MASTER YOUR WORLD

DOG-INSPIRED LEADERSHIP LESSONS

KEYNOTE SPEAKER: MARY KELLY, PHD

IMGMA 2017 FALL CONFERENCE

SEPTEMBER 20 - 22, 2017 | THE GATEWAY CONFERENCE CENTER | AMES, IOWA

BI-ANNUAL EDUCATION FOR HEALTHCARE MANAGERS AND LEADERS
CONFERENCE PURPOSE AND OBJECTIVES

• To provide dynamic education, new ideas and inspiration to be a successful medical practice leader that will positively impact care provided to the patient.

• To provide current tools and networking time with other healthcare leaders and business associates in a professional, fun environment.

• To provide timely information that will assist healthcare leaders navigate through the daily challenges of running a medical practice so that the patient care provided in the ambulatory setting is held to the highest standard.

CONFERENCE INTENDED AUDIENCE

• Healthcare leaders, Medical Practice Managers, RN’s/LPN’s serving in a healthcare leadership role, CMA’s and Certified Professional Coders.
### Wednesday | September 20th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 - 10:30 AM</td>
<td>IMGMA BOARD MEETING</td>
<td>Harvest Room</td>
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<tr>
<td>10:30 AM - 4:00 PM</td>
<td>IMGMA 13TH ANNUAL GOLF OUTING</td>
<td>Coldwater Golf Course</td>
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<tr>
<td>4:00 - 6:00 PM</td>
<td>REGISTRATION DESK OPEN</td>
<td>Gallery Lobby</td>
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<tr>
<td>5:30 - 7:30 PM</td>
<td>NETWORKING / TAILGATING EVENT</td>
<td>Plaid to Meet You!</td>
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Don your plaid and join us for the 3rd Annual IMGMA Networking Tailgating Event!

### Thursday | September 21st

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 AM - 3:00 PM</td>
<td>REGISTRATION OPEN</td>
<td>Prairie Rooms / Exhibit Hall</td>
</tr>
<tr>
<td>7:30 - 8:30 AM</td>
<td>SPECIALTY BREAKOUT BREAKFAST/BREAKFAST WITH EXHIBITORS</td>
<td>Prairie Rooms / Exhibit Hall</td>
</tr>
<tr>
<td>8:30 - 10:00 AM</td>
<td>KEYNOTE SESSION</td>
<td>Garden Room</td>
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<tr>
<td></td>
<td>Master Your World</td>
<td>Mary Kelly, PhD C SP, Commander, US Navy (ret) CEO, Productive Leaders</td>
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<tr>
<td></td>
<td>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.</td>
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<tr>
<td>10:00 - 10:45 AM</td>
<td>BREAK WITH SPONSORS AND EXHIBITORS</td>
<td>Exhibit Hall</td>
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<tr>
<td>10:45 AM - 12:15 PM</td>
<td>GENERAL SESSION</td>
<td>Garden Room</td>
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<tr>
<td></td>
<td>Transformation Super Powers: EQ and the Power of Critical Thinking</td>
<td>Michelle Wier</td>
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<td></td>
<td>This presentation will look at what steps are required to promote emotional intelligence (EQ) and critical thinking as a skill set and how to implement that process in your organization.</td>
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<tr>
<td>12:15 - 1:30 PM</td>
<td>LUNCH</td>
<td>Prairie Rooms / Exhibit Hall</td>
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<td></td>
<td>IMGMA Annual Business Meeting</td>
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1:30 - 2:45 PM
BREAKOUT 1A
Transforming Healthcare with Office in the Cloud | Steve Heller
This session will provide an overview of productivity and security of Office 365, how it can help healthcare professionals be more efficient which translates to better patient care.

BREAKOUT 1B
Ownership & Opportunity in our own Health | Justin Horn & Taylor Christensen
The session will discuss the proactive approach and focus on changing the mindset of healthcare usage.

2:45 - 3:15 PM
BREAK
Exhibit Hall

3:15 - 4:30 PM
BREAKOUT 2A
Future Proofing Healthcare with Office 2016 | Steve Heller
This session will showcase productivity tips in each of the Office products and demonstrate ways to improve care team efficiency.

