

*"BRINGING CLARITY
TO THE FIELD OF
MEDICAL PRACTICE
MANAGEMENT"*



SEPTEMBER 2008

KENTUCKY MEDICAL GROUP MANAGEMENT ASSOCIATION

THE FOCUS

Kentucky MGMA Fall Educational Conference

Do you have the right tools to take your practice to the next level? With changing technology, rate of reimbursements, staffing needs, and government regulations changing daily, it is a good time to get some new tools for your tool box.



September 25-26, 2008
Holiday Inn—University Plaza
Bowling Green, KY

Make Hotel Reservations NOW!

By calling 270-745-0088

Topics

- Road to EMR Implementation
- Leadership
- HR Nightmares
- Hospital Buyouts
- Hiring the right IT person
- KMA Review and Legislative Tools
- LEAN
- 2008 Medical Office Salary Survey Report

REGISTER NOW! Register online at www.kmgma.com

Complete agenda and registration information on page 6 and 7.

ACMPE Paper Tutorial to be offered on September 26

Immediately following this year's fall meeting, KMGMA will be hosting an ACMPE Paper Tutorial on Friday, September 26 from 1:00 - 4:00 p.m. This type of tutorial has been very successful in the past. Many attendees have actually left the session with an outline in hand!

No matter where you are in the paper writing process - from "I have no idea what I'm going to write about," to "I need some major editing," - this session is a great opportunity to work with Fellows and other Certified Members to jump start this process.

For more information about the tutorial or to let us know you plan to attend, please contact Susan Miller at smiller@fpalex.com.

Executive Council

Ramona Osborne, CMPE, President
Ohio Valley Surgical Specialists
Owensboro, Kentucky
rosborne@ovssonline.com

Gayle Thomas, President-Elect
Baptist Family Medicine at Tates Creek
Lexington, Kentucky
Gayle.thomas@bhsi.com

Connie Leffler, CMPE, Secretary
Women's Physicians, LLC
Jeffersonville, Indiana
womensphy@thepoint.net

David Kelso, CPA, Treasurer
Iroquois Medical Center, PSC
Louisville, Kentucky
dkelso@insightbb.com

Kathy Rhodes, CMPE,
Immediate Past President
Allied Urology
Louisville, Kentucky
krhodes@alliedurology.com

Local Chapter Representatives

Laura Sandefur, Bluegrass
MGMA
Commonwealth Pediatrics
Lexington, Kentucky
lsandefur@cwped.com

Shanda Bland, Green River MGMA
Radiology & Diagnostic Imaging
Owensboro, Kentucky
sbland@ridonline.net

Terri Christian, Louisville MGMA
Endocrine & Diabetes Associates PSC
Louisville, Kentucky
tchristian@edalouisville.org

Members At Large (Voting)

Susan Miller, FACMPE,
Past Presidents' Council
Family Practice Associates of Lexington
Lexington, Kentucky
smiller@fpalex.com

Craig Gillespie, FACMPE, KMA Liaison
Pediatric & Adolescent Associates
Lexington, Kentucky
cgillispie@paalex.com

Members At Large (Non Voting)

Belinda Love, FACMPE, ACMPE Forum Rep.
U of L Medical School Practice Association
Louisville, Kentucky
bllove@louisville.edu

Marty White, Legislative Liaison
Kentucky Medical Association
Louisville, Kentucky
white@kyma.org

Mike Soares, Local Chapter Liaison
State Volunteer Mutual Insurance Comp.
Brentwood, Tennessee
MikeS@svmic.com

Dear Members:

I hope you are as excited as I am about our upcoming Fall Educational Meeting: "Tool Time: Practice Improvement." Once again, KMGMA will provide members with the opportunity to access timely top-notch sessions focused on helping medical practice administrators achieve success.

The meeting will be held in Bowling Green, Kentucky, September 25th and 26th. Members and non-members may still register through September 11th, at a discounted rate. A few months ago, KMGMA launched a new website offering online registration for attendees. You may register, and access a meeting brochure, at www.kmgma.com.

One of the highlights of the meeting will be the 2008 Medical Office Salary Survey Report. I am pleased to report that survey participation increased by 54% this year. The results are being compiled by our business partner, Dean, Dorton, & Ford, in Lexington, Kentucky. David Bundy, CPA, will present the results during the closing session on Friday, September 26th.

