Uncork Your Potential

May 8-10, 2019
Hotel Murano and Greater Tacoma Convention Center
Tacoma, WA

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE
HOSTED BY:
McMA OREGON
McMA WASHINGTON STATE
The Pacific Northwest Medical Management Conference (formerly the OR/WA MGMA Annual Conference) is one of the largest educational and networking conferences for medical practice leaders on the West Coast. It features a combination of nationally renowned speakers, highly rated concurrent sessions by experts in their field, and practical take-home tools that makes this conference a can’t miss, unsurpassed educational opportunity.

With an anticipated 300 attendees and 70+ exhibitors showcasing innovative products and solutions, the 2019 Pacific Northwest Medical Management Conference is a great place to expand both your professional skill set and network. Whether you are new to medical practice management or a seasoned veteran, expect to walk away from the Pacific Northwest Medical Management Conference with timely education and take-aways you can implement immediately in your practice.


2019 marks a historic milestone for both the Oregon Medical Group Management Association and the Washington State Medical Group Management Association.

We would like to thank all of the current members, past members, association leaders, sponsors and supporters who enabled us to reach these milestone anniversaries.

Join us at the Pacific Northwest Medical Management Conference and help us celebrate!
Mark Your Calendar

February 1... Attendee early bird registration opens at www.pnwmgmaconf.com
April 1... Attendee early bird registration closes
April 9... Group room block at the Hotel Murano closes*
May 1... Attendee registration closes*
May 8... Attendee registration and check-in at the Hotel Murano
Preconference workshops at the Hotel Murano
Welcome reception at the Hotel Murano
May 9... Attendee registration and check-in at the Greater Tacoma Convention Center
Conference in session at the Greater Tacoma Convention Center
Networking reception, team trivia and anniversary celebration
May 10... Attendee registration and check-in at the Greater Tacoma Convention Center
Conference in session at the Greater Tacoma Convention Center
Conference adjournment

*Date subject to change pending sell out.
Conference management strongly recommends attendees secure their registration and hotel reservation as soon as possible to ensure your space.

Pacific Northwest Conference Planning Committee

A special THANK YOU to our Planning Committee volunteers for your time and service.

Committee Co-Chairs
Sarah Doxey MA, CMPE | Providence Medical Group | Spokane, WA
Michelle Eldridge CMPE | WVP Boulder Creek Clinic | Salem, OR
Andrea Petre, MBA, FACMPE | Allegro Pediatrics | Bellevue, WA

Committee Members
Jeffrey M. Baird, MBA, CMPE | Willamette ENT & Facial Plastic Surgery | Salem, OR
James Hudson MHA, MPH, FACMPE | Woodcreek Provider Services | Puyallup, WA
Kris Linden, ACMPE Nominee | OB/GYN Associates Of Spokane | Spokane, WA
Janet Mossman FACMPE | Pacific Family Medicine | Astoria, OR
Christi Siedlecki MSN, RN, FACMPE | Grants Pass Clinic LLP | Grants Pass, OR
Scott Spradling, CMPE | Movement Systems Physical Therapy | Seattle, WA

Table of Contents

Key Dates.......................................................................................................................... 3
Lodging/Conference Venue........................................................................................... 4
About the Conference..................................................................................................... 5
Preconference Workshops............................................................................................. 6
Keynote Speakers.......................................................................................................... 7
Concurrent Sessions...................................................................................................... 8
Schedule-At-A-Glance................................................................................................. 14
Registration Information.............................................................................................. 15
 LODGING AND CONFERENCE VENUE

Conference Hotel

Hotel Murano
320 Broadway Plaza
Tacoma, Washington 98402

Avoid the stress of traffic and stay at our host hotel! Make your reservation at the Hotel Murano today.

Our group room block closes on April 9th or whenever capacity is reached.

Phone Reservations: (877) 986-8083 Make sure you use our group code: PNW MGMA Conference when booking!

The Hotel Murano is just steps away from the Greater Tacoma Convention Center. Room rate includes complimentary wireless internet access in guest room and 24-hour fitness center access. Discounted self-parking is available to conference attendees at $10 per day (excludes valet parking). Our group rates may be available for 3 days pre-and-post conference dates based upon hotel availability.

Guest check-in begins at 3:00 PM and guest check-out is 11:00 AM. Requests for early check-in or late check-out should be made directly with the hotel and is subject to availability.

Discounted rates for May 8 and May 9:

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<tr>
<th></th>
<th>*Single/Double Rate</th>
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<tr>
<td>Deluxe King Bed</td>
<td>$169</td>
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<td>Deluxe Two Double Beds</td>
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*Room rate does not include additional applicable tax or Pierce County Tourism Assessment per room, per night.

Support Your Association

When booking your stay within our conference group room block at the Hotel Murano, you are supporting both associations by helping us avoid fees that result from significant sections of the room blocks being reserved but left unfilled or canceled at the time of the conference. Without your support, Oregon MGMA and Washington State MGMA could face huge financial penalties for unused rooms.

