# Practice. Focus.

Be Informed. Get Connected.

VOLUME 20, ISSUE 4 WINTER 2023 WWW.MiMGMA.ORG



About MGMA	2
President Elect's Message and Executive Director Update	3
Business Partner Update and Thank Yous	4
MiMGMA News: Town Hall Meeting and Year In Review	5
MiMGMA News: 2023 ACMPE Class and Webinars	6

ACMPE Corner: New Year, New You?	7
Third Party Payer Day Recap and Thank Yous	8
Reimbursement Update: Medicare Fee Schedule Final Rule	9
Feature: The Importance of Cybersecurity Compliance for SMBs1	1









#### **Practice Focus**

Practice Focus is published four times per year by the Michigan Medical Group Management Association (MiMGMA).

Articles or portions of articles may not be copied without the consent of MiMGMA. To obtain consent, please email INFO@MIMGMA.ORG.

Articles published in Practice Focus contain the expressed opinions and experiences of the authors and do not necessarily represent the official position of MiMGMA. The content of this newsletter is for informational purposes only and is not intended to replace professional or legal advice.

#### **Career Opportunities**

Michigan MGMA has a career center on our website www.mimgma.org

#### **Call To Authors**

MiMGMA welcomes the submission of articles for publication in Practice Focus. Submit article proposals to Debra O'Shea at INFO@MIMGMA.ORG

#### **Advertising**

MiMGMA offers advertising space to our supporters and industry suppliers. Contact Debra O'Shea at INFO@MIMGMA.ORG for details.

#### **Newsletter Editors**

David Argenzio Debra O'Shea, FACMPE

#### **MIMGMA**

Debra G. O'Shea, MBA, FACMPE Executive Director INFO@MIMGMA.ORG 800-314-7602 P.O. Box 205 Jackson, MO 63755

#### **Executive Director**

Debra G. O'Shea, MBA, FACMPE *Epoxy Healthcare* 

#### **President**

Patty Kerrins, FACMPE

Administrator, Northpointe OB/GYN, PC

#### **President Elect & Program Committee Chair**

Christine Hosmer, CMPE HR Supervisor, Michigan Vascular Center

#### Treasurer

Laura Mrozinski, CPA, CGMA, FACMPE Controller, Paragon Health, PC

#### Secretary

David Argenzio

#### **Immediate Past President**

Ken Rates, MHSA, MBA

Director of Operations – Primary Care – Bay, Thumb

& Caro Markets, McLaren Medical Group

#### **ACMPE Forum Representative**

Sandy Sprague, FACMPE General Manager, Great Lakes Eye Institute

#### Legislative Liaison

Karen Hopman, FACMPE CEO, KLJ Consultants, LLC

#### **Reimbursement Committee Chair**

Joe Rivet, Esq., CCS-P, CHC, CEMC, CPC, CPMA, CICA, CHRC, CHPC, CCEP, CAC, CACO *Partner, Rivet Health Law* 

#### **Affiliated Business Partner Committee Chair**

Julie Hardy, MSA, RHIA, CCS, CCS-P Revenue Cycle Director, The Rybar Group

#### **Affiliated Business Partner Committee Co-Chair**

Heather Turcany Regional Director of Business Development, Merchants' Credit Guide Company

#### **Member Services Committee Chair**

Samona L. Owens, MBA, LSS Practice Manager, Wayne Pediatrics

#### **Program Committee Co-Chair**

Susan Lutz, MPA
Director of Strategy and Compliance, Specialty Eye Institute

## **President Elect's Message**



By Christine Hosmer, CMPE

s we leave 2023 and enter the new year, it is with privilege and honor that I write this article as the incoming president of MiMGMA. As we reflect on the challenges and triumphs of the past year, our shared commitment to advancing healthcare has not wavered.