In addition, we will be having four simultaneous breakout sessions, each focusing on an area of importance - from EMR

implemen-
tation to
dealing
with HR nightmares. Each at-
tendee is sure to return home
with new tools for dealing with
everyday medical practice man-
agement issues.

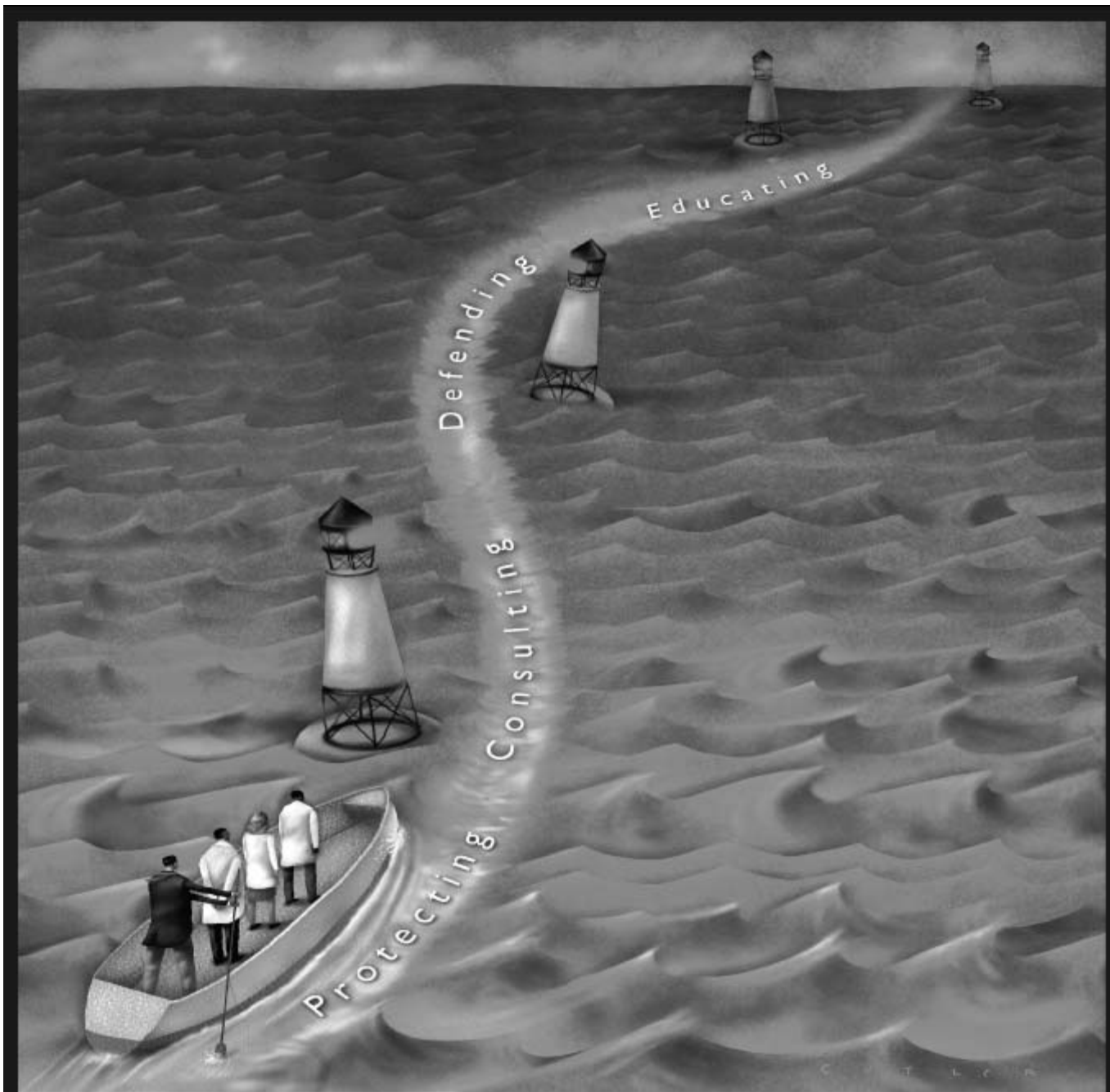
Ramona Osborne, CMPE
KMGMA President
rosborne@ovssonline.com

Be sure to attend the KMGMA Business Meeting luncheon on Thursday, September 25th. On behalf of KMGMA, I will be sharing more good news about our 2008 accomplishments.