Warning: Associations are targeted by scammers. Be wary if you receive a phone call regarding “discounted hotel rooms or registration” requiring you to give out your credit card information over the phone. Only trust information that comes directly from Oregon MGMA or Washington State MGMA in our verified email format or information which is posted on our conference website. If you are ever in doubt, please call or email our office at main@pnwmgmaconf.com or (678) 523-5915.

Greater Tacoma Convention and Trade Center (GTCC)

Conveniently located next door to the Hotel Murano, this impressive facility will host our registration desk, exhibitor marketplace and all educational sessions and activities on Thursday, May 9 and Friday, May 10.
ABOUT THE CONFERENCE

Who Should Attend
The varied education and networking sessions are structured to meet the needs of healthcare executives, practice professionals, managers of all levels, physicians, nurses, and other business professionals. Attendance by administrator-physician teams, including mid-level managers, is highly encouraged to cover all the educational offerings and to support one another in undertaking the challenges of today’s health care organizations.

Vendors and suppliers are not eligible to register as an attendee and are encouraged to contact the conference coordinator for information on exhibit opportunities at main@pnwmgmaconf.com.

Attire at this conference ranges from business casual to totally casual. Be sure to dress in layers since conference room temperatures tend to fluctuate throughout the day.

Networking is essential to your overall success as a medical practice manager. Come to the Exhibitor Marketplace during breakfast for specialty networking on Thursday and Friday mornings for opportunities to connect and build your network. Tables will be set up in the Exhibitor Marketplace with signs indicating different specialties. Here you can connect and collaborate with others in similar practices. Make the most of this conference to grow your network and opportunities for informational exchange.

Conference Schedule
Upon check-in you will be provided with a handy conference schedule that will fit conveniently into your name badge pouch which includes an updated schedule, room locator maps, and other need-to-know information.

Attendee Check-In
Please check-in at the registration desk located in the Hotel Murano upon arrival for the preconference workshops and welcome reception. Name badges will be issued at the time of check-in and are required for access to all educational sessions, the exhibitor marketplace and all networking activities.

ACMPE Continuing Education Credit Hours
This program is eligible for over 10 hours of American College of Medical Practice Executive (ACMPE) credit. To apply this program toward your ACMPE continuing education requirement simply calculate the total number of clock hours you spent in educational sessions and enter your hours online in “Claim Education Credit Portal” of www.mgma.com. Please note Oregon MGMA and Washington State MGMA do not keep track of your hours.

While no other accredited CME or CE hours have been arranged for this conference, a general certificate of attendance will be available for you on the conference e-syllabus to download and self-apply for credit with your professional organizations.

Conference Hashtag
Join in on the conversation! Include #pnwconf19 on any conference related posts on Facebook, Instagram or Twitter.

Exhibitor Marketplace
Many of our exhibitor will be hosting door prize drawings. Be sure to be present during the final break on Friday when door prize drawings will be given away on the Exhibit Floor. Check each exhibit booth you left your business card to see if your name is posted as a winner.

Win additional prizes - Washington Wine Country Map
Back by popular demand, attendees will have the option to win even more prizes by visiting all of the sponsors identified on the Washington Wine Country – exhibit hall map. The map will be included in your registration materials distributed at conference check-in. Follow the instructions for completing and turning in the map to make sure you are entered for the additional prize drawings!

Conference Coordinator:
Mindy Zaubi | main@pnwmgmaconf.com | (678) 523-5915
PNW MGMA Conference Coordinator
P.O. Box 790
Sherwood, OR 97140

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Services For People With Disabilities
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**PRECONFERENCE WORKSHOPS**

**Wednesday, May 8 at the Hotel Murano**

1:00 PM – 4:15 PM  **OPTIONAL PRECONFERENCE WORKSHOPS**

Consider adding one of two preconference workshops to your conference registration or if you can’t make the full conference, register for the preconference as a stand-alone session. These workshops are designed to be an interactive, learning experience. To ensure you receive the most from these sessions, preconference registration is limited to the first 30 individuals. Secure your seat early. Additional fees apply.

**PCW1 – Leading Change:**

**Executive Leadership Tools and Concepts**

Intermediate | Interactive

Available for ACMPE Credit: 3.0

**Michael O’Connell, MHA, FACMPE, FACHE**

Senior Vice President, Operations
Stanford Healthcare, Palo Alto, Calif.

Join this medical practice executive who works for a medical group in the U.S. News and World Report’s top 10 hospitals list. Explore how ACMPE’s Body of Knowledge can be applied to lead one’s team through change to achieve desired outcomes in a workshop setting. Attendees will connect with tools on how to be a better listener, how to run a more productive meeting, approaches on delegating to staff more effectively toward their development and learning how a structural tension model can help the medical practice achieve its goals.

Through a combination of lecture teaching, round-table discussion and participant report-outs, the audience will be able to better understand how we learn new concepts and ideas, how to better navigate through complex problems and solutions, and what tools can be used to achieve one’s desired outcomes.

