Navigating the Changing Tides of Healthcare

July 31 - August 2, 2019
Sandestin Beach & Golf Resort
Destin, FL
Navigating the Changing Tides of Healthcare

**Agenda**

**Wednesday, July 31, 2019**

- 8:30 - 5:00  Conference Registration Desk Open
- 8:30 - 9:30  Continental Breakfast
- 9:00 - 11:30  Specialty Breakout Sessions - (Practice Managers Only)
  - OB/GYN, Orthopaedics
  - Multispecialty, Pediatrics, Primary Care, Surgery, Urology
- 11:30 - 1:00  Strolling Lunch in the Exhibit Hall
- 11:30 - 6:00  Exhibits Open
- 1:00 - 1:15  Conference Welcome and Opening Remarks
- 11:50 - 2:30  General Session - *No More Team Drama: Ending the Gossip, Cliques and Other Crap that Damage Workplace Teams* – Joe Mull, M.Ed.
- 2:30 - 3:15  Break in Exhibit Area
- 3:15 - 4:45  Breakout Sessions
  - *The Keys to Utilizing Nurse Navigators for Maximum Practice Outcomes* – Wanda Wilt, RN, BSN
  - *Payer Contracts Assessment & Renegotiation – Getting Started* – Penny Noyes
- 4:45 - 6:15  Reception in Exhibit Hall

**Thursday, August 1, 2019**

- 7:30 - 12:00  Conference Registration Desk Open
- 7:30 - 11:00  Exhibits Open
- 7:30 - 8:30  Past President’s Breakfast
- 8:30 - 10:00  General Session - *Digital Ghosts, Living in the Screen Age* – David Greenfield, MD
- 10:00 - 10:45  Break in Exhibit Area
- 10:45 - 12:00  Breakout Sessions
  - *Basic & Weird Payer Contract Provisions- Spot, Negotiate and Manage Them* – Penny Noyes
  - *Avoiding Employee Turnover* – Catherine “Ree” Glaze, Esq.
  - *Financial and Operational Benchmarking - Are you Sailing a Dinghy or a Yacht?* – Maddox Casey, CPA
- 1:00  Golf, *The Raven*
- 7:00 - 9:00  Lawn Party, Fireworks

**Friday, August 2, 2019**

- 7:15 - 12:00  Conference Registration Desk Open
- 7:15 - 10:30  Exhibits Open
- 7:15 - 8:15  Local Chapter Leadership Breakfast
- 7:15 - 8:15  Breakfast Buffet
- 8:15 - 9:45  Breakout Sessions
  - *Reading and Understanding the Financial Coordinates: Presenting Financial Information to Physicians* – Maddox Casey, CPA
  - *Alabama Healthcare Update* – Niko Corley
- 9:45 - 10:30  Break in Exhibit Area
- 10:30 - 11:00  General Session - *Contagious Characters* – Denise Price Thomas
- 11:00 - 11:15  Break
- 11:15 - 12:00  General Session - *Health, Hope & Humor* – Gladys Friday
- 12:00  MGMA/ALABAMA Business Meeting – Grand Prize Drawings
Navigating the Changing Tides of Healthcare

Team drama wreaks havoc on organizational health. It damages morale, productivity, engagement, and retention. Drama leads to customer complaints, lost revenue, and a talent exodus. It also sucks the life out of every manager it touches, monopolizing their time and obliterating their spirit. This is why leaders at every level, in every industry, have a duty to build team unity and prevent team drama. Joe Mull’s No More Team Drama program deftly merges research in psychology, organizational development, and employee engagement with the author’s practical experience training leaders and teams all over the U.S. The result is a captivating primer on improving the quality of interactions between employees in the workplace. This program, based on Joe’s newest book No More Team Drama, describes exactly how to transform a group of employees into a band of collaborators committed to working hard, getting along, and wowing customers.

Joe Mull, M.Ed., Healthcare Leadership Trainer, Speaker and Author, Pittsburg, PA.