During this meeting my term as your President will come to a close. Thank you for allowing me to represent KMGMA for the past year. It has been an honor to represent such a wonderful group at the national level, at KMA events, at local chapters, and among our peers state-wide. I am very fortunate to have served my time on the KMGMA board with an incredible group of medical practice professionals.

Best wishes for continued
success and growth,

Ramona Osborne, CMPE
President, KMGMA



It's Smooth Sailing with SVMIC.



State Volunteer
Mutual Insurance
Company

Navigating the treacherous waters that come with running a medical practice is risky business. Fortunately, with SVMIC, you can stay on course. For more than 30 years, SVMIC has offered malpractice insurance to physicians. We're right on board with you, always available to guide you through the complicated world of healthcare and answer your day-to-day questions. Our full line of educational seminars, self-study courses, and other business resources help you avoid the dangerous whirlpools that come with managing a practice. And if stormy weather does come, we provide experienced counsel to help you make wise decisions. Set sail with the company that's run by physicians, for physicians. Take the helm—with SVMIC.

SVMIC. Powered by physicians, for physicians.

For information, contact Michael Soares or Susan Decoreaux at mkt@svmic.com or call 1-800-942-2239. Web site: svmic.com

Michael Soares
Local Chapter Liaison
mikes@avmic.com

New Local Chapter Update !!

Western Kentucky MGMA chapters are spreading like wildfire! KMGMA now has four local chapters in the Western Kentucky part of the state. Please welcome KMGMA's newest local chapter affiliates.

Purchase Area MGMA (Paducah, Murray, Mayfield)

Congratulations to the members of the Purchase Area MGMA. The PAMGMA held its' inaugural meeting on July 10th which included 30 attendees! They are off to a fantastic start!! Our newest local chapter meets the 2nd Thursday of each month from 11:00AM - 1:00PM at Western Baptist Hospital Conference Center in Paducah, KY. The PAMGMA services medical practices in Paducah, Murray, Mayfield and surrounding counties. Shane Carter of the Internal Medicine Group is one of the chapter's founding members and serves as President of the PAMGMA. Officer, meeting schedules and additional information can be found at www.KMGMA.com

Please welcome the members of Purchase MGMA. Way to go!

Barren River MGMA (Bowling Green, Glasgow, Franklin)

Many of you may be surprised to learn that Bowling Green is the birthplace of the Kentucky MGMA state chapter. Bowling Green is also home to Fruit of the Loom, the GM Corvette, Duncan Hines and now the Southern Kentucky MGMA local chapter.

Bowling Green's area practice managers (many of whom are state members) have been meeting monthly as a group since the first of the year. On Tuesday, August 11th, the members expressed interest in officially establishing a local chapter MGMA in their community! The members have elected the Southern Kentucky MGMA name which services Bowling Green, Glasgow, Franklin and surrounding counties. The "SOKY's" are in the process of incorporating their chapter and completing their articles of incorporation. Vivian Grise of Western Kentucky Heart & Lung of Bowling Green will serve as Southern KMGMA president.

KMGMA and it's local chapters are making a difference in medicine!

Local MGMA Chapter Officers are strongly encouraged to attend an exciting Local Chapter Leadership session during the Fall KMGMA Meeting in Bowling Green. This inaugural leadership forum will be facilitated by Nancy Babbitt, FACMPE. Nancy serves on the MGMA Board of Directors, and we are very excited that she will be visiting our state chapter!

For more information on each of our five local chapter affiliates, please visit our website at www.kmgma.com and click on "Local Chapters". Each chapter has regularly scheduled monthly meetings which are listed on the "Calendar of Events".

COLLEGE CORNER

*Belinda Love, FACMPE
ACMPE College Forum Rep
bllove@louisville.edu*

With the summer behind us, or almost behind us, it is a good time of year to start studying for the ACMPE exam in San Diego on October 19th, 2008. This will be the last exam offered in 2008. I encourage you to consider adding becoming a Certified Medical Practice Executive (CMPE) to your list of "things to do before the end of 2008." Obtaining CMPE status alerts colleagues and superiors to your dedication to and knowledge of the medical profession, solidifying your role as an effective and efficient leader.