This session will provide you with the knowledge to:

- Develop four new leadership tools in the medical practice to achieve desired outcomes
- Discover the value of leading through change with interactive group learning
- Apply a new leadership tool in your medical practice to create positive change

**About Our Instructor**

Michael O’Connell is Senior Vice President, Operations of Stanford Health Care’s University HealthCare Alliance, part of Stanford Medicine. The medical foundation owns medical clinics, a managed care organization, and an affiliated IPA network with 1,400 employees, 350 providers in 27 specialties, and 75 locations in the San Francisco Bay area (East Bay, South Bay, Peninsula, Silicon Valley). He partners with the Chief Medical Officer and Chief Administrative Officer to provide executive leadership and strategic direction towards creation of a high performing medical foundation. Previously, Michael worked as a consultant for The Advisory Board Company in Washington, DC, and at Cleveland Clinic in four different executive leadership roles. He is Chair of ACMPE’s Certification Commission and has served in various leadership roles with MGMA, coaching and mentoring medical practice leaders in support of their professional development. He is a published author on healthcare and leadership development and has presented internationally and nationally on leadership practices, operational best practices, and change management.

**PCW2 – Payer Contracting – Fee For Service and Value Based Negotiations – Tips, Techniques & Language**

Beginner - Intermediate | Interactive

Available for ACMPE Credit: 3.0

**Penny Noyes**

President & CEO, Health Business Navigators

Hold on to your seats as you take a fast paced ride through the payer contracting negotiation process for fee for service and value based agreements. Start off with information on payer funding arrangements pared with traditional reimbursement arrangements, typical value based arrangements, and up-and-coming bundled payments arrangements, all serving as the foundation of the session. We will do a brief overview of how to gather what you need to start your negotiations in a sound and methodical manner, discuss what to do if you get a notice from a payer that may be an amendment in disguise, how to initiate discussions with payers and overcome objections, what a reasonable “ask” is with regard to offers and counters as well as contract language modifications. And much more…

**Learning Objectives:**

- Identify, analyze and manage the reimbursement arrangements that might be available to your practice
- Gather the agreements and data needed to methodically approach your payer contracting
- Evaluate offers and create counter-offers during the negotiations
- Understand, negotiate and/or manage the impact of contract language beyond the rate exhibit

**About Our Instructor**

Penny Noyes is President, CEO and Founder of Health Business Navigators (HBN) – 4 decades of industry experience. Penny has spent 18 years on the payer side of the industry and 22 years on the provider side. Penny speaks regularly at MGMA national and state conferences, MGMA Financial Management and Payer Contracting specialty conferences, and for other local and national organizations. In addition to speaking, she is also regularly called upon by industry news writers for articles and opinions on health plan and credentialing issues and trends. Penny is known for her practical, candid, methodical, “can do” attitude in tackling the challenges of contracting and credentialing. Penny rolls up her sleeves, negotiating payer agreements and tackling credentialing challenges on a daily basis on behalf of practices nationwide, giving her insight and keeping her up to date on the trends and health care practices’ business issues that need to be understood, renegotiated and/or managed.
KEYNOTE SPEAKERS

Opening Keynote Session

**Thursday, May 9 at the GTCC**
Professional Development | Beginner to Expert
Available for ACMPE Credit: 1.0

**8:15 AM – 9:15 AM** This Is Now Your Company: A Culture Carrier’s Manifesto

Mike Rognlien
Chief Builder of Awesome People
Multiple Hats Management
Author, *This Is Now Your Company: A Culture Carrier’s Manifesto*

For fifteen years, Mike Rognlien has learned from some of the best (and some of the . . . not best) people in the corporate world. His tenure at Facebook, as a consultant to Microsoft, and at numerous other companies--from insurance to banking to Silicon Valley--taught him valuable lessons in responsibility, ownership and accountability, and the fine art of T-shirt printing. And now, with a mix of wisdom and rueful humor, he’s sharing his accumulated work and life lessons with you. Yes, you.

Because if you want your career, and therefore your company, to be the best they can be, that’s how you have to start thinking of them: as yours. You have to fully understand the role you play, the good and the bad impact your behavior has on all of the people around you, and the unconscious biases that can control your thoughts and decisions if left unchecked. You have to be sure that this is what brings you real fulfillment. You have to be prepared to fail spectacularly badly and recover with a flourish.

And you have to be ready to control your wrath when you’re served duck twice in one week. (Trust us--the story does apply to you.)

Closing Keynote Session

**Friday, May 10 at the GTCC**
Professional Development | Beginner to Expert
Available for ACMPE Credit: 1.0

**1:10 PM – 2:10 PM** The Future of Healthcare

David N. Gans, MSHA, FACMPE
Senior Fellow, Industry Affairs
Medical Group Management Association

Healthcare is undergoing a transformational revolution as industry consolidation, remote patient monitoring, augmented intelligence, and technological advances change where and how care is delivered. While these changes will severely disrupt the traditional medical establishment they provide unique opportunities for physician practices which embrace and prepare for change.

