

"BRINGING CLARITY
TO THE FIELD OF
MEDICAL PRACTICE
MANAGEMENT"



APRIL 2008

KENTUCKY MEDICAL GROUP MANAGEMENT ASSOCIATION

THE FOCUS

Kentucky MGMA Annual Spring Conference

Medicare reimbursement cuts
Changing technology
Difficult patients & doctors
Government regulations

Learn how to make
surviving these management
obstacles a...

May 15-16, 2008

Crowne Plaza

Lexington, Kentucky

Make Hotel Reservations NOW!

A block of rooms is being held by KMGMA.

Reserve your room by calling

1.800.2CROWNE or 859.255.4281

Be sure to request the KMGMA rate.



Topics

- Organizational Excellence;
- "Boot Camp" Series for new practice managers on Organizational dynamics & governance; Operations; and Financial issues;
- "Masters Level" Series on Secure Prescriptions; Stark Changes; and Keeping doctors on time;
- Winning Patient Satisfaction;
- Medicare Updates from MGMA; and
- Much More!

REGISTER NOW! Complete Agenda and Registration Information on page 6 and 7.

Join MGMA's nationwide campaign to reform Medicare Advantage

As beneficiary enrollment in Medicare Advantage plans has steadily increased, statutory loopholes, coupled with a lack of oversight by the Centers for Medicare & Medicaid Services, has caused serious problems for Medicare Advantage patients and medical practices that care for them.

MGMA is initiating a nationwide, grassroots effort to encourage Congress to strengthen the Medicare Advantage program and reduce beneficiaries' confusion and the administrative burden on group practices. Let your lawmakers know they can improve Medicare Advantage by passing legislation to:

Standardizing patient identification cards;

Removing the unfair deeming and "all products" provisions; and

Enforcing prompt-payment provisions for Medicare Advantage payments.

Send your senators and representatives a letter today by visiting the *MGMA Advocacy Center* at mgma.com and selecting "Public Policy" and "Advocacy Resources."

Read MGMA's full recommendation at <http://www.mgma.com/policy/default.aspx?id=17474>.

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@bhcsi.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
cgillespie@paalex.com

Members At Large (Non Voting)

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

**2008 Medical Practice Staff
Salary & Benefit Survey
Win an iPod Shuffle!**

There are many benefits associated with membership in our organization. There is networking, access to information, and educational opportunities to name a few. However, one of the most used and requested member benefits continues to be the annual medical practice staff salary and benefit survey.

The KMGMA salary survey has been an exceptional tool for managers to use in preparing budgets and managing staff. Our goal in administering this survey has been to provide meaningful information.

At last year's Fall Meeting, Dean, Dorton & Ford presented the results of the 2007 survey to a packed room. The results were very well received and much requested by those in attendance as well as those KMGMA members who were unable to attend. The only negative comment we have received regarding last year's survey was with regard to the number of practices participating.

At our upcoming Annual Spring Conference, we will kick off the 2008 KMGMA Medical Practice Staff Salary & Benefit Survey. Hard copies will be distributed, along with information on how to complete the survey online.

All KMGMA members are strongly encouraged to participate, along with MGMA and local chapters members who may not be members of KMGMA.

While the benefit of a comprehensive survey report should be incentive enough to complete the

survey, we all understand the day-to-day actuality of taking the time to pull together the required data and focus on the survey questions.

So, to encourage greater participation, KMGMA will be giving away an iPod shuffle each week during the six weeks that the survey is open.

While the survey data submitted will be kept confidential, each Friday beginning May 30, all participants to date will be eligible to win a drawing by Dean, Dorton & Ford. The earlier you complete your survey, the more chances you have to win! Winners will be announced on the KMGMA listserve and the iPods will go into the mail that day.

We hope that this year we will see our participation rate reach 125 practices, a increase of almost 100% over last year. While this is a lofty goal, we know from the frequent requests we receive for the survey report, we know that our members see the value of the survey.

Through your participation, we can reach our goal and gather relevant information that will benefit each of our organizations. We encourage you to participate.