While the association is experiencing a period of organizational adjustment, I am dedicated to providing the quality professional development and educational offerings that MiMGMA is known for. With the help of our national

MGMA partners, we are hopeful to grow and expand our association, while staying true to our mission.

Looking ahead, let us carry forward the lessons learned from the past year. Let us continue to foster a culture of collaboration and support within our association, recognizing that our collective strength far surpasses individual efforts. As a unified front, we can make positive changes in healthcare for our families, our practices and providers, and patients throughout the state.

MiMGMA's success is a reflection of the members' commitment to excellence in healthcare. If you are interested in becoming a board member, or volunteering on a committee, please reach out.

Wishing you all a joyous holiday season and a prosperous New Year.





### **Executive Director Update**



By Debra O'Shea, FACMPE

s we close out the year, Kate and I wanted to say Happy Holidays and thanks for the memories. As Michigan MGMA travels down the path of

transitioning to a chapter of National MGMA, Kate and I will no longer be

the administrators of Michigan MGMA. We are grateful for all the people we have met through the association and for all the memories we have of our conferences and events over the past five years. You are a great group of people. We have enjoyed working with a fantastic board and so many wonderful practice manager and business partner members.

When we took on this assignment in 2019, we had no idea what would be in store for us one short year later. Our state has worked hard to overcome the COVID-19 challenges, to put on compelling events for our members and to provide a source of education and networking for medical practices in Michigan. We

are especially thankful for all the loyal member who listen to our webinars and attend our conferences each year. While the state will go through many changes as it becomes a chapter of MGMA, we are confident this outstanding group of medical practice managers and business partners will continue to flourish.

Best wishes and Happy Holidays!



### **Business Partner Update**



By Julie Hardy, MSA, RHIA, CCS, CCS-P Affiliated Business Partner Committee Chair

s we wrap up our time with Michigan MGMA in its current format, the Business Partners would like to take a moment to truly thank the members for your support over the years. We've enjoyed meeting you, getting to know you, and working with you. From collaborating on committees to singing at conferences, we've enjoyed the moments big and small that brought us together.

We're preparing for what our new adventures are and would like to remind you all that we're still here to support you and your practices in whatever way we can. Here's the contact information for the current

Business Partners Committee members. Please reach out to us any time!

## Julie Hardy The Rybar Group, Inc. JHARDY@THERYBARGROUP.COM

## Matt Barczak Rehmann MATT.BARCZAK@REHMANN.COM

#### Teresa Datema

Bradley Company
TDATEMA@BRADLEYCO.COM

#### Chris Harper

Revenue Integrity Solutions

CHRISHARPER@
REVENUEINTEGRITYSOLUTIONS.COM

#### Renae Tyler

Professional Solutions Insurance Company RTYLER@PROFSOLUTIONS.COM

#### Heather Turcany

Merchants Credit Guide
HTURCANY@COLLECTMCG.COM

## Thank you to our 2023 Corporate Sponsors!

#### **PLATINUM SPONSOR**



#### **BRONZE SPONSOR**









## Thank you to our Business Partners!

- ACES Payments
- Alera Group
- Backus Payne & Associates
- Bodman, PLC
- Coverys Insurance Services
- Hylant
- Keane Insurance Group
- Kinetix

- MedPro Group
- MLive Media Group, LLC
- Professional Solutions Insurance Company
- Rehmann
- Revenue Integrity Solutions
- Rivet Health Law, PLC
- Sciometrix
- Superior Medical Waste Disposal, LLC
- The Rybar Group, Inc.
- Transworld Systems TSI
- USX Cyber
- Veradigm
- Wolgast Corporation

### **Town Hall Meeting**

ear the end of November, we sent out a communication that detailed some impending



changes to our association, along with an invitation to a town hall meeting on December 7. During the town hall meeting, a vote was held to determine the future of Michigan MGMA. Previously a State Affiliate of MGMA, our members voted to become an MGMA State Chapter.