Learning Objectives:
After this session, participants will be able to:
• Describe how industry consolidation, remote monitoring, augmented intelligence, and technological advances will disrupt healthcare delivery
• Describe the advantages that physician practices will have over larger healthcare institutions in the future healthcare delivery system
• Recommend strategies a practice can use to leverage these technologies to benefit itself and its patients

Mr. Gans is a national authority on medical practice operations and health systems for the Medical Group Management Association (MGMA), the national association for medical practice leaders. He is an educational speaker, authors a monthly column in the Association journal, and is a resource on all areas of medical group practice management for association members. Mr. Gans retired from the United States Army Reserve in the grade of Colonel, is a Certified Medical Practice Executive and a Fellow in the American College of Medical Practice Executives.
Conference management reserves the right to change, modify or cancel sessions from the published agenda in any way and at any time for circumstances outside of our control.

Thursday, May 9 at the GTCC

Series 1 | 10:00 AM – 11:15 AM
Available for ACMPE Credit: 1.25

1A: Payer Contracts Assessment & Renegotiation – Getting Started by Penny Noyes
Financial Management, Risk and Compliance Management | Beginner to Intermediate

You know your payer contracts are the basis of your practice’s revenue but finding the agreements, addenda and rates and then inventorying this information can be daunting. Attend this session and learn how to push through the first steps toward getting you payer contracts in order and determining which ones and when they can be tackled.

Learning Objectives
• Gather your current contracts and rates
• Determine which contracts to tackle first
• Create a timeline for each negotiation
• Send Notice to Renegotiate

1B: Master Your Practice World by Mary Kelly
Professional Development | Beginner to Expert

Leadership is people and companies either succeed or fail. Some people believe leadership is limited to the people at the top, but real leadership happens at all levels in every organization. True leaders strategically plan and implement long-term programs to take advantage of talent and increase morale throughout the organization.

Everyone benefits when leaders apply three core techniques and then refine them with seven critical applications. Engaging and immediately applicable, this inspirational program is packed with templates and tools so leaders can achieve optimal results.

Learning Objectives
• Learn what most employees are not getting from their leaders and managers that they need to be more effective.
• Implement actionable items to create cohesive teamwork and better engage those around you.
• Improve personal and professional productivity with less stress.
• Find the keys to being happier and more productive

1C: How to Hire the Right Employee: Recruitment and Interview Techniques by Scott Foster
Human Resource Management | Beginner to Intermediate

How do I find dedicated medical professionals in today’s world? I don’t have a budget for that! How do I make sure I hire the right person? In this session we will examine some of the best recruitment tactics and interview tactics to take the guess work out the hiring process which has been used to find over 5000 medical professionals a year, and not break the bank.

Learning Objectives
• Modern day recruitment tactics
• Social networking techniques
• Behavioral based interviewing
1D: AI: New World Benefits in the Non-clinical Setting by Frank Cohen

Business Development | Beginner to Expert

Artificial intelligence and its cohorts, predictive analytics and machine learning, are not new concepts to healthcare but until recently, all focus has been on the clinical aspects. From genomic research to instrumentation to machines that assist the physician with diagnosis and treatment, AI continues to be more than just a new hype or a set of popular buzzwords. But what about non-clinical applications? What about auditing software that learns the difference between a good claim and a bad claim? And a revenue-cycle model that knows how to address likely underpayments in advance of billing. Or denial software driven by AI that adjusts elements in claims to ensure next-up clean encounters are billed. Based on research from the Robert Wood Johnson Foundation, AI will succeed for three reasons: 1) frustration with the legacy medical system, 2) ubiquity of networked smart devices in our society, 3) acclimation to convenience and at-home services like those provided through Amazon and others.

In this session, Frank Cohen, computational statistician, will take you through the world of AI as it applies to organizational management and administration. From blockchain technology to ensure HIPPA security to systems that learn from prior failures and successes.

Learning Objectives
- Get a foundational understanding of AI; what it is and how it works
- Learn about non-clinical AI systems that benefit the non-clinical staff
- See the challenges to adopting new technology, like blockchain and machine learning

2B: How to Attract, Retain, Mentor, Evolve, and Develop the Next Generation of Leaders, by Mary Kelly

Professional Development | Beginner to Expert

Getting people to work together is challenging. Office tension, competition, gossip, personal agendas and pettiness reduce morale and productivity.

How to Attract, Retain, Mentor, Evolve and Develop the Next Generation of Leaders for corporations and associations. By 2020, millennials will be 50% of the American workforce. That number jumps to 75% by 2025. Is your organization attracting and keeping the talent you need to lead into the future? Do you have a succession plan for your senior people? Are you ready for the shifting workforce?

U.S. unemployment levels are at record lows. Ten thousand baby boomers are retiring every day. Thousands of human resource directors are struggling to fill the 6 million vacant job opportunities in the US as competitors race for employees. Once they are hired, how do you keep them? How can you ensure that your employees, both new hires, and your current team, are ready for upcoming roles and responsibilities?

In this highly interactive session, Mary discusses how to Attract talent by being attractive to current and prospective team members, how to Retain the right people, how to Mentor and manage emerging employees, how to Evolve, structurally and culturally to stay relevant, and how to Develop the next tier of talent for future success.

2C: Manage up or out - How to dismiss a bad employee by Scott Foster

Human Resource Management | Beginner to Intermediate

Have you had nights wishing they would just go away? Do you find yourself working harder at keeping their job more than they do? Dealing with difficult employees is only a manager’s rite of passage. In this session we will learn how to manage these employees up or out.