It's within your reach

Most professionals in the American College of Medical Practice Executives (ACMPE) earn certification in less than two years. With many of the resources for ACMPE board certification available online, it is more attainable than ever.

To earn ACMPE board certification and the designation of Certified Medical Practice Executive (CMPE), you must:

- Join ACMPE - You can do this online at www.acmpe.com or you can join when renewing your MGMA membership if you are already a national member.
- Have two years of health care management experience
- Provide two reference letters. One letter from an ACMPE Certified Medical Practice Executive or Fellow; and a second letter must be from the chief medical officer or another person serving in a senior leadership capacity in your organization. I or whomever is serving as the Tennessee College Forum Rep will be happy to provide a letter. Sample letters are available at the ACMPE website.
- Pass an objective and essay exam. As I previously stated, the last exam this year is at the national meeting in San Diego. Computerized exams are offered throughout the year are offered at the SVMIC headquarters in Brentwood.
- Deliver two presentations. There are many options accepted for meeting this requirement.
- Earn 50 continuing education credit hours. Credit Hours are approved for all state and national meetings, and some local chapter meetings.

Congratulations!

The following individuals have met the requirements for obtaining designation as a Certified Medical Practice Executive in the last ninety days.

Terri Christian, CMPE

Louisville, KY

Kevin R. Orr, CMPE, MBA

Louisville, KY

Renae D. Price, CPA, CHBME, CMPE

Louisville, KY

Stephen F. Schulz, CPA, CMPE

Louisville, KY

Medical Group Management Association

2008 ANNUAL CONFERENCE



Kentucky MGMA Fall Educational Meeting - September 25 - 26, 2008

"Tool Time: Practice Improvement"

Holiday Inn - University Plaza - Bowling Green, Kentucky

Thursday, September 25

- 7:30 a.m. - 5:00 p.m. Conference Registration Desk Open
- 7:30 - 8:30 a.m. Continental Breakfast with Vendors
- 8:30 - 8:45 a.m. Welcome/Announcements
- 8:45 - 10:45 a.m. Opening General Session
- "The Glass Ain't Half Empty, It's Too Darn Big,"**
Mark Mayfield, Mayfield & Associates
- 10:45 - 11:15 a.m. Break in Exhibit Hall
- 11:15 - 12:30 a.m. General Session
- "Finding the Right IT Nerd,"**
Nancy Babbitt, FACMPE, MGMA Board Member
- 12:30 - 1:15 p.m. Plated Lunch and KMGMA Business Meeting with Vendors
- 1:15 - 2:00 p.m. Dessert Bar with Vendors in Exhibit Hall
Sponsored by HillCrest Credit Agency
- 2:00 - 3:15 p.m. Breakout Sessions
- "So the hospital wants to buy your practice,"**
Panel Discussion facilitated by Gayle Thomas & Matt Ayers, MBA
- "The Road to EMR Implementation,"**
Panel Discussion facilitated by Susan Miller, FACMPE
- "HR Nightmares,"**
Brooks Kubik, Stites and Harbison, PLLC
- "Local Chapter Leadership Forum,"**
Nancy Babbitt, FACMPE, MGMA Board Member
- 3:15 - 3:45 p.m. Break in Exhibit Hall
- 3:45 - 5:00 p.m. General Session
- "It Took Two Decades for Private Payer Contracts to Erode the Bottom Line. Plan on a Two Year Comeback. Here's How,"**
Penny Noyes, Health Business Navigators
- 6:00 - 9:00 p.m. Off-site Special Event - Historic Rail Park & Train Museum
(transportation provided)

Friday, September 26

- 7:30 a.m. - 8:30 a.m. Conference Registration Desk Open
- 7:30 - 8:30 a.m. Breakfast Buffet
- 8:30 - 9:30 a.m. General Session
- "LEAN and Physician Practice Prosperity,"**
Blake Hendrickson, CMPE, Healthcare Synergetics
- 9:30 - 10:30 a.m. General Session
- "Common Legal Issues for Practice Managers,"**
Patrick Padgett, Kentucky Medical Association
- 10:30 - 11:00 a.m. Break/Hotel Check Out
- 11:00 - 11:45 a.m. General Session
- "2008 Medical Office Salary Survey Report,"**
David Bundy, Dean, Dorton & Ford
- 11:45 a.m. - 12:00 p.m. Closing Remarks

KMGMA Annual Fall Meeting
September 25 - 26, 2008

Registration Form

Please make copies of this form if more than one person is registering.

