

ARKANSAS MGMA
2025 FALL MEETING

STELLAR STRATEGIES

NAVIGATING THE
FUTURE OF
PRACTICE
MANAGEMENT

SEPTEMBER 25
BENTON EVENT CENTER

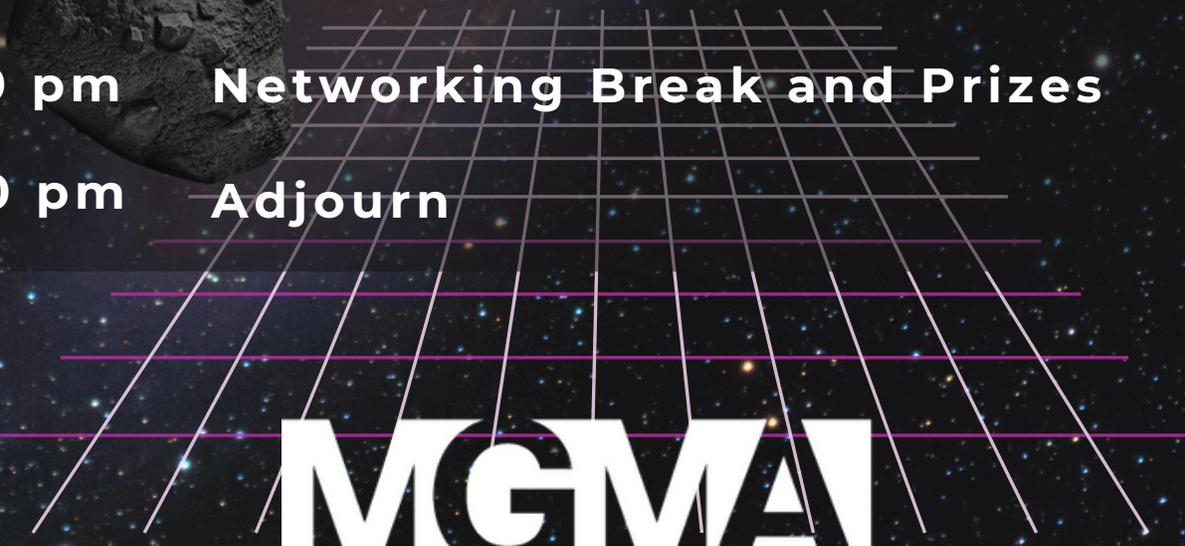
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AGENDA



THURSDAY, SEPTEMBER 25

- 9:00 am** *The Tough Stuff in Healthcare: Conflict & Communication – Steven Shook*
- 10:30 am** **Networking Break**
- 11:00 am** *Boost Your Back-End Revenue Cycle - Laura Watkins, FACMPE, CPC*
- 12:00 pm** **Networking Lunch**
- 12:45 pm** *Surviving Recoupments and Audits - Jackie Boswell*
- 1:30 pm** *How to Stop Solving the Wrong Problems - Zed Williamson*
- 2:30 pm** **Networking Break and Prizes**
- 3:00 pm** **Adjourn**



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SESSIONS



The Tough Stuff in Healthcare: Conflict & Communication - Steven M. Shook, PhD

Effective communication is essential in healthcare for building strong, collaborative teams and ensuring quality patient care. However, communication challenges can also lead to misunderstandings, conflicts, and

disruptions in workflow. From nonverbal cues and unclear messaging to emotional responses and differing communication styles, the way we communicate can either strengthen or strain workplace relationships. This session will explore various communication styles in healthcare settings and provide practical strategies to enhance clarity, teamwork, and overall workplace dynamics.



Boost Your Back-End Revenue Cycle - Laura Watkins, FACMPE, CPC

The back-end revenue cycle is an instrumental part of a successful revenue cycle operation with responsibility for claims management, denials, and patient collections. The current denial-laden

environment demands comprehensive prevention strategies and the utilization of data analytics and integrated technology. In addition, patients are struggling with the increased patient responsibility portion of their medical bills. With a renewed focus on the back-end revenue cycle, practices can boost collections and minimize financial losses.

SESSIONS

Surviving Recoupments & Audits - Jackie Boswell

Payer audits are increasing in frequency. An insurance audit letter is enough to send anyone into a panic attack. A significant recoupment could have a negative monetary impact on a practice's bottom line. It is important to

understand the purpose of an audit or recoupment, how to respond, and steps to avoid them in the future.

How to Stop Solving the Wrong Problems - Zed Williamson

Leading a medical practice can feel like playing whack-a-mole with problems that never stay solved—staff drama, inconsistent results, poor follow-through, team burnout. But what if none of those are the real issue?

In this session, Zed Williamson, Founder of Physician Growth Accelerator, will show you how most recurring problems in private practice are not people problems at all—they're system problems disguised as people problems. You'll learn how to spot and solve the actual root causes behind dysfunction, underperformance, and growth bottlenecks. Learn a proven framework for identifying constraints in your practice systems, communicating changes, and measuring the outcome.

MEETING VENUE

**Benton Event Center
17322 Interstate 30 N
Benton, AR 72019**



CONTINUING EDUCATION

This program is eligible for 4.5 ACMPE credit hours.

