

HEALTHCARE

superheroes



GOING ABOVE AND BEYOND
THE CALL OF DUTY

MAY 19-21, 2021
THE WESTIN MEMORIAL CITY
HOUSTON, TX

MGMA[®]
TEXAS



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TEXAS MGMA CONFERENCE AGENDA

WEDNESDAY, MAY 19, 2021

- 12:30 – 5:30 pm Registration Desk Open
1:00 – 4:00 pm Board Meeting
1:00 – 5:30 pm **ACMPE Prep Course and Mock Exam** – Cristian Lieneck, PhD, FACMPE
5:30 – 7:00 pm Welcome Reception in the Exhibit Hall

THURSDAY, MAY 20, 2021

- 7:30 – 5:00 pm Registration Desk Open
8:00 – 8:45 am Breakfast in the Exhibit Hall
8:45 – 9:00 am Welcome and Opening Remarks – Lilly Timon, President
9:00 – 10:15 am General Session: **Panel Discussion – Telemedicine – Access in the New World** –
Moderator: William Biggs, MD; Panelists: Laura Jahn and Sarah Pletcher, MD
10:15 – 10:45 am Break in the Exhibit Hall
10:45 – 12:00 pm Breakout Sessions
- **Panel Discussion – Hot Topics in HR for 2021**
Moderator: Adam Boland, JD; Monica Estrada, SHRM-CP
- **Reading and Understanding the Financial Metrics and Presenting Financial Information to Physicians** -
Reed Tinsley, CPA
12:00 – 1:30 pm Luncheon: **Teambuilding or Building Your Team** – Dawn Adams, MS, PMP, SHRM-SCP and Sharon Z. Ginchansky, MA
1:30 – 2:00 pm Break and Dessert in the Exhibit Hall
2:00 – 3:00 pm Breakout Sessions
- **Compliance Amid a Pandemic** – Mildred Johnson
- **Patients as Consumers of Healthcare** – Cameron Cox, III, MHA, FACMPE
3:00 – 3:30 pm Break in the Exhibit Hall
3:30 – 4:30 pm Breakout Sessions
- **What Is Your Culture Club** – Cameron Cox, III, MHA, FACMPE
- **Revenue Cycle Management and 2021 E&M Coding Changes** –
Matt Thompson, MHSM, CMPE and Cindy Miller, CPC, CIC, CPMA
4:30 – 5:30 pm Past President's Reception (invitation only)
5:30 – 7:30 pm Hors d'oeuvres, drinks, and Entertainment in the Exhibit Hall

FRIDAY, MAY 21, 2021

- 7:30 – 11:00 am Registration Desk Open
7:30 – 8:30 am Breakfast in the Exhibit Hall
7:30 – 8:30 am Local Chapter Board Members Breakfast
8:30 – 9:00 am Texas MGMA Business Meeting and New 2021-2022 Board Members
9:00 – 10:15 am Breakout Sessions
- **Ambulatory Access & Efficiency Framework** – Denise Cuddleback
- **Can I Stay Independent, Yes Make It Happen** – Cameron Cox, III, MHA, FACMPE
10:15 – 10:45 am Break in the Exhibit Hall
10:45 – 12:00 pm General Session: **MGMA Washington Update** – Drew Voytal
Texas Legislative Update – Penny Crow, MS, SHRM-SCP, RHIA
Invited Speakers: Former Rep. Sarah Davis and Former Sen. Kirk Watson
12:00 pm Vendor Prize Drawings, Grand Prize Drawing and Adjournment

SESSIONS' SYNOPSIS



Telemedicine – Access in the New World - In light of the pandemic, many organizations had to pivot how they deliver care to patients. For many, telehealth was the solution. Hear how these organizational leaders had to quickly navigate their organizations through shifting from primarily face to face visits to virtual visits. **Moderator: William Biggs, MD, Panelists: Sarah Pletcher, MD, Houston Methodist Hospital, Laura Jahn, Baylor Medicine**

organizational leaders had to quickly navigate their organizations through shifting from primarily face to face visits to virtual visits. **Moderator: William Biggs, MD, Panelists: Sarah Pletcher, MD, Houston Methodist Hospital, Laura Jahn, Baylor Medicine**



