias Synapse) - After years of conversations and consultations, research and interviews regarding Diversity & Inclusion – Risha has learned that companies don’t have diversity problems, they have people problems. For too long diversity has been blamed for loss of productivity, discrimination and a litany of other workplace faux pas but diversity has never been the issue, people and their BS are the problem. Join Risha as she discusses what these so-called “diversity” issues come from a term she has coined called Bias Synapse, easily remembered as BS. You know the problem. Getting rid of the BS is the answer.

-**Risha Grant, International Speaker**



Perfectionism and Perfectly Hidden Depression - Many people are raised to believe that painful emotions are a sign of weakness or that being vulnerable feels unsafe. Survival often comes by creating a perfect-looking life, at the expense of being filled with self-criticism and shame and not being able to express emotions like fear, anger, loss, or grief. This groundbreaking topic will help explain the process of understanding perfectionism, identifying destructive beliefs, and connecting with suppressed emotions. It's a great place to learn tangible tips for quieting the critical inner voice and powerful strategies for coping with difficult feelings. -**Margaret Rutherford, PhD / The Self Work Podcast**