Over the next few months, you'll see several modifications to the way Michigan MGMA operates, including new management, a different conference structure, and more. Rest assured, your membership will remain unchanged, and MiMGMA members will be our top priority throughout the transition.

If you have any questions regarding this matter, please refer to the communication that was sent out prior to the town hall meeting or email us at INFO@MIMGMA.ORG.

We look forward to your continued membership as we shape the future of Michigan MGMA!

### **Year In Review**

hank you to all who were involved with Michigan MGMA this year. Whether you are a new member, existing member, sponsor, student, faculty, or business partner, we are grateful for your support throughout 2023. It was truly a year filled with opportunity.



We hosted three successful conferences: Our Spring Conference in Lansing, Fall

Conference in Traverse City, and Third Party Payer Day in Mount Pleasant. 2023 saw a slight increase in attendee numbers and an even larger increase in sponsor numbers. We hosted more pre-conference activities, including our Afternoon at the Capitol in April, and a Third Party Payer Day welcome reception in November.

Nearly 550 attendees enjoyed our 15 webinars on topics ranging from employee engagement to malpractice to reimbursement.

We welcomed new board members and said goodbye to others as they moved forth to new journeys.

Finally, we began the transition to become a chapter of MGMA, which we will continue into the new year.

As you may know, 2023 marked the 50th year of Michigan MGMA. While MiMGMA may look different in the future, we look forward to many more years of providing education and networking opportunities to healthcare leaders across the state of Michigan.



More means combining insurance protection with data analytics to reduce the downside risks of value-based care programs.

Helping clients reduce distractions and improve outcomes.

To learn more, visit Coverys.com or call the Coverys East Lansing office at 800.313.5888, and select option 3 to speak with a representative.

\*A.M. Best financial rating is held by Medical Professional Mutual Insurance Company and its affiliate underwriting companies.

COPYRIGHTED. Insurance products issued by Medical Professional Mutual Insurance Company and its insurance subsidiaries. Boston, MA





Karen Hopman, BS, FACMPE Natalia Szcyzgiel, MHSA, OMC, FACMPE Molly Schmid, SHRM-CP, FACMPE





### **New Year, New You?**

FELLOW

MeMA



By Sandy Sprague, FACMPE, ACMPE Forum Rep

s 2024 is peeking around the corner, what self-improvements are you considering? Many of us will consider the "normal" things such as losing weight, going to the gym, eating better, trying to get more rest, etc.

What about improving your professional career?
What about taking the necessary action to become a Certified Medical Practice Executive, CMPE?
For those who have already achieved the CMPE status, perhaps it is time to seriously consider the next step of becoming a Fellow in the American College of Medical Practice Executives, FACMPE! This represents the "Gold Standard" in healthcare administration.

There are many resources available to you through the MGMA.ORG website; the American College of Medical Practice Executives (ACMPE) is there to assist you along the way.

Before we can take our first step to begin either of these paths, we must make the decision to do so!

Joy Waldbillig, from Iron Mountain, did just that! Joy made



the decision to pursue the CMPE designation and achieved her goal in November 2023! Congratulations Joy!

We also have four members who have achieved their ACMPE Fellowship this year: Malissa Becksvoort, Karen Hopman, Molly Schmid, and Natalia Szczygiel. Karen, Molly, and Natalia were recognized as part of the 2023 Fellows Class at the MGMA Leaders Conference in October. Congratulations on achieving your FACMPE designation!

Please contact Sandy Sprague, MI ACMPE Forum Rep, at **SSPRAGUE@GREATLAKESEYEINST.COM** if you have questions!



## SIMPLY BETTER INSURANCE COVERAGE

FULL-SCALE INSURANCE PROTECTION FOR HEALTHCARE PROFESSIONALS.

Don't put your life in the hands of just anyone. A claim against your practice could cost more than just your firm. It could cost your entire life. When it comes to your family, your practice and your property, don't risk losing everything. We have the power to protect you from these unaffordable threats. Backus Payne can help you choose the medical malpractice options that best suit your needs.