Learning Objectives
- What constitutes a bad employee
- Documentation
- Benefits of progressive discipline
- How to have the dismissal conversation

2A: Analyzing a Payer Offer and Modeling Counter Offers by Penny Noyes

Financial Management | Beginner to Intermediate

Once identify what payers’ rates are needing the most improvement and when/how you can approach them, you get a payer to the table to negotiate...but then what do you do when they say,”we are not negotiating at this time,” or “what did you have in mind?” Don’t blow the opportunity to achieve your improvement goals by using less than adequate data or analysis. This session walks you through how to create an offer and evaluate a counter offer based on tried and true methods so that you are confident that both the aggregate improvement and the code specific impact are figures you and your doctors can live with.

Learning Objectives
- Identify through analysis which Payers need most renegotiation attention
- Determine Needed Improvement
- Create/Evaluate/Counter Offer

Series 2 | 11:25 AM – 12:25 PM
Available for ACMPE Credit: 1.0

2D: Predicting Like a Pro by Frank Cohen

Operations Management, Business Development | Intermediate

“It is difficult to make predictions; especially about the future”, or so the quote attributed to Yogi Berra goes. The potential for a successful manager or administrator can be measured by their abilities in estimating and predicting. Whether it has to do with financial planning, mergers or acquisitions, capital improvements, succession or growth, one’s ability to predict the future and estimate an outcome is absolutely critical to long term success of any organization. And becoming a better predictor is not only good for your organization, it can do wonders for your personal career. While none of us can see the future, we can, depending on the circumstances,
model the probability on what we think might occur. In this session, Frank Cohen, statistician and predictive analyst will show you four methods for improving your predictive powers and provide valuable tools for how to calibrate your brain to become better at estimating.

In addition to a quick recap of a few key provisions about which you should always be aware in your payer agreements, such as the rate exhibit, amendments, term and termination and included products, this session will identify some provisions that you might not realize are in there, some of them quite new to agreements. Among them are assignment, merger and acquisitions, notice requirements, excluded services and more. We will cover what impact they can have on your and more. We will cover what impact they can have on your

Learning Objectives
• Get a foundational understanding on the science of prediction
• See how predicting and estimating are powerful partners
• Trace the science of predicting to the Delphic Oracle
• Learn about the four techniques to become a better predictor
• Improve your brain’s ability to estimate anything
• Understand why predicting is so important to success

Roundtable Hot Topic Speed Sessions
1:15 PM – 2:30 PM  
Available for ACMPE Credit: 1.0
This year’s conference features Roundtable Hot Topic Speed Sessions consisting of three 20-minute sessions led by association members and partners on a wide variety of topics (based on the MGMA Body of Knowledge). Each roundtable facilitator will present a hot topic from a domain of the Body of Knowledge, present an executive summary and facilitate a 12-15 minute discussion among table members. There will be three rotations. You choose which hot topics you are interested in and join in the discussion.

Series 3 | 3:45 PM - 5:00 PM  
Available for ACMPE Credit: 1.25

3A: Weird Stuff in Payer Agreements, Why It’s In There and what To Do About It by Penny Noyes
Risk and Compliance Management | Beginner

In addition to a quick recap of a few key provisions about which you should always be aware in your payer agreements, such as the rate exhibit, amendments, term and termination and included products, this session will identify some provisions that you might not realize are in there, some of them quite new to agreements. Among them are assignment, merger and acquisitions, notice requirements, excluded services and more. We will cover what impact they can have on your practice, how state and federal laws may impact these, how they sometimes are related to other provisions and how you can either negotiate new language or manage what a payer

Learning Objectives
• Identify the usual suspects as well as unusual, vague or obscure contract provisions that can be detrimental
• Identify provisions and laws that may intertwine, supersede each other, or that are absent but implied
• Determine the adverse impact of these provisions
• Outline ways to improve or manage contract language

3B: The 7 Executive Prescriptions for Practice Success by Mary Kelly
Professional Development | Beginner to Expert
Thousands of leadership programs tell you how to be a great leader. Far fewer delve deeper into the surprisingly common mistakes supervisors, managers, and even CEOs unknowingly make that derail their team’s effectiveness and productivity. Using real scenarios and examples collected through their combined years of leadership and management expertise, Mary Kelly examined data from over 100,000 employee surveys to pinpoint the 7 most common reasons some managers fail, while others are so successful. Whether in your first year of management or your 30th, this fast-paced program shows participants hidden pitfalls and how to avoid them. The program also outlines specific actions that ensure success. Based on the book of the same title, this content-rich, data-based program is also entertaining and full of actions that participants can use to further develop their leadership skills, outcomes, and organizational morale.

Learning Objectives
• Gain insight into behaviors that may be sabotaging the loyalty of your direct reports.
• Understand why your top talent may not be performing up to their potential.
• Gain tools to help you align team goals with the organizational mission.
• Gain awareness of how you are perceived by your direct reports, peers, and supervisors.
• Free access to a personalized leadership assessment to identify your leadership strengths and weaknesses.