Panel Discussion – Hot Topics in HR for 2021 - Stay on top of the current trends and expected changes for Human Resource Management in 2021. This panel session will review the major changes that 2020 and COVID brought us in Healthcare and what 2021 will bring us. This will be a session to bring your questions and comments. **Moderator: Adam Boland, ClarkHill Strasburger, PLC; Monica Estrada, SHRM-CP, ABCD Pediatrics.**



Reading and Understanding the Financial Metrics and Presenting Financial Information to Physicians - Understanding physician practice metrics and the delivery that financial information is only one aspect of managing your practice. But when done well, it offers you a significant advantage and the ability to command the respect of your physicians. This session will illustrate for the new manager how to tailor financial information to the interests of your doctors and how best to communicate it. **Reed Tinsley, CPA, Healthcare Consultant.**



Teambuilding or Building Your Team - Join us to hear what's new and helpful in team-building. Let's move away from "Together Everyone Achieves More" and to "Collaborative and Engaging Environment." In this session we will learn how the strategy for your team affects productivity. We will also discuss what

tips can you use to develop your team. How do we as medical practice executives provide effective leadership and will also include exercises for you to bring back to your team. **Dawn Adams, MS, PMP, SHRM-SCP and Sharon Z. Ginchansky, MA, Brittain-Kalish Group, LLC.**



Compliance Amid a Pandemic - In this session we will cover how to leverage various resources to meet regulatory changes. We will also discuss how to educate our providers to meet these rapid changes as well as the best way to implement and monitor to ensure compliance. **Mildred Johnson, St. Luke's Baptist Hospital.**



Patients as Consumers of Healthcare - Healthcare today has moved from the Paternalistic Model of care to a Facilitative Model of care, where the patient expects to be educated, informed and most importantly involved. All businesses know that it is much easier to "hold onto" customers (patients) rather than trying to attract new ones. This presentation will focus on how these changes can become opportunities for your practice.

This presentation will touch upon general marketing approaches, social media and technology. **Cameron Cox, III, MHA, FACMPE, MSOC, a Coronis Health Company.**

What Is Your Culture Club - Culture matters. And it has never been more important than today. With the open and constant flow of information in our society, culture not only matters but a sincerely positive, uplifting culture can be instrumental in a business' success. A healthcare practice is no different. To quote a line from a great movie: "Attitude reflects leadership." Establishing an effective culture within the organization establishes a firm foundation of success for many manage-

ment areas such as customer service, marketing, recruitment and economic growth. This presentation will highlight multiple perspectives of what an effective organizational culture can mean to a truly successful healthcare practice. **Cameron Cox, III, MHA, FACMPE, MSOC, a Coronis Health Company.**



Revenue Cycle Management and 2021 E&M Coding Changes - Matt Thompson will give cutting edge perspective on the key functions in revenue cycle management along the life cycle of a claim including reimbursement changes, KPI analysis, and denial management. Cindy Miller will review coding changes

for E&M Coding for 2021 and implications on your medical group. **Matt Thompson, MHSM, CMPE and Cindy Miller, CPC, CIC, CPMA**



Ambulatory Access & Efficiency Framework - Participants will increase their knowledge and understanding of the framework and methodologies necessary to transform their Ambulatory Operating Model. They will gain insights on the type of Supply & Demand analytics and which operational capabilities support "grow at a lower cost" delivery model and serve as the operating chassis that can enable your organization to pivot quickly

in response to our rapidly changing landscape. Presenter will share personal experience scaling this type of operational transformation that is at the core of the conflict between administration and front-line physicians. **Denise Cuddeback, LSSBB, QCx, LLC.**

Can I Stay Independent, Yes Make It Happen - The current healthcare environment certainly makes it challenging for providers to answer this question. There have been many changes in healthcare both clinically and administratively over the years, and there are new players every day that seem to have the answer to all the "problems" we have in healthcare. Although many physicians may dislike it, if they are independent then they own a business. This session will highlight four areas that are essential in running a business and focus on the necessary combinations of both subjective and objective considerations when being a business owner of a healthcare practice. The competition for daily success has never been more difficult and more complicated, but we can MAKE it happen. **Cameron Cox, III, MHA, FACMPE, MSOC, a Coronis Health Company, Chapel Hill, N.C.**