## THOROUGHLY PROTECT YOURSELF AND YOUR PRACTICE

FROM HARMFUL MALPRACTICE LAWSUITS.

#### PROTECT YOUR PRACTICE

Malpractice lawsuits can mean financial and personal ruin. Let us get you properly covered.

#### MINIMIZE CLAIMS

We work alongside you from the first moment a claim is made.

#### **LOWER PREMIUMS**

Never pay more than you should. Offering the right malpractice insurance at the right price.

#### EASE OF SWITCHING

We're here to help with our sign & date application process.

**WE'RE ON YOUR SIDE.** 

1460 Walton Blvd Ste. 221 • Rochester Hills, MI 48309 (248) 218-4160 • Fax: (248) 283-6797 • www.backuspayne.com

### Third Party Payer Day Recap



By Joe Rivet, Esq., CCS-P, CHC, CEMC, CPC, CPMA, CICA, CHRC, CHPC, CCEP, CAC, CACO, Reimbursement Committee Chair

he 2023 Third Party Payer Day was a huge success with 173 attendees! Historical records show this was one of the highest-attended

TPPDs to date. More payers can now participate at inperson events, which further helps communicate information between the plans and the provider community. There were a few changes that occurred this year: 1. Medicare requires the MACs to now present for 90 minutes minimum; 2. Sponsored Welcome Reception for those arriving the night before the conference; 3. Enhanced lunch offering; and 4. Securing Availity based on prior year's comments.

Planning for next year's Third Party Payer Day is already underway. We have received several surveys but always welcome feedback on what you want to see at this amazing one-day payer event. It is important that you get the most out of it; to help achieve that, we want your suggestions. Email me at JOE@RIVETHEALTHLAW.COM, with your thoughts.

#### **SAVE THE DATE!**

2024 Third Party Payer Day Friday, November 15, 2024 Soaring Eagle Casino & Resort













## Thank You to our Third Party Payer Day Sponsors!

**PLATINUM SPONSOR** 



**BRONZE SPONSORS** 



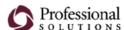








**BAG SPONSOR** 



**LANYARD SPONSOR** 



WELCOME RECEPTION SPONSOR RIVET HEALTH LAW, PLC

### Thank You to Our Exhibitors!

- Aetna & Cofinity
  - Availity
- Blue Cross Blue Shield of Michigan
  - Health Alliance Plan (HAP)
    - McLaren Health Plan
      - Meridian
- Michigan Department of Insurance and Financial Services
  - Michigan Medical Billers Association (MMBA)
    - Molina Healthcare
    - Physicians Health Plan (PHP)
      - Priority Health
      - United Healthcare

## 2024 Medicare Physician Fee Schedule Final Rule Highlights



By Joe Rivet, Esq., CCS-P, CHC, CEMC, CPC, CPMA, CICA, CHRC, CHPC, CCEP, CAC, CACO, Reimbursement Committee Chair

he Final Rule for 2024 was first made available on November 2, 2023. Despite objections from

many physician specialty societies, the physician fee schedule conversion factor and the anesthesia conversion factors for 2024 are finalized to be lower than they were for 2023. The physician conversion factor reflects a 3.4% reduction, bringing the 2024 conversion factor to \$32.74. The

anesthesia conversion factor for 2024 is lowered by 3.27%, bringing it to \$20.43. Interested parties continue to call on Congress to address these cuts.

#### G2211 - Complexity Add-on Code to E/M Visits (99202-99205, 99211-99215)

The purpose of G2211 is to provide a payment mechanism to reimburse additional resource costs that are associated with primary care or similar care where providers are building relationships with patients for ongoing medical care because CMS feels that level of relationship complexity for providers who serve as a focal point of ongoing care is not being adequately recognized or reimbursed in today's E/M coding structure.