3C: Emotional Intelligence by Scott Foster
Human Resource Management | Intermediate

To be effective, leaders must have a solid understanding of how their emotions and actions affect the people around them. The better a leader relates to and works with others, the more successful he or she will be.

Learning Objectives
• Learn the 5 big skills
• Self-assessment of your own EI
• How to develop an action plan to improve your EI

3D: The Data Tsunami: Harness the Power of Your Practice EHR, General Ledger, and Payroll Data By Glen Lawrence
Operations Management | Intermediate

With shifting business trends, environmental changes, and a slew of industry regulations, running a medical practice is more challenging than ever. In addition, technology in healthcare is driving exponential growth in the amount of data generated by the practice and patients. This session will delve into strategies and tactics for harnessing data into business intelligence, so practice administrators can stay ahead of the curve, reduce their reporting burden, and utilize their practice information to drive timely decisions.

Learning Objectives
• Discover the business intelligence tools needed to bring financial and operational analytics into the physician practice workflow.
• Learn how to evaluate key volume drivers and associated costs to create performance targets and compare trends over time.
• Review best practices to leverage and share analytical insights that engage physicians.

CONCURRENT SESSIONS
Friday, May 10 at the GTCC

Series 4 | 8:15 AM – 9:30 AM
Available for ACMPE Credit: 1.25

4A: How to Hold a Firehose and Other Tips for Keeping up With the Flow of Change in Health Care Laws
by Mark Bonanno
Legislative and Governance | Beginner to Expert
Change in health care laws and rules comes rapidly and with great volume sometimes, much like trying to drink from a firehose. How does today’s medical practice keep up and manage the flow of information? This presentation will help you to learn about some of the legislative and regulatory changes occurring in health care mostly in Oregon but also offer some national issue insight to keep on radar screens. The discussion will provide an overview of hot topic issues as well as dig a little deeper on practical approaches to keeping up with the latest changes.

4B: Washington State 2019 Legislative Session Update – What just happened and what you need to do about it?
by Katie Kolan
Legislative and Governance | Beginner to Expert
The learning objectives for attendees during Katie’s session are to feel comfortable and familiar with initiatives address by the Washington State legislature, pertinent regulatory updates and a general understanding of the impact on the practice of medicine. The presentation will include a discussion and presentation of relevant legislative issues impacting the practice of medicine, access to care, public health, business practice and more!

4C: Leverage the Latest, Most Relevant Social Media Trends to Recruit Patients and Staff
by Kelly O’Keefe
Marketing, Human Resource Management | Beginner to Intermediate
Getting your message out there requires a strong social media presence. Whether you are trying to attract new patients or members of your team, similar strategies apply. Learn best practices for bringing your brand to life on social media. Differentiate yourself from your competitors to build a sound digital foundation.

Learning Objectives:
• Discover the best sites for your intended social media purposes.
• Learn tips for effective writing on different social media platforms.
• Learn how to develop a digital environment that highlights your culture.
• Understand ways to use data to drive future initiatives.

4D: Telehealth and remote visits 101
by Mark Lovgren and Amber Hoffman
Operations Management | Beginner
Join this session for a look into the expansive field of telehealth. Hear from experts on the distinctions between the various forms of telehealth including direct-to-consumer, acute care telemedicine, and evisits. Take away practical programmatic ideas for the development and implementation of a program, and receive answers to common policy and regulatory questions. Administrators, clinicians, IT specialist and operations managers in the beginning or early stages of program development are encouraged to attend.

Learning Objectives
• Understand the various forms of telemedicine and specific use cases for each
• Discuss how telehealth can be applied across the care continuum
• List key clinical, operational and technical considerations important in the development and implementation of a telehealth program

Series 5 | 10:15 AM - 11:15 AM
Available for ACMPE Credit: 1.0

5A: High-Impact Writing in Healthcare
by Jessica Ordonez
Patient-Centered Care | Beginner to Expert
Many patient-facing materials are too long, complex, or otherwise difficult for patients to understand. Poor readability can lead to patient frustration, a lack of compliance with medical instructions, and poor health outcomes. This workshop explores the importance of readability in healthcare settings and examines common weaknesses in written materials. You’ll leave this session with greater confidence in your ability to communicate in writing with patients, having studied basic techniques to transform your writing for clearer, more concise, and more effective communication.

Learning Objectives
• To understand the importance of readability in healthcare settings.
• To identify common weaknesses in written materials for patients.
• To begin using basic techniques to transform writing for clearer, more concise communication.

5B: The Transgender Patient Experience
by Mac Scotty McGregor
Patient-Centered Care | Beginner to Expert
This workshop will take you into the mind and experience of what it is like to face the hetero-normative binary medical system as someone who does not fit the mold. The unique experience of someone who is trans or non-binary comes with many specific health needs and questions and yet there are very few folks in any part of the medical field who understand this experience. The information you gain...
in this workshop will help prepare you to better serve a trans or gender non-conforming patient. Learning how to be respectful of trans body terminology, as well as understanding the importance of utilizing the speech and pronouns the patient requests. This understanding will help the patient relax, more freely share information and feel like you are on the same team. This workshop will also teach basic transgender and gender non-binary terminology.