MGMA Washington Update - In a climate of significant legislative and regulatory changes reshaping the healthcare landscape in response to the COVID-19 pandemic, this timely program will present an update on the current state of federal healthcare policy affecting medical groups. Attendees will gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, in addition to being

directed to clarifying resources. Specific topics include updates to the CARES Act Provider Relief Fund, Paycheck Protection Program, Medicare telehealth flexibilities, 2021 Medicare Quality Payment Program, and a host of other timely issues. Topics include: 2021 implementations details for the Merit-Based Incentive Payment System and alternative payment models, 2021 Medicare Physician Fee Schedule payment and policy changes, Key federal health policy issues, including compliance and health information technology related topics, and MGMA advocacy and resources for members. **Drew Voytal, MGMA, Department of Governmental Affairs, Washington, D.C.**



Texas Legislative Update -Telemedicine has become a critical tool during the COVID-19 pandemic in every healthcare setting. As the Texas Legislature draws to a close, the members are evaluating a number of pieces of legislation that will make the telemedicine and telehealth flexibilities from the pandemic into permanent policies. This session will cover the various legislative proposals, their fiscal impacts, and their odds of becoming

law. Penny Crow, Immediate Past President of Texas e-Health Alliance will provide TXMGMA members with the TEHA annual update. **Penny Crow, MS, SHRM-SCP, RHIA, Brittain-Kalish Group, LLC.**



P.O. Box 380124
Birmingham, AL 35238-0124

CONFERENCE INFORMATION

CONFERENCE HOTEL:

The Westin Houston, Memorial City is the perfect one-stop getaway destination. When you settle in, a wealth of amenities awaits you, such as a rooftop infinity pool, state-of-the-art WestinWORKOUT® Fitness Studio, on-property Starbucks and a 24-hour business center.



Memorial City, Houston, is known for its delicious food options, with over 20 amazing restaurants located within three miles of the hotel to feed your delivery, carry-out or dine-in needs. Accommodations set the bar high for serene and rejuvenating stays with stainless steel hardware, ambient lighting, skyline views, Heavenly® Beds and other holistic touches.

Hotel reservations will be accepted until April 27, 2021, or until the room block is filled, whichever comes first. Make your reservations now by calling 1-888-236-2427 and reference Texas MGMA or online by visiting www.txmgma.com Home Page and clicking the Make Hotel Reservations button. The group rate for single or double occupancy is \$160.00 + tax per night.

CONFERENCE REGISTRATION:

You can register online for the conference at www.txmgma.com. There is a link to the online registration form on our Home Page as well as under the Conference / Education tab, Annual Conference page. Texas MGMA members, please use the Member Sign in when you register. If you are paying by credit card, you MUST use our online process. If you are paying by check please use the online registration form but choose Check/Invoice in the payment portion and an invoice will be emailed to you so a check

can be mailed. Registration is \$275 for current Active Members, \$425 for non-members, and \$600 for Affiliate Members prior to April 15th, 2021. After that date, the rates will increase by \$50.

The registration fee covers all sessions, registration materials, meals and breaks. If you plan for a spouse or guest of a conference attendee to attend the Wednesday's Opening Reception, extra tickets may be purchased for \$35.00. Conference breakfast and lunch functions are for registered conference attendees and exhibitors only. Attire for the entire conference will be business casual. A jacket or sweater is suggested at your discretion.

REFUND POLICY:

Cancellations received prior to May 1, 2021 are subject to a \$50.00 cancellation fee. Cancellations after May 1, 2021 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Cancellations must be submitted in writing to admin@txmgma.com.

CE CREDIT:

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program.

EDUCATION COMMITTEE:

- | | |
|-------------------------------------|----------------------------------|
| Terri Le, MHA, MBA - Chair | Carla Peveto, FACMPE |
| Candy Carpenter, RN, BSN, COE, CMPE | Kawanah Polidore, MHA |
| Monica Estrada, SHRM-CP | Tom Tidwell, CMPE |
| Monica Hansen, ADM | Lilly Timon |
| Chris Kalish | Justin Wyrick, , MBA, MSBA, CMPE |
| Janice Miller, MHA | |