The final survey report will be available for distribution at the KMGMA Fall Meeting in Bowling Green on September 26, 2008.

I hope to see you all at the Annual Spring Conference in May!

*Ramona Osborne, CMPE
President, KMGMA*

*Ramona Osborne, CMPE
KMGMA President
rosborne@ovssonline.com*

COLLEGE CORNER

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

Congratulations

Terri L. Christian and Stephen Francis Schulz have met the requirements to become newly certified members of the American College of Medical Practice Executives!

The existing Certified and Fellows members in Kentucky want to help those that wish to move toward Certification or Fellow status with ACMPE. Fellows are available to hold a forum for Certified members to help you decide on a topic and start on an outline – the first piece that must be submitted and approved by ACMPE to move toward obtaining Fellow status. Just let us know if you would like to be part of a session.

And Nominees – don't forget that there is a self-assessment tool on the MGMA web page that can allow you to assess your knowledge in the privacy of your own office or home. This is a free 50-question exercise that reviews the ACMPE Body of Knowledge. It's a great source for testing your knowledge in preparation for the certification exam. The exercise is located at: www.mgma.com/pd.

If you would be interested in a Fellow tutorial session, or if you need additional information regarding the American College of Medical Practice Executives including certification or fellowship advancement, please let me know. I can be reached via email at: blove@louisville.edu.



PROFESSIONALS'
PURCHASING
GROUP, INC.



PROFESSIONALS'
INSURANCE
AGENCY, INC.

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

Michael Soares
Local Chapter Liaison
mikes@avmic.com

New Chapter Update

Heartland MGMA (Elizabethtown)

Congratulations to the members of the Heartland MGMA. HMGMA held their inaugural meeting on January 30th that included 50 attendees! They are off to a great start!! Our newest KMGMA local chapter meets once a month in Elizabethtown, KY at Hardin Memorial Hospital and services Elizabethtown and surrounding counties. Cissy Harper of Surgical Specialists is serving as President. A complete listing of officers and meeting dates for the remainder of 2008 can be found at www.KMGMA.com. Please welcome the members of Heartland MGMA.

Wednesday, April 23 - Susan Miller, RN, FACMPE will be the guest speaker and the topic will be EMR.
Wednesday, May 21 - Jerri Gross of Passport Health will be the presenter.

Please contact Shannon Cline for more information about upcoming meetings at scline@hmh.net.

Other rumblings from Western Kentucky....

On January 18th, Ramona Osborne and Mike Soares held a local chapter organizational meeting with twelve Bowling Green practice managers. These practice managers, several of whom are KMGMA members, previously expressed interest in establishing a local chapter in the community. Since then, they have elected to meet monthly and continue to explore and contemplate chapter incorporation.

More to news follow soon...

Louisville Chapter Welcomes Randy Cook, FACMPE to April Meeting

The Louisville MGMA chapter will hold its April monthly meeting on April 17 at the Executive Inn West in Louisville beginning at 11:30 a.m. Randy Cook, MPH, FACMPE with State Volunteer Mutual Insurance Company will present "Increasing Leverage in Payer Negotiations."

For more information on this or future LMGMA meetings, please contact Lara Huff at lhuff@mse-online.com or 502.225.0150.

There are currently four local MGMA chapters across the state affiliated with both the Kentucky MGMA and the national MGMA. These local chapters meet monthly, and provide a great resource for practice managers. If you are a Business Partner and would like to present to or sponsor a Local Chapter meeting, please visit our website at www.kmgma.com and click on the "Local Chapter" tab to view contact and meeting information on each of these organizations.

Get help paying for your EMR

By Elizabeth M. Wertz Evans, RN, MPM, FACMPE, MGMA member and CEO, Pediatric Alliance PC, Carnegie, Pa.

Among the many questions practices ask when considering whether to purchase an electronic medical record system (EMR), is, Who's going to pay for it? Funding an EMR is the No. 1 reason most practices delay its purchase and implementation.