The Keys to Utilizing Nurse Navigators for Maximum Practice Outcomes - Wondering how or if “Patient Navigation” can benefit your practice or if you are getting the full benefits for the 3-P’s (Patient, Practice and Physicians)? Join us to discuss the benefits of navigation; what “excellent” looks like; how to get started; how to evaluate your navigator(s); what is the ROI and how this position is a key member of your team. Navigation strategies and efforts can assist your group in achieving maximum practice outcomes – well worth it!! Wanda Wilt, RN, BSN, Wilt Medical Consulting, Columbus, OH.

Payer Contracts Assessment & Renegotiation – Getting Started – 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. This session cover how to push through the first steps toward getting you payer contracts in order and determine which ones and when they can be tackled. Penny Noyes will review the entire process of getting prepared to negotiate, determining what contracts need attention, initiating and facilitating the negotiation process, and getting to the point of an acceptable financial offer.

Penny Noyes, Health Business Navigators, Bowling Green, KY.

Digital Ghosts, Living in the Screen Age – As employers or supervisors, do you believe your employees spend too much (non-productive) time on screens? How many of YOU would like to spend less on them? Do you have personal Internet or Smartphone use policies in the workplace? Do you believe the Internet can be addictive? This session is designed to educate employers and managers on the issues associated with the use and abuse of all digital technologies, including the Internet, smartphones and other similar devices. Special attention will be paid to managing technology abuse and addiction, EAP considerations and educational and preventative measures to decrease Internet and computer abuse in the workplace.

David Greenfield, MD, The Center for Internet and Technology Addiction, West Hartford, CT.

Motivating Healthcare Teams in an Era of Change, More Work and Fewer Resources - As healthcare endures a profound transformation, employees everywhere are being asked to do more with less. As a result, many are frustrated, exhausted, and burned out. Yet some employees still show up every day, ready and willing to give it all they’ve got? Why? Research says it’s the boss that makes the difference. The most engaged and inspired healthcare employees don’t get that way by chance. They are led by physicians and managers who know that if they want to avoid a team of professionals who simply go through the motions, they must create the conditions necessary for people to thrive. Drawing on fresh research in employee engagement and workplace psychology, this dynamic, energizing presentation gives healthcare leaders insight into what employees need from their bosses to be at their best, every day. Based on his popular book Cure for the Common Leader, Joe Mull gives audiences clear, evidence-based strategies for getting their teams firing on all cylinders.

Joe Mull, M.Ed., Healthcare Leadership Trainer, Speaker and Author, Pittsburg, PA.
Basic & Weird Payer Contract Provisions - Spot, Negotiate and Manage Them - This session will prepare you for the new agreement that you are likely to receive based on the earlier session. We will cover how to execute the new rates after the negotiation, as well as point out lots of provisions that were never brought up by the payer and not discussed during rate negotiation. These provisions may have unexpected or dire future consequences on your practice that need to be understood, renegotiated and/or managed going forward. Among these provisions are amendments, mergers and acquisitions, adding products and more.

Gladys Friday, Healthcare Comedian.

Avoiding Employee Turnover - With the lowest unemployment rates in recent history, recruiting and hiring the right person for a job is made even more cumbersome. The best solution is retaining the workforce you have in place. This session will provide information on employee retention and creative ways to keep your employees plugged in and onboard.

Catherine “Ree” Glaze, Esq., Lyons HR, Birmingham.

Financial and Operational Benchmarking - Are you Sailing a Dinghy or a Yacht? - Do you know what benchmarks are applicable to running your practice? This session will focus on financial and operational benchmarks that can help you understand where you are and where you want to go.

Maddox Casey, CPA, Warren Averett, Birmingham.

Reading and Understanding the Financial Coordinates: Presenting Financial Information to Physicians - Understanding and delivery of 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 how to tailor financial information to the interests of your doctors and how best to communicate it.

Maddox Casey, CPA, Warren Averett, Birmingham.

Where Currents Collide - Policy and Procedures Panel - Each day, medical practice executives face a variety of operational challenges. The issues they most consistently address are personnel, billing, medical records, patient flow, customer satisfaction, patient confidentiality, staff safety, and information management. Maintaining succinct, comprehensible policies and procedures that identify a medical practice’s philosophy of dealing with each situation ensures efficiency, consistency and quality in the services provided to patients. These policies and procedures provide a mechanism for the practice to set and communicate consistently with the staff about services expectations. Although a policy and procedure manual serves as an invaluable tool, developing such a manual is a time-consuming and exhaustive task. In this session, 3 of our members will discuss what policies and procedures work best in their practice and why. Sample policies will be provided.