5C: How to Effectively Manage Your Online Reputation by Kelly O’Keefe
Risk and Compliance Management | Intermediate to Expert

Online reviews play a significant role in consumer decision-making today. In 2018, 86% of consumers read reviews for local businesses. Medical/Healthcare is the third leading industry after Restaurants/Cafes and Hotels/Bed & Breakfasts for consumers seeking online reviews. Learn about the top sites for healthcare reviews, how to manage your reputation and tips to combat negative reviews.

Learning Objectives
• Identify your practice’s online reputation across websites, including Google, Yelp, Facebook, HealthGrades, Vitals, etc.
• Demonstrate the ability to engage with reviewers in a HIPAA-compliant manner.
• Explain ways to combat negative reviews.

5D: Ambulatory Telemedicine: The Why by Mark Lovgren and Amber Hoffman
Operations Management | Intermediate to Expert

This session is a continuation of telehealth 101. Focuses on ambulatory aspects of telehealth in an ever-changing environment including the advent of value based care, decreasing cost of technology, payer support, and patient expectations. The session will go more in-depth on topics related to implementing telemedicine tools in an ambulatory setting and considerations for being successful. Tools discussed will include direct-to-consumer, remote patient monitoring, and specialty visits.

Learning Objectives
• Discuss the current and future considerations of operating in both fee-for-service and value-based care environments
• Describe use cases and common telemedicine applications in an ambulatory setting
• Discuss considerations and logistics for telehealth arrangements between ambulatory practices and other entities like hospitals and third party vendors.
• Understand considerations for “make vs. buy”

6A: Strategic Planning: Developing a roadmap for success by Kate Othus
Organizational Governance | Intermediate

Developing a strategic plan can be difficult and time consuming. Understanding the market conditions, customer

demands, values and let alone identifying how these factors impact a unique market position are all part of the planning process. Execution is critical, too. And after all of that and much more, how do you know the interpretation of those factors is right and the execution is successful? Attendees will learn steps necessary to create and implement a successful strategic plan.

Learning Objectives
• Keys to developing a strategic plan
• Keys to implementing a strategic plan
• Where strategic plans fail
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SCHEDULE AT A GLANCE

Wednesday, May 8 – Schedule Represents 3.0 ACMPE CE Hours
12:00 PM - 7:00 PM Registration at the Hotel Murano
1:00 PM - 4:15 PM Preconference W1: Leading Change: Executive Leadership Tools and Concepts by Michael O’Connell
Preconference W2: Payer Contracting – Fee For Service and Value Based Negotiations – Tips, Techniques & Language by Penny Noyes
5:00 PM - 7:00 PM Welcome Reception at the Hotel Murano

Thursday, May 9 – Schedule Represents 5.5 AMPCE CE Hours
7:00 AM - 5:00 PM Registration and Exhibitor Marketplace open at the GTCC
8:15 AM - 9:15 AM Opening Keynote Session: This Is Now Your Company: A Culture Carrier’s Manifesto by Mike Rognlien
9:15 AM - 10:00 AM Networking break in Exhibitor Marketplace | Move to concurrent sessions
10:00 AM - 11:15 AM 1A: Payer Contracts Assessment & Renegotiation – Getting Started by Penny Noyes
1B: Master Your Practice World by Mary Kelly
1C: How to Hire the Right Employee: Recruitment and Interview Techniques by Scott Foster
1D: AI: New World Benefits in the Nonclinical Setting by Frank Cohen
11:15 AM - 11:25 AM Passing Break
11:25 AM - 12:25 PM 2A: Analyzing a Payer Offer and Modeling Counter Offers by Penny Noyes
2B: How to Attract, Retain, Mentor, Evolve, and Develop the Next Generation of Leaders by Mary Kelly
2C: Manage up or out: How to dismiss a bad employee by Scott Foster
2D: Predicting Like A Pro by Frank Cohen
12:30 PM - 1:15 PM Strolling Lunch in Exhibitor Marketplace
1:15 PM - 2:30 PM Roundtable Hot Topic Speed Sessions in Exhibitor Marketplace
2:30 PM - 3:30 PM Break in Exhibitor Marketplace
Oregon MGMA Business Meeting
Washington State MGMA Business Meeting
3:30 PM - 3:45 PM Passing Break
3:45 PM - 5:00 PM 3A: Weird Stuff in Payer Agreements, Why It’s In There and What To Do About It by Penny Noyes
3B: The 7 Executive Prescriptions for Practice Success by Mary Kelly
3C: Emotional Intelligence by Scott Foster
3D: The Data Tsunami: Harness the Power of Your Practice EHR, General Ledger, and Payroll Data by Glen Lawrence
5:30 PM - 8:00 PM Cocktail Hour, Team Trivia Event and Anniversary Celebration