Government funding

The federal government has made funding available through a variety of sources. Seed money or subsidies for start-up projects is available for EMR adoption in many areas of the country. For instance, the Agency for Healthcare Research and Quality distributed \$29.5 million in 2007. The Federal Communications Commission awarded \$60 million; the U.S. Department of Agriculture gave \$120 million to organizations implementing an EMR.

The government has also been committed to the development of Regional Health Information Organizations (RHIOs) and Health Information Exchanges. Millions of dollars have been made available through National Health Information Network grants for these initiatives.

Other options

The insurance industry increasingly sees EMR as an effective tool for pay-for-performance or quality programs. Electronic prescribing can reduce errors and unnecessary costs, and several insurers provide incentive reimbursements to physicians whose practices using health information technology (HIT).

Pharmaceutical companies value EMR as a tool to increase the number of clinical investigators. In addition, electronic documentation can decrease the time it takes to complete clinical trials and exchange the information gathered.

Purchase strategies

Several strategies may help you find funding for the purchase of an EMR or for other HIT projects. You can:

Develop a business case for lobbying legislators for appropriate funding for EMR; Work with your RHIO; Identify sources of grants and work with experienced grant writers to develop your application; and Partner with others, such as specialty organizations (e.g., American Academy of Pediatrics, American College of Surgeons, state medical society), EMR vendors and legislators.

Paying for an EMR is not easy. By searching for grant opportunities; partnering with other organizations at the local, regional and national levels; and working with your physicians, you might offset some of the costs of your EMR purchase and implementation.

Get free tools and information from MGMA Practice Solutions at <http://www.mgma.com/solutions>

Live Webcast and Audio Conference - Ways to Maximize Effective Collections

Date: April 24, 2008

Conference Times: 2:00 pm - 3:00 pm, ET; 1:00 pm - 2:00 pm, CT

Program description: An effective collections process is key to a practice's healthy bottom line. Discover the top 10 ways to improve collections. Learn ways to improve your practice's billing statements and motivate patients to pay you first.

Following this webcast, you will be able to: More effectively collect money internally and Educate staff on what to say to patients to get them to pay.

Target audience: Medical practice executives, administrators, billing managers, physicians and business accounting professionals will benefit from attending this foundation-level session. There are no prerequisites.

Rates: MGMA members: \$149; Affiliates: \$159; Nonmembers: \$199

Continuing education credit hours: ACMPE — 1.0 hours; CME — 1.0 Category 1 credit hours; CPE — 1.0 hours

Online registration at <http://www5.mgma.com/ecom/Default.aspx?tabid=90&action=MTGProductDetails&args=3768>

Telephone registration at 877.ASK MGMA (275.6462)

Kentucky MGMA Annual Spring Conference - May 15-16, 2008

"Mission Possible"

Campbell House - Crowne Plaza in Lexington, Kentucky

Thursday, May 15

- 7:30 a.m. - 5:00 p.m. Conference Registration Desk
- 7:30 - 8:30 a.m. Continental Breakfast
- 8:30 - 9:30 a.m. Opening General Session
"Organizational Excellence," Bob Vosburgh, 9g Enterprises
- 9:30 - 10:00 a.m. Break in Exhibit Hall
- 10:00 a.m. - 12:00 p.m. General Session II
"Organizational Excellence, Part II," Bob Vosburgh, 9g Enterprises
- 12:00 - 1:00 p.m. Business Meeting Lunch w/Vendors
- 1:15 - 2:15 p.m. Breakout Sessions
Boot Camp Series: "Organizational Dynamics & Governance,"
Jackie Boswell, FACMPE and Frances M. Preston
State Volunteer Mutual Insurance Co.
Masters Series: "Stark Changes & Impact,"
Bryant Whitt, Miller and Martin, PLLC
- 2:15 - 2:45 p.m. Dessert Bar in Exhibit Hall
- 2:45 - 3:45 p.m. Breakout Sessions
Boot Camp Series: "Operations: Human Resources & A/R Management,"
Jackie Boswell, FACMPE and Kathy R. White, CMPE
State Volunteer Mutual Insurance Co.
Masters Series: "Secure Prescriptions,"
Jay Frerichs, Standard Register
- 3:45 - 4:45 p.m. Breakout Sessions
Boot Camp Series: "Financial Reporting & Customer Service,"
Loretta E. Duncan, CMPE and Frances M. Preston
State Volunteer Mutual Insurance Co.
Masters Series: "Information Technology Today: We're Not in Kansas Anymore,"
Mike Jones, Evolution Technology Group
- 5:00 - 7:00 p.m. Reception with Vendors
Musical Entertainment, Vendor Prize Drawings, and MORE!

