Kentucky MGMA Fall Conference
Intelligent Healthcare: 
Dramatic Change; Dynamic Learning

September 22-23, 2016
Embassy Suites - Louisville Downtown

Session Topics Include:

- Motivating Healthcare Employees in an Era of Change
- Building an Effective Auditing and Monitoring Program
- MACRA
- Surviving and Thriving in the new HIT environment
- Intelligent Business – Giving Analytics Meaning
- Patient Engagement and Service
- State Legislative Update
- National Issues Update

Make Hotel Reservations by August 31st!
Reserve your room by calling the Embassy Suites directly at 502-813-3800

Complete Program & Registration Information at www.kmgma.com
Thursday, September 22nd

7:30 am - 5:30 pm Registration

9:00 - 10:15 am Welcome & Opening General Session sponsored by State Volunteer Mutual Insurance Company
Motivating Healthcare Employees in an Era of Change, More Work, and Fewer Resources
Joe Mull, M. Ed.

10:15 - 10:45 am Refreshment Break with Exhibitors

10:45 - 12:00 pm General Session: Building an Effective Auditing and Monitoring Program
Sean Weiss, DoctorsManagement

12:00 - 12:45 pm Lunch Buffet with Exhibitors

1:00 - 2:15 pm General Session: Building a Culture of Patient Engagement and Service
Kim Croft, St. Elizabeth Physicians

2:15 - 3:00 pm Refreshment break with Exhibitors

3:00 - 4:00 pm General Session: State Legislative Update
Cory Meadows JD, Kentucky Medical Association

4:15 - 5:30 pm General Session sponsored by MedPro
MACRA (Medicare Access and CHIP Reauthorization Act of 2015),
Robert M. Tennant, MGMA Government Affairs

6:00 - 9:00 pm Special Event sponsored by Professionals’ Insurance Agency/ProAssurance
Come join attendees and exhibitors for bowling, some classic pub food and lots of prizes!
Located just steps away from downtown Louisville’s dynamic nightlife on 4th Street.

The Sports & Social Club has been ranked #21 by ESPN Magazine in their ‘29 Greatest Sports Bars in the Known Universe’ article!

Friday, September 23rd

7:45 - 8:30 am Breakfast sponsored by Hillcrest Credit Agency
KMGMA Business Meeting
Presentation of ACMPE Scholarship Award and Vendor Giveaways (MUST BE PRESENT TO WIN!)

8:30 - 9:45 am General Session: Survive and Thrive in the new HIT Environment
Robert M. Tennant, MGMA Government Affairs

9:45 - 10:15 am Refreshment Break with Exhibitors

10:15 - 11:15 am General Session sponsored by MagMutual Insurance
Summer 2016 FOCUS Medicare Update, Patricia Schwenk, CGS - Part B Provider Outreach & Education

11:20 - 12:30 pm Closing General Session sponsored by Professionals’ Insurance Agency/ProAssurance
Intelligent Business - Giving Analytics Meaning
Cameron Cox MHA, FACMPE, Management Services On-Call

12:30 pm Closing Remarks/Grand Prize Drawing/Adjournment
Joe Mull, M. Ed works with healthcare organizations that want their leaders to engage, inspire, & succeed. Prior to launching his own firm, Joe was head of Learning & Development for Physician Services at the University of Pittsburgh Medical Center, a U.S. News and World Report Top 10 Hospital and Healthcare System. In his role Joe directed learning strategy and implementation for one of the largest physician groups in the United States: over 9,000 employees across more than 500 clinical locations.

In 2014, he published his first book: Cure for the Common Leader: What Physicians & Managers Must Do to Engage and Inspire Healthcare Teams. Called “one of the most practical healthcare leadership books you will ever read,” Cure for the Common leader translates the latest research on employee engagement into 7 actions healthcare leaders must take to engineer teams that work hard, get along, and wow patients. Resoundingly characterized by audiences as captivating, insightful, and inspiring, Joe has trained more than 30,000 people over a 15+ year career. His reputation for avoiding leadership “mumbo-jumbo” and instead teaching specific, practical, actionable strategies to audiences has given him the opportunity to work with leaders and teams in every aspect of healthcare administration and delivery. With his focus on developing managers in outpatient settings, he is in demand as a speaker and trainer on leadership and employee engagement in healthcare.

Joe has taught leadership courses at Ohio University and the University of Pittsburgh, has trained with the Disney Business Institute, and is a member of the National Speakers Association. Joe is also a Certified MBTI Practitioner and holds a Master's degree.