First Name: _____ MI: _____ Last Name: _____

Suffix/credentials: _____ Title: _____

Company/Practice: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Practice Specialty: _____ Is this an address change? _____

Preferred Name on Badge: _____

Circle all that apply: First-time Attendee New Member Fellow CMPE Nominee Local Chapter Officer

REGISTRATION FEES:	Postmarked on/before September 11, 2008	Postmarked after September 11, 2008
KMGMA Member		
KMGMA Member # _____	\$ 150	\$ 175 _____
NON-Member	\$ 225	\$ 250 _____
<i>(please see website for membership info.)</i>		

For count purposes, please indicate your attendance at the following:

Thursday Plated Lunch ___ Yes ___ No Friday Breakfast Buffet ___ Yes ___ No

Thursday Night Reception at the Historic Railpark and Train Museum

Attendee ___ Guest ___ *(There is no charge for registered meeting attendees. However, there is an additional fee of \$20 for guests to attend reception. Reservations must be made in advance as space is limited)*

Total Fees Paid: _____

Please fax completed form with credit card information to 615.662.8864:

___ VISA ___ MasterCard Name on card: _____

Billing Address of Card Holder: _____

Credit Card Number: _____ CVV (3 digits): _____ Exp. _____

Signature: _____ Date: _____

Or mail completed form with check made payable to KMGMA: P.O. Box 950247, Louisville, KY 40295-0247

Questions? Email all questions to melissaowilson@comcast.net

For Hotel Reservations:
Holiday Inn—University Plaza
1021 Wilkinson Trace
Bowling Green, KY 42103
270-745-0088

MEDICARE IMPROVEMENTS FOR PATIENTS AND PROVIDERS ACT OF 2008

Marty White
KMA Liaison
white@kyma.org

When Congress voted to override the President's veto of the Medicare Improvements for Patients and Providers Act of 2008, it might avoided an access to care crisis for America's seniors by replacing the pending 10.6% cut in funding with modest increases for the remainder of 2008 and 2009. While averting the cut was the centerpiece of the legislation, it also included many other provisions of which physicians and their office staffs should be aware.

Below are summaries of a few of those provisions:

BENEFICIARY IMPROVEMENTS

Prevention, Marketing and Quality Improvement

Improvements to coverage of preventive services. Authorizes the Secretary to cover new preventive services under the Medicare NCD process that are recommended by the U.S. Preventive Services Task Force. Makes improvements to the "Welcome to Medicare Visit," including waiving the deductible and extending coverage from 6 months to 1 year.

Elimination of discriminatory copayment rates for Medicare outpatient mental health services. Reduces Medicare beneficiaries' coinsurance for mental health services to the same level applied to other outpatient medical care. Phases in these decreases over a six-year period.

MEDICARE PART B PROVISIONS

Physicians Services

Physician payment, efficiency, quality incentives. Blocks pending cuts scheduled under the sustainable growth rate (SGR) formula through December 31, 2009; provides a 1.1% update for 2009; extends the physician quality reporting initiative (PQRI) through December 21, 2010 while increasing the PQRI bonus to 2.0% for 2009 and 2010. Makes improvements to the PQRI, including a requirement for the endorsement of measures by a consensus-based, standard setting entity and permits group practices to report, using a sampling methodology, on measures targeting high-cost, chronic conditions. Requires the Secretary to provide confidential feedback to providers regarding their resource use and to submit a plan to congress regarding transition to a value-based purchasing program for physicians.

Incentives for electronic prescribing. Provides positive incentives for practitioners who use qualified e-prescribing systems in 2009 through 2013. Requires practitioners to use qualified e-prescribing system in 2011 and beyond. Enforcement of the mandate achieved through a reduction in payments of up to 2% to providers who fail to e-prescribe. Prohibits application of financial incentives and penalties to those who write prescriptions infrequently, and permits the Secretary to establish a hardship exception to providers who are unable to use a qualified e-prescribing system.