Friday, May 16

- 7:30 a.m. - 8:30 a.m. Conference Registration Desk Open
- 7:30 - 8:30 a.m. Breakfast Buffet
- 8:30 - 8:45 a.m. Welcome/Announcements
- 8:45 - 10:00 a.m. General Session III
"Medicare Update," Leah Cohen, MGMA Government Affairs
- 10:00 - 10:30 a.m. Break in Exhibit Hall/Hotel Checkout
- 10:30 - 11:45 a.m. General Session IV
"6 Steps to Star-Studded Service," Meryl Luallin, Sullivan/Luallin
- 10:45 - 11:15 a.m. Vendor Meeting
- 11:45 a.m. Closing Remarks/Grand Prize Drawing/Adjournment

KMGMA Annual Spring Conference

May 15 - 16, 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 May 2, 2008	Postmarked after May 2, 2008
KMGMA Member		
KMGMA Member # _____	\$ 150	\$ 175 _____
NON-Member	\$ 250	\$ 275 _____
<i>(please see website for membership info.)</i>		

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

Thursday Continental Breakfast ___ Yes ___ No Thursday Business Lunch ___ Yes ___ No Friday Breakfast Buffet ___ Yes ___ No

Thursday Night Reception Attendee ___ Guest ___ *(There is no charge for registered meeting attendees. However, there is an additional fee of \$10 for guests to attend reception.)*

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: _____ 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 info@kmgma.com

For Hotel Reservations:

Campbell House - Crowne Plaza
Lexington, Kentucky

1.800.2CROWNE or 859.255.4281
(ask for KMGMA group rate)

The following article is provided by a KMGMA Business Partner for educational purposes.

If you would like to submit an article for inclusion in the next KMGMA newsletter, please contact Melissa Wilson at info@kmgma.com.

The Physician Practice Assessment: Taking the Pulse of your Practice

By Julie Loomis, RN, JD Risk Management Specialist-SVMIC

How long has it been since you've assessed the "vital signs" of your practice? Are there weaknesses in some areas that may be increasing the risk of preventable harm to your patients? Whether you're in a solo practice or part of a large group, a risk management practice assessment is an excellent tool for enhancing awareness of patient safety, patient satisfaction and may help reduce professional liability exposure.

Completing a practice assessment gives you an opportunity to evaluate policies, procedures and awareness of professional liability. As a result, your practice can take the appropriate steps to provide better care, mitigate risk and increase patient safety. The assessment helps you examine the overall environment of your practice by answering questions specific to administrative, clinical and patient satisfaction issues. This requires input from physicians and staff. Taking the time to evaluate your practice can be a valuable team building exercise. Therefore, we strongly encourage both clinical and administrative staff to complete a practice assessment survey to identify areas of potential risk issues. Risk management should be a collaborative process utilizing different perspectives of your team.

We recommend you incorporate a practice assessment into your quality assurance measures and re-examine your policies as needed. An objective approach to answering the assessment questions will help establish protocols, spot weaknesses in procedures or staff, recognize equipment inadequacies and identify areas of possible patient dissatisfaction. Increasing patient satisfaction and implementing risk management policies may decrease the likelihood of being sued for malpractice.

Benefits of Completing a Physician Practice Assessment

Self-assessment tool to spot potential weaknesses in your practice

Heightens awareness of patient safety issues

Increases Assists with patient education and increases patient compliance

Increasing patient satisfaction through sound risk management policies which may decrease the likelihood of being sued

Decreases patient callbacks to the practice to confirm the treatment plan

Allows different members of your team to evaluate your practice from several points of view

Naturally, given the complexities of running a physician practice, there are a multiple areas of focus in a physician practice assessment. The SVMIC policyholder Physician Practice Assessment for example is divided into 13 sections addressing particular risk management topics such as evaluations of the practice facilities, telephone procedures, medical records, physician/patient communications, referrals, medications and other areas of risk.