Thalia Baker, FACMPE, UAB Medicine; Amy Fisher, Lee Obstetrics & Gynecology, P.A. and John Reynolds, MBA, FACMPE, Cullman Primary Care, P.C. – Moderator: Catherine “Ree” Glaze, Esq., Lyons HR

Alabama Healthcare Update - The 2019 Alabama Legislative Session featured a number of bills aimed to dramatically change the way Alabama doctors practice medicine. Niko Corley, Director, Legislative Affairs at MASA will help you make sense of the politics and impact on your practice. This session will look at the impact of the bills that did, and did not pass as well as a look ahead to the 2020 Legislative session and how we can make an impact.

Niko Corley, Medical Association of the State of Alabama, Montgomery.

Contagious Characters - This session is designed to show how the personalities and attitudes of co-workers, managers, patients and physicians have a direct effect on our productivity and our ability to work together as a team. This presentation will introduce you to these characters. We work with them, we live with them...we ARE them! Finding compassion and humor in our day helps to create a more positive work environment which leads to increased productivity, more connected employees and therefore happier patients. Together, we will focus on the good in others, helping to turn the whine into shine. After all, it’s the things that cost the least that really mean the most.

Denise Price Thomas, DPT Consulting & Training, Belmont, NC.

Health, Hope & Humor - Gladys Friday (as in glad it’s Friday) will focus on the funny side of healthcare. Gladys uses her 40+ years in healthcare to address the humor in everyday happenings, good, bad & ugly. She is an elderly Southern Belle that brings her very own style along with her. She worked for surgeons therefore she experienced in cutting up and tries to keep everyone in stitches.

Gladys Friday, Healthcare Comedian.
Conference Location:
The Alabama MGMA 2019 Summer Conference will be held at Sandestin Golf and Beach Resort, Village of Baytowne Wharf, a unique and charming destination that has been voted the "Best" resort in Destin, Florida and the #1 resort on Florida's beautiful Emerald Coast. There is something for everyone at this magnificent 2,400 acre property, including a variety of Destin vacation rental accommodations, sugar white sand beaches, full service beach services, golf for every level of play, a top rated tennis club, water sports, marina, fitness center, spa, biking and walking trails and even our own pedestrian Village, with shopping, dining, events, and entertainment. Village and Grand accommodations, located along the peaceful Choctawhatchee Bay, are reminiscent of a quaint village with modern day charm. Enjoy the quaint shops, charming eateries and lively nightspots which make up the Village. Beachside options are also available and are by far the most popular Florida vacation rental at Sandestin, the spectacular sugar-sand beaches are the highlight of beachfront accommodations.

Hotel reservations will be accepted until June 27, 2019 or until the room block is filled, whichever comes first. Make your reservations now by calling (800) 800-320-8115 or fax the Housing Request Form to (850) 267-8221. Group Code is: 23V97O. You may also book accommodations online at: http://www.Sandestin.com/23V97O.aspx

Conference Registration:
You can register online for the conference at www.almgma.com. There is a link to the online registration form at the bottom on our Home Page as well as under the Education Tab / Summer Conference. If you are paying by credit card, you MUST use our online process. If you are paying by check you can use the Registration Form downloadable on the website and mail to the address listed on the form.

The registration fee covers all meetings, handouts, meals and breaks. If you plan for a spouse or guest to attend Wednesday’s Welcome Reception, extra tickets may be purchased for $30.00. Spouses and guests may attend Thursday’s Lawn Party at a $15 per ticket fee, but please indicate number that will attend for planning purposes on your Conference Registration Form. Conference breakfast and lunch functions are for registered conference attendees and exhibitors ONLY. Attire for the entire conference will be casual. A jacket or sweater is suggested at your discretion.