CMS plans to implement reimbursement in 2024, which is expected to be around \$16 each time it is reported. CMS believes that appropriately reporting G2211 recognizes the inherent complexity that characterizes E/M visits when the practitioner serves as the continuing focal point for ongoing healthcare services, even when that involves referrals to other providers.

While it's not limited to any specialty, CMS expects primary care specialties to report it more often since they tend to serve as the focal point or coordinator for patient care. But, again, that doesn't mean that specialists like cardiologists or neurologists would not use this code.

When providers are performing acute care that is just for today without any coordination or without any follow-up for regular encounters with the patient – that is not part of continuous care that should be reported with the visit complexity

code. CMS further clarifies that they would not expect G2211 to be reported any time modifier 25 is reported since that already indicates a significant, separately identifiable e/m on the same day as a procedure and already allows for additional payment of the E/M. CMS has issued a recent <u>Transmittal 12370</u> regarding implementing the claims edit when G2211 is billed with an E/M code and modifier 25.

#### **Split/Shared Services**

CMS finalized they are adopting the AMA's position on split/shared services. Initially, CMS had a delayed implementation of the "substantive portion." CMS has abandoned this approach.

The Final Rule adopted the definition of the AMA, which defines the substantive portion of the split/ shared visit as being EITHER more than half the total time spent performing the service on the date of the encounter *or* based on the substantive portion of the MDM.

#### Telehealth Flexibilities Under the PHE

Several telehealth flexibilities implemented for the PHE will continue for at least another year and will not expire before December 31, 2024. These include:

- Permitting telehealth services to patients in their own homes;
- Continuing to lift

geographic restrictions for telehealth services regardless if the originating site is in a rural area;

- Allowing virtual presence to satisfy direct supervision rules, which includes letting
  - Teaching physicians satisfy their direct supervision of residents in all teaching settings with either a physical presence or with a virtual presence. Documentation must specify whether the TP's supervision is physical or virtual.
- Continue extending telehealth service performance in Rural Health Clinics (RHCs) and FQHCs;
- E/M's for inpatient hospital/observation and ED visits will remain provisionally on the telehealth list (as will therapy services);
- PTs, OTs, SLPs, and audiologists can continue to provide services via telehealth and

CMS will continue waiving the frequency parameters for specific services that limit how often Medicare will pay for the service when it is performed via telehealth.



#### **REIMBURSEMENT UPDATE**

#### New Benefit Category for Marriage and Family Therapists (MFTs) and Mental Health Counselors (MHCs)

A significant part of advancing access to mental health services involves paying for the services of MFTs and MHCs on an assignment-related basis. This is a whole new benefit category that requires enrollment of these clinicians into Medicare, who will be able to receive payment for their services for the first time starting January 1, 2024. In developing this rule, CMS drew some parallels between these new clinicians and clinical social workers with the conclusion that these new clinicians

should be paid at the same rate that they pay for services by social workers, which historically has always been at 75% of the amount that is paid to a clinical psychologist. CMS is officially codifying the payment rate for CSWs, MFTs, and MHCs at 75% of what they pay for clinical psychologists.

CMS finalized two new G codes describing psychotherapy for crisis services, which, at first glance, seem quite similar to the existing CPT codes of 90839 and 90840. The difference between the two code sets is that the new G codes specify that the site



of service has to be where the **non-facility** rate applies, *and* it has to be somewhere *other than the office setting*.

#### Medicare Diabetic Prevention Program (MDPP)

The Final Rule indicates that Medicare will reimburse providers \$25 for each session of G9886 or G9887, which distinguishes if the session took place in person or if it involved distance learning. CMS believes the new per-session payment structure is easier and will net a higher pay-out for practitioners when patients complete the program than what providers are currently able to earn today.