Cory Meadows, JD

Cory W. Meadows is Director of Advocacy and Legal Affairs at the Kentucky Medical Association where he manages the KMA’s legislative advocacy efforts and legal activities. A native of Clay City, Kentucky, Mr. Meadows received his undergraduate degree from the University of Kentucky and his Juris Doctorate from the Brandeis School of Law at the University of Louisville. Upon graduating from law school, Mr. Meadows became a public defender with the Metro Louisville Public Defender’s Office. Mr. Meadows left the practice of law in 2005, and entered public service by joining Governor Ernie Fletcher's administration and served as Special Assistant to the Commissioner of the Governor’s Office for Local Development, Deputy Executive Director of Local Initiatives for a New Kentucky (LINK), and Executive Director of the Transportation Enhancement Program, each providing him great insight into the state legislative and political process. Upon leaving state government, Mr. Meadows returned to private practice before becoming General Counsel of DTX Oil LLC, a green energy start-up company based in Lexington, Kentucky where he remained until 2009. Prior to joining the Kentucky Medical Association, Mr. Meadows was an attorney with the law firm of Frost Brown Todd.

Sean Weiss, DoctorsManagement

Once your compliance program is established the only way to know if it is working is to deploy a monitoring and auditing process to validate if what has been implemented is truly working or if there need to be “Tweaks” to the program. Determining where “Gaps” between what you’re doing and what is required is critical to the success of the program. Identification of errors and how to mitigate those issues becomes crucial to demonstrating that “Good-Faith” effort and the structuring of Corrective Action Plans (CAPs) becomes front and center. This session will provide you with the keys to success and compliance related templates to ensure you get it right. Sean Weiss is a Partner and serves as Vice President and Chief Compliance Officer for The Department of Audit and Regulatory Compliance and The Revenue Cycle Management Department of DoctorsManagement, LLC based on Knoxville, Tennessee.

Sean specializes in audit and appeal representation for large and small healthcare practices that have been targeted by federal (Medicare), state (Medicaid), and commercial insurance payors. Sean has worked with thousands of physicians, medical practice groups, hospitals, and medical management societies, and he is recognized as an expert in the field of medical compliance, coding and documentation requirements. Sean delivers measurable financial results for healthcare facilities and helps physicians deliver quality care without sacrificing government compliance.

Sean leads all federal and state investigations conducted by the Office of Inspector General, Department of Justice and The United States Attorney’s Office on behalf of DoctorsManagement clients. Sean’s knowledge of these governmental agencies inner workings ensures client protections afforded them under the law as well as minimizes stress on the medical organization and its officers. Sean has handled cases of all sizes including Overpayment demands in excess of eight (8) figures. It is his understanding for the payor systems that ensures recoupment efforts or offsets are blocked until due process has been concluded and refunds are minimized when indicated.

Sean works with practices on start-ups, merger and acquisitions including due diligence, divestitures, turnarounds, and practice management support. Sean often serves as the interim practice administrator for organizations in transition. Sean has been providing practice management and revenue management cycle services for more than 18 years. Sean has a proven track record of turning struggling business around through his streamlined approach to running a business and holding those in leadership accountable for their actions.

Prior to joining DoctorsManagement, Sean held executive and senior level positions with some of the industry's largest and most respected organizations helping these organizations secure financial stability and growth through the application of streamlined compliance systems and management of the revenue cycle including such organizations as DecisionHealth, The CMC Group, Tenet Health Systems of the Southeast, The Medical Management Institute, and Columbia/HCA. Sean also served on the Ethics and Compliance Steering Committee at Columbia/HCA.
SESSION DESCRIPTIONS

Building a Culture of Patient Engagement and Service \textit{Kim Croft}

This interactive session will include actual case studies and examples of how to create a culture of service within your organization.

Kim Croft is the Service Excellence Manager for St. Elizabeth Physicians.

MACRA: Health Information Technology and the Changing Medicare Payment Environment \textit{Robert M. Tennant}

The Medicare Access and CHIP Reauthorization Act (MACRA) is transforming how providers will be paid under Medicare. This session will review the recently-released MACRA proposed rule that details the qualifications necessary for a practice to be in an Advanced Alternative Payment Model (APM) and creates a new quality reporting program known as the Merit-Based Incentive Payment System (MIPS). The speaker will discuss the complex requirements under the four performance categories in MIPS, focusing on the proposed replacement to Meaningful Use termed Advancing Care Information (ACI). ACI, worth 25 percent of the MIPS calculation, is a complex set of proposals that involve eligible clinicians achieving both a “base” score and a “performance” score in order to achieve success. The key regulatory provisions will be summarized and a series of action steps will be identified.

Robert M. Tennant, MA is the Director of Health Information Technology Policy with Medical Group Management Association (MGMA) in Washington, DC. Robert focuses on federal legislative and regulatory health information technology issues, including the Health Insurance Portability and Accountability Act (HIPAA), electronic health records, electronic prescribing and ICD-10.

He participates in numerous industry efforts, including:

\begin{itemize}
  \item Board of Directors of the Workgroup for Electronic Data Interchange (WEDI)
  \item WEDI's Strategic National Implementation Process
  \item Certification Commission for Health Information Technology EHR Expert Panel
  \item American Health Information Community Consumer Empowerment Workgroup
  \item e-Health Initiative's Policy Steering Committee
  \item Council for Affordable Quality Healthcare CORE initiative
  \item Healthcare Administrative Simplification Coalition (HASC)
\end{itemize}

Robert began his work with MGMA in June 1997. He received his undergraduate degree from Carleton University and his master's degree from the University of Western Ontario, Canada. Robert also attended the University of Maryland, College Park for Doctoral studies. Robert has also received the WEDI Distinguished Service Award and Leadership in Technology award.