Expanding access to primary care services. Increases funding and expands authority for the Medical Home Demonstration Project established in TRHCA 2006. Authorizes the Secretary to expand the duration and scope of the demonstration if certain quality and/or savings targets are achieved, and waives application of administrative obstacles to launching the demonstration. Reapplies budget neutrality adjustment for recent RVU changes to the conversion factor, rather than work RVUs, effective January 1, 2009.

Extension of floor on Medicare work GPCI. Extends the 1.0 floor on work geographic practice cost index (GPCI) through December 31, 2009.

Imaging provisions. Requires accreditation of providers of the technical component for advanced diagnostic imaging services by an entity identified by the Secretary prior to January 1, 2012. Establishes, by January 1, 2010, a two-year, voluntary demonstration program to test the use of appropriateness criteria for advanced diagnostic imaging services. Includes a GAO study regarding assumptions about utilization and interest rates in setting payments for imaging studies removed.

Coverage improvements for patients with chronic obstructive pulmonary disease and other conditions. Includes coverage of intensive cardiac rehabilitation programs to the Medicare program and repeals the transfer of ownership of oxygen equipment.

Clinical laboratory tests. Repeals the competitive bidding demonstration project for clinical laboratory services.

(Continued on page 9)

Reduces the payment update for clinical lab services by 0.5% in each of the next 5 years.

Kidney disease education and awareness provisions. Requires the Secretary to establish pilot projects to increase awareness, screening, and surveillance systems addressing the prevalence of chronic kidney disease (CKD). These programs will serve as a model for decreasing the incidence of CKD and preventing its tragic complications, including kidney failure and other severe illnesses. Also requires coverage of kidney disease education services furnished by qualified providers that will help beneficiaries manage comorbidities, prevent additional renal complications, and understand all of their options for renal replacement therapy, including home dialysis.

Renal dialysis provisions. Provides a 1.0% update to the composite rate for renal dialysis services for each of 2009 and 2010. Creates a site-neutral composite rate for dialysis services.

Requires the Secretary to establish, by January 1, 2011, a fully bundled payment system for the treatment of end-stage renal disease (ESRD) and establishes a permanent market-based update to providers of renal dialysis services. Specifies the scope of items and services to be included in the bundled payment, including drugs, biologics and laboratory tests that are currently paid for separately. Requires use of case mix adjusters to payments as well as add-ons for low-volume providers. Allows adjustments based on a geographic index and for pediatric and rural providers. Establishes a four-year phase-in of the new system.

Establishes a quality incentive payment program for ESRD providers, effective January 1, 2011. Requires providers of ESRD services to meet quality metrics endorsed by a consensus-based, standard-setting body by demonstrating improvement or high levels of achievement.



Professionals' Purchasing Group, Inc.
&
Professionals' Insurance Agency, Inc.

Your "One-Stop" Shopping Source

- PPG Med-Mal Program through ProNational Insurance Company
 - Group Purchasing Services & Contracts
 - Financial & Insurance Related Services
 - Cost-Savings Programs

You Can't Afford Not To Give Us A Call!

2904 Eastpoint Pkwy.
Louisville, KY 40223

www.ppginc.net
www.professionalsagency.net

502.423.7201
800.333.1774



**KENTUCKY MEDICAL GROUP
MANAGEMENT ASSOCIATION
P.O. BOX 950247
LOUISVILLE, KY 40295-0247**

WE'RE ON THE WEB!

WWW.KMGMA.COM

2008 KMGMA Medical Office Staff Compensation & Benefit Survey

Sponsored by



Get a hard copy of the Salary Survey Reports at the KMGMA Fall Educational Conference in Bowling Green. The final report will be distributed to all participants by October 1st.

THE KMGMA NEWSLETTER IS PUBLISHED QUARTERLY AND DISTRIBUTED TO ITS MEMBERS.
INFORMATION AND ARTICLES PUBLISHED HEREIN ARE NOT DESIGNED TO RENDER LEGAL
ADVICE OR OPINION. SUCH MATTERS SHOULD BE DISCUSSED WITH YOUR CORPORATE COUNSEL...