Let's take a look at just two areas today and the respective surveys provided. Within each areas of focus, there are a series of questions. Each question is written for a response of "yes" or "no", with the number of "no" responses tallied for a score.

NOTE: The assessment written for this KMGMA newsletter is excerpted from SVMIC's comprehensive 30 page Physician Practice Assessment. To attain your actual liability risk score, the 30 page assessment must be completed. As you complete this assessment, your areas of risk will be obvious from the number of "no" answers and you will be able to make changes within your practice to rectify the issue. A "no" response should be evaluated as a potential risk.

Regardless of your score or number of "no's", your medical professional liability insurance provider should also be able to provide ongoing assistance, education and support in identifying the risk issues addressed in your assessment. They should have a comprehensive physician practice assessment tool that they can provide you. (You can also purchase a similar Physician Practice Safety Assessment from MGMA). If you are an SVMIC policyholder, you may contact your SVMIC Risk Management Department for the entire Physician Practice Assessment. Additionally, SVMIC's Claims Department is staffed with attorneys who are available to assist you with medico-legal questions as well as actual or potential liability issues.

See "Physician Practice Assessment" on pages 8 and 10

PHYSICIAN PRACTICE ASSESSMENT

AREA OF FOCUS: Office Facilities Assessment

	Yes	No	N/A
1) Do you have updated patient education materials in the reception area?	[]	[]	[]
2) Are education materials written at or below the 6 th grade level in a language the patient can understand?	[]	[]	[]
3) Are unsteady patients given staff assistance?	[]	[]	[]
4) Is there scheduled maintenance and calibration of medical equipment?	[]	[]	[]
5) Are these inspections documented?	[]	[]	[]
6) Are staff personnel trained in the proper use of medical equipment, including emergency equipment?	[]	[]	[]
7) Is staff trained to respond to medical emergencies?	[]	[]	[]
8) Is staff trained to respond to emergencies such as fire or weather emergencies?	[]	[]	[]
9) Do you keep drugs, prescription pads, syringes and needles stored securely out of the availability of patients?	[]	[]	[]
10) Do you have infection control procedures throughout the office and patient care areas?	[]	[]	[]
11) Is your office designed so that staff conversations and phone calls with patients cannot be overheard?	[]	[]	[]

Subtotal: _____

AREA OF FOCUS: Office Systems and Scheduling

	Yes	No	N/A
1) Does your appointment schedule allow for emergencies or urgent drop-ins?	[]	[]	[]
2) Is extra time scheduled for a new patient's first visit?	[]	[]	[]
3) Are patients in the reception area notified if you are running behind schedule and offered the opportunity to reschedule?	[]	[]	[]
4) Do you schedule appointments realistically according to the type of medical problem and physician availability?	[]	[]	[]
5) Is the appointment schedule maintained for seven years with cancellations and no-shows clearly marked?	[]	[]	[]
6) Is there a system in place to track receipt of all lab results and diagnostic tests?	[]	[]	[]
7) Are all lab results and diagnostic tests date-stamped when received?	[]	[]	[]
8) Are all lab results and diagnostic tests reviewed and signed by the MD prior to being filed?	[]	[]	[]
9) Does the office have a reminder system for repeat appointments?	[]	[]	[]
10) Does the office have a system in place to track patients who require follow-up or serial visits?	[]	[]	[]
11) Is there a follow-up system in place to track patients discharged from the hospital (or post-procedure)?	[]	[]	[]

Subtotal: _____



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 Decroaux at mkt@svmic.com or call 1-800-342-2239. Web site: svmic.com



**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



*Complete the survey online or request a hard copy by emailing melissaowilson@comcast.net
BETWEEN May 19 and July 11, 2008.*

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...