## New Place of Service Code 27: "Outreach Site/Street"

CMS issued <u>Transmittal 12411</u> covering the new place of service (POS) code 27 for outreach site/street. This POS is used when professional services are provided on the street or in an environment not described by any other POS code. The reimbursement is a non-facility rate.





## The Importance of Cybersecurity Compliance for SMBs



By Rod Volz, USX Cyber

n today's digital age, the importance of cybersecurity compliance cannot be overstated. Cyber threats are growing in complexity and frequency, and they pose significant risks to businesses of all sizes. In this edition of our newsletter, we focus on the vital role of cybersecurity

compliance for Small and Medium-sized Businesses (SMBs) and explore the specific impact of the Cybersecurity Maturity Model Certification (CMMC) on manufacturers operating in the defense industrial base and supply chain.

#### The Rising Stakes of Cybersecurity Compliance for SMBs

Small and medium-sized businesses are not immune to cyberattacks. In fact, they are increasingly becoming targets due to their perceived vulnerabilities. Here are a few reasons why cybersecurity compliance is crucial for SMBs:

- 1. Protection of Sensitive Data: SMBs often handle sensitive customer data, financial information, and proprietary data. Failure to secure this data can result in devastating breaches, financial losses, and reputational damage.
- 2. Legal and Regulatory Compliance: Many industries have strict regulatory requirements for data protection. Non-compliance can lead to legal consequences, fines, and loss of business opportunities.
- **3.** Supply Chain Vulnerabilities: SMBs are critical components of the supply chains for larger organizations, especially in defense contracting and manufacturing. A breach in an SMB can cascade through the entire supply chain, affecting multiple stakeholders, including the prime and also the Federal government.

#### CMMC and Its Impact on Defense Manufacturers and the Supply Chain

The Cybersecurity Maturity Model Certification (CMMC) is a framework established by the U.S. Department of Defense (DoD) to enhance the cybersecurity posture of organizations within the defense industrial base and supply chain. Here's why CMMC is making waves:

- 1. Mandatory for Defense Contractors: Large defense contractors are now requiring all vendors in their supply chain to be "CMMC ready", and once the guidance becomes law, vendors will be required to be CMMC compliant. Regardless of where you are in the supply chain, compliance is essential to remain a viable partner.
- **2.** Risk Mitigation: CMMC provides a standardized way to assess and mitigate cybersecurity risks. This is crucial for safeguarding sensitive defense-related information.
- **3. Levels of Maturity:** CMMC offers different levels of maturity, allowing organizations to tailor their cybersecurity efforts to their specific needs and capabilities.
- **4.** Competitive Advantage: Being CMMC-ready can give SMBs a competitive edge in the defense sector. It demonstrates a commitment to security and positions your business as a reliable partner.

#### **Taking Action: Steps for SMBs**

So, what can SMBs do to prioritize cybersecurity compliance and navigate the CMMC landscape?

- 1. Assessment: Begin with a thorough assessment of your current cybersecurity practices. Identify weaknesses and gaps that need to be addressed.
- **2. Training and Education:** Invest in cybersecurity training for your employees to create a security-conscious culture within your organization.
- **3. Consultation:** Seek guidance from cybersecurity experts who can help you navigate the complexities of CMMC compliance.
- **4. Documentation:** Maintain detailed records of your cybersecurity practices and compliance efforts, as documentation is a critical aspect of CMMC.
- **5. Continuous Improvement:** Cyber threats evolve, so your cybersecurity measures should too. Implement a plan for continuous improvement and monitoring.

In conclusion, cybersecurity compliance is not a choice; it's a necessity, especially for SMBs operating in the defense industrial base and supply chain sectors. CMMC is a game-changer in ensuring the security and integrity of defense-related information. By embracing compliance and safeguarding your digital assets, you not only protect your business but also contribute to the security of the entire supply chain.





Michigan Medical Group Management Association
P.O. Box 205
Jackson, MO 63755
800-314-7602
INFO@MIMGMA.ORG