Survive and Thrive in the New HIT Environment \textit{Robert M. Tennant}

Numerous federal health information technology opportunities and requirements will impact medical groups in 2016 and beyond. The use of technology in your organization will transform administrative and clinical workflow and impact your bottom line. This session will examine the current HIT environment, outline the opportunities associated with new administrative simplification opportunities included in the Affordable Care Act, discuss the critical issues regarding compliance with HIPAA Privacy and Security, and review the latest on patient identification and mobile health technology initiatives. After this session you will have a better understanding of how these various federal government and private sector initiatives will impact your practice, the steps you should be taking to implement them, and the potential consequences on non-compliance.

Summer 2016 FOCUS Medicare Update \textit{Patricia Schwenk}

This presentation will focus on:

\begin{itemize}
  \item Finding Answers
  \item Ongoing Medicare Initiatives
  \item Comprehensive Error Rate Testing (CERT) Program
  \item Understanding Data
  \item Self-Service Technology
\end{itemize}

Patricia Schwenk is the Provider Relations Senior Analyst for Part B Provider Outreach & Education| CGS – J15 MAC.

Intelligent Business - Giving Analytics Meaning \textit{Cameron Cox MHA, FACMPE}

We are constantly being told that the new healthcare system will depend on “Big Data,” “Business Intelligence” and “Analytics.” Haven’t we always analyzed data? This presentation will challenge you to reconsider whether you are asking the right questions and whether you have the right data and tools to answer them. Learn how analytics adds value to your practice’s financial position and operations.

Cameron Cox is President and CEO of MSOC Health. Recognizing the need for business expertise in small independent medical practices, Cam formed MSOC in 1997 as a means of assisting physicians as they adapt to the changing healthcare environment. Early in his career, Cam served as Practice Administrator for a radiology practice in Virginia. His role included all aspects of the revenue cycle, human resource management, strategic planning and business development, as well as daily operations. During his years as President of MSOC Health, Cam has had the opportunity to work with more than 200 medical practices ranging in size from one part-time physician to 20+ providers. MSOC has provided consulting and billing services to more than 300 individual providers in 20 medical specialties.
SPECIAL EVENT
Thursday, September 22nd
6:00 - 9:00 pm
The Sports & Social Club, 4th Street Live area, Downtown Louisville
“Dust off your bowling shoes and get ready to join attendees and exhibitors for a little competition, some classic pub food and lots of prizes! Located just steps away from downtown Louisville’s dynamic nightlife on 4th Street, The Sports & Social Club has been ranked #21 by ESPN Magazine in their "29 Greatest Sports Bars in the Known Universe" article!”

Sponsored by

Conference Information

Conference Facility:
The 2016 Fall Conference is being held at the Embassy Suites located at 501 S 4th St, Louisville, KY 40202. For Hotel Reservations, call 502-813-3800. Ask for the KMGMA Group Rate in order to receive the discounted rate of $179 per night. A Credit Card will be required for room guarantee. A block of rooms has been reserved by KMGMA until August 31, 2016. After this date, reservations at the hotel will be accepted depending on space and rate availability. Please make your own hotel accommodations.

ACMPE Credit: This program is eligible for credit hours by the American College of Medical Practice Executives (credit information will be included in registration packets).

Cancellation Policy: All cancellation requests must be submitted in writing to KMGMA, prior to Friday, September 9th. No refunds will be issued for cancellation requests after this date. All cancellations are subject to a $25 processing charge.

Attire: Business casual is appropriate for meetings. Attendees may want to bring a sweater for the meeting areas.

For additional information, please contact KMGMA at KentuckyMGMA@gmail.com
Kentucky MGMA Fall Conference
September 22-23, 2016

Registration Available Online at www.KMGMA.com

First Name: ______________________    MI: _____  Last Name: _______________________________
Suffix/Credentials: _______________________     Title: ______________________________________
Organization: __________________________________________________________
Address: ________________________________________________________________
City: ____________________________ State: __________ Zip: ________________________
Telephone: _______________________ Email: _________________________________

Preferred Name on Badge: ____________________________

Circle all that apply: First-time Attendee      FACMPE      CMPE      Nominee      Local Chapter Officer

REGISTRATION FEES: On or before After
August 31, 2016 August 31, 2016
KMGMA Member $ 229 $ 279 __________
KMGMA Business Partner $ 279 $ 329 __________
STUDENT Member $ 0 $ 29 __________
NON-Member $ 329 $ 379 __________

(please see website for membership info)

GUEST Fee to attend Thursday evening Special Event $ 29 __________

Name of Guest for Name Badge: ______________________________

Total Fees Paid: __________

2 Ways to Register:
• Register Online at www.KMGMA.com;
• Mail completed form with check made payable to KMGMA to PO Box 365, Buckner, KY 40010-0365

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