Early Bird Conference Attendee Rate (prior to June 30th)

<table>
<thead>
<tr>
<th>Member</th>
<th>Non-Member</th>
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</thead>
<tbody>
<tr>
<td>Alabama MGMA Active Members - $365</td>
<td>Medical Practice Manager - $475</td>
</tr>
<tr>
<td>Alabama MGMA Affiliate Member - $750</td>
<td>Vendor (someone selling product/service to a medical practice) - $1000</td>
</tr>
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After June 30th, all rates increase by $50
Refund Policy:
Cancellations received prior to June 25, 2019 are subject to a $50.00 cancellation fee. Cancellations received before July 10, 2019 are subject to a $100.00 cancellation fee. Cancellations after July 10, 2019 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

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

Program Committee:

Melissa Atchison  
Infirmary Medical Clinics  
Mobile

Jason Biddy, CMPE - Chair  
Urology Centers of Alabama  
Birmingham

Thalia Baker, FACMPE  
UAB Medicine  
Birmingham

Amy Fisher  
Lee Obstetrics & Gynecology  
Opelika

Ryan Luchner  
Southern Orthopaedic Surgeons  
Montgomery

Alabama MGMA is an affiliate chapter of the Medical Group Management Association (MGMA), the oldest and largest membership organization for professionals in the field of practice management. Alabama MGMA was founded in 1976 by, and for, the medical practice manager and currently boasts more than 700 members representing practices ranging from solo, group, rural and university-based practices to multi-specialty clinics. The mission of Alabama MGMA is to advance the art and science of medical practice management.
**MGMA/ALABAMA SUMMER CONFERENCE - 2019**

**Monday, July 29, 2019-Sunday, August 4, 2019**

**GROUP CODE: 23V97O**

<table>
<thead>
<tr>
<th>Name ________________________________</th>
<th>Number in Party: Adults ____ Children _____________</th>
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</thead>
<tbody>
<tr>
<td>Company Name ________________________</td>
<td>Business Phone _______________________________</td>
</tr>
<tr>
<td>Address _____________________________</td>
<td>E-Mail ________________________________________</td>
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<tr>
<td>City ________________________________</td>
<td>State __________________</td>
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<tr>
<td>Sharing With ________________________________________________________________________</td>
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</tr>
<tr>
<td>Arrival Day/Date _____________________</td>
<td>Departure Day/Date ____________________________</td>
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Your cut-off date for reservations is **Thursday, June 27, 2019**, after which rooms will be sold on a space-available basis.

### ACCOMMODATIONS AND RATES

A deposit of one night’s room rate is required to secure rooms. All room rates quoted **DO NOT** include 12% fees and 11% taxes. Please circle your preferred accommodations. All requests are subject to availability at time booking request is received. Any other type of accommodation besides what is in your block will vary in cost depending on location. Rooms will be made available three days prior and three days post event on a space-available basis.

<table>
<thead>
<tr>
<th>ACCOMMODATIONS</th>
<th>DAILY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beachside Studio*</td>
<td>$299.00</td>
</tr>
<tr>
<td>Beachside 1 Bdrm*</td>
<td>$349.00</td>
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<tr>
<td>Beachside 2 Bdrm*</td>
<td>$485.00</td>
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<tr>
<td>Southside 3 Bdrm</td>
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<tr>
<td>Bayside 3 Bdrm</td>
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<td>Village Studio</td>
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<td>Village 1 Bdrm</td>
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<tr>
<td>Grand Complex Studio</td>
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<tr>
<td>Luau Studio</td>
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<tr>
<td>Luau 1 Bdrm</td>
<td>$255.00</td>
</tr>
<tr>
<td>Luau 2 Bdrm*</td>
<td>$349.00</td>
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</tbody>
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*A 5-night minimum is required on Beachfront accommodations; and a 3-night minimum is required on Luau 2-bedroom units.*

The Grand Complex consists of accommodations in the Grand Sandestin®, Lasata, Bahia, and Elation

**IF ONE OF THE ABOVE ROOM TYPES ARE UNAVAILABLE ON-LINE, PLEASE CALL OUR RESERVATIONS DEPARTMENT AT 800-320-8115 TO CHECK FOR AVAILABILITY.**

Deposit is refundable in the event of individual room cancellation, provided notice is received by Sandestin 7 days prior to scheduled arrival date. Any remaining balance will be charged within 7 days prior to arrival. If cancelling within 7 days of arrival, there will be forfeiture of entire reservation amount.
Join us on Thursday evening for the Lawn Party & Fireworks!