Friday, May 10 – Schedule Represents 4.25 AMPCE CE Hours
7:00 AM - 1:00 PM Registration and Exhibitor Marketplace open at the GTCC
7:30 AM - 8:15 AM Specialty Networking Breakfast in Exhibitor Marketplace
8:15 AM - 9:30 AM 4A: How to Hold a Firehose and Other Tips for Keeping Up With the Flow of Change in Health Care Laws by Mark Bonanno
4B: Washington State 2019 Legislative Session Update – What just happened and what do you need to do about it? by Katie Kolan
4C: Leverage the Latest, Most Relevant Social Media Trends to Recruit Patients and Staff by Kelly O’Keefe
4D: Telehealth and remote visits 101 by Mark Lovgren and Amber Hoffman
9:30 AM - 10:15 AM Networking break in Exhibitor Marketplace | Move to concurrent sessions
10:15 AM - 11:15 AM 5A: High-Impact Writing in Healthcare by Jessica Ordonez
5B: The Transgender Patient Experience by Mac Scotty McGregor
5C: How to Effectively Manage Your Online Reputation by Kelly O’Keefe
5D: Ambulatory Telemedicine: The Why by Mark Lovgren and Amber Hoffman
11:15 AM - 11:25 AM Passing Break
11:25 AM - 12:25 PM 6A: Strategic Planning: Developing a roadmap for success by Kate Othus
6B: The Trans Connection by Mac Scotty McGregor
6C: ACMPE: The Path to Certification by Debra Bartel
6D: Telemedicine and Remote Visits – Financial Considerations by Kim Swafford
12:30 PM - 1:00 PM Networking Lunch
1:10 PM - 2:10 PM Closing Keynote Session: The Future of Healthcare by David Gans
REGISTRATION INFORMATION

Register Online at www.pnwmgmaconf.com

Early Bird Pricing: Register by April 1 to receive the best rate on your conference registration.

Are you a member?
Discounted member rates are a benefit of Oregon MGMA and Washington State MGMA membership. National MGMA membership is separate from and/or in addition to membership within the state MGMA affiliate chapters. You must hold an Oregon MGMA or Washington State MGMA membership and be current in your membership dues at time of registration to receive the discounted conference member rate. Your membership will be verified. Those who register at the member rate without a current Oregon MGMA or Washington State MGMA membership will be subject to cancellation of their conference registration. If you are unsure of your membership status, please contact your appropriate chapter to verify before you register:
Washington State MGMA membership department - info@wsmgma.org | (206) 956-3621
Oregon MGMA membership department - main@omgma.com | (971) 373-1477

What registration rate applies to me?
Eligible Conference Attendees Are:
An individual employed by or retired from a medical group, hospital or healthcare system, practice management firm or other independent business entity providing current administrative management to one or more medical practices.
A full-time student in a college or university working toward a degree related to healthcare administration.
A person whose primary profession is teaching business or healthcare administration at an accredited college or university.

Eligible Additional Staff Attendees:
Complete your own registration first. You will have the option to register other full-time employees or principals from the same organization before you finalize your registration.

Eligible Consultants:
An independent consultant is self-employed and offers a broad range of expertise and counsel to medical groups, and does not represent, sell or advise clients on any one particular product or service. A consultant who registers to attend this conference as an attendee agrees that it is for educational purposes only and will not market or solicit their services or products to other attendees. Should marketing or soliciting occur, the consultant will be required to leave the meeting without a refund.

Vendors, Service Providers and Suppliers:
Any person who works for a company who offers or sells products and services to medical providers may not register for this conference at the attendee rate. Violators of the eligibility policy will have their registration automatically cancelled and their registration fees refunded. We have special exhibit and sponsorship opportunities available. Contact main@pnwmgmaconf.com for options and pricing.
If you have any questions about your eligibility contact us main@pnwmgmaconf.com

What will it cost to attend?
Registration includes entrance to all sessions and events listed on the agenda. It does not include preconference workshops. You must register and pay separately to attend a preconference workshop.

<table>
<thead>
<tr>
<th>Attendee Type</th>
<th>Early Bird Rate, Before April 2</th>
<th>Regular Rate, April 2 and after</th>
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</thead>
<tbody>
<tr>
<td>OMGMA or WSMGMA Active, Affiliate (out-of-state), Faculty Members and their Additional Staff</td>
<td>$395</td>
<td>$495</td>
</tr>
<tr>
<td>OMGMA or WSMGMA Student Member</td>
<td>$125</td>
<td>$175</td>
</tr>
<tr>
<td>Non-Members and their Additional Staff</td>
<td>$550</td>
<td>$650</td>
</tr>
<tr>
<td>Preconference Workshop, Stand-Alone Registration</td>
<td>$175</td>
<td></td>
</tr>
</tbody>
</table>

Add On To Your Registration

- Preconference Workshop: $100
- Guest Ticket to Welcome Reception, May 8: $60
- Guest Ticket to Cocktail Hour & Team Trivia Event, May 9: $60

Cancellation Policy: We must receive written notification of cancellation requests to main@pnwmgmaconf.com. A $50 processing fee will be deducted from the registration refund. No refunds will be issued after April 2. Substitutions are acceptable and can be requested by emailing main@pnwmgmaconf.com prior to the conference.

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