BREAKOUT 2B
What Happens Online Stays...Online | M Veronica Brattstrom
Using national malpractice case examples this seminar addresses the Do's and Don'ts of Social Media in the healthcare setting.

4:30 - 5:30 PM
SOCIAL HOUR / NETWORKING
Exhibitor Door Prize Drawings

6:00 PM
DINNER / ENTERTAINMENT
Watch for your Evite

Friday | September 22nd

7:30 - 8:30 AM
BREAKFAST

8:30 - 9:45 AM
BREAKOUT 3A
Connected Healthcare with Skype for Business | Steve Heller
This session will discuss how to improve care team productivity and strengthen collaboration with mobile health care solutions that connect patients and providers, wherever they are.

BREAKOUT 3B
Art of Rewards and Recognition | Susan Schrader, MBA
This session will share lessons learned in the implementation of an effective rewards and recognition program.

9:45 - 10:15 AM
BREAK

10:15 - 11:45 AM
CLOSING GENERAL SESSION
Communicate with Impact | Paul Johnson
This highly interactive and fast-paced group experience will introduce participants to the concepts of effective communication in formal and informal settings.

11:45 AM
CLOSING REMARKS & DOOR PRIZE
Master Your World: 10 Executive Strategies to Improve Productive, Profits and Communication

Mary Kelly, PhD C SP, Commander, US Navy (ret), CEO, Productive Leaders

Mary is an economist and best-selling author specializing in business and leadership development to improve efficiency and profits.

A graduate of the US Naval Academy, Mary spent 21 years on active duty, achieving the rank of Commander. She has trained over 40,000 military and civilian personnel in multi-cultural environments all over the world. She now builds successful strategies for corporate and association leaders.

She has been quoted by the Wall Street Journal, Money Magazine, Entrepreneur, Men’s Health, and other periodicals. Fun and funny, Mary is a college professor, international speaker, and author of award-winning leadership books.

Mary’s workshops are content-rich, enjoyable, and tailored to meet the needs of each audience.

KEYNOTE SESSION | MASTER YOUR WORLD

Leadership is creating a vision as well as executing the strategy. Leadership is also why people, and companies, succeed or fail. Some people believe leadership is limited 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.

Session Objectives
The participants will be able to:

- Cite an understanding of what most employees are not getting from their leaders and managers that they need to be more effective
- Relate actionable items to create cohesive caregiver teamwork and better engage patients in their care
- Describe improved personal and professional productivity with less stress
- Discuss how to best use networks and relationships to further influence excellent patient care
- Express the keys to being happier and more productive at work (and at home) by applying the Master Your World techniques
Transformation Super Powers: EQ and the Power of Critical Thinking

Michelle Wier, MBA, CMPE

Michelle is a founder of V2V Management Solutions, a company committed to transforming the care delivery model.

With a degree in accounting and a master's in business administration, Michelle has spent her entire career in the health care industry holding executive leadership roles spanning the primary and multi-specialty focus. She adds in a splash of experience in ambulatory surgery centers, dialysis, home health and clinical research to spice it up.

Independent medical practices are Michelle's passion, however nearly half of her career has been spent leading and advising hospital-owned medical practices.

Michelle believes transforming our industry is about transforming the business of medicine by retooling our leadership teams to analyze and adapt instead of running operations the same way and expecting different results.

As an MGMA Western Section Liaison and past President of the Idaho MGMA chapter, she understands the mission that drives us toward continuous learning and operational performance. She is a very experienced operations executive ready to teach best practices!

GENERAL SESSION | TRANSFORMATION SUPER POWERS: EQ AND THE POWER OF CRITICAL THINKING

The kryptonite that prevents organizations from moving past their programming is a culture that does not demand and value emotional intelligence (EQ) and critical thinking skills partnered with personal accountability. It takes a certain measure of bravery or super power to break through an organization and establish a culture of expectation and accountability that demands EQ and critical thinking skills. This presentation looks at how these skills promote transformation, what EQ and critical thinking skills are and how to assess them personally, within your team and within an organization. The presentation will look at what steps are required to promote EQ and critical thinking as a skill set and how to implement that process in your organization. The presentation will use practical tools, audience participation and multi-visual resources to keep everyone engaged in the conversation.

Session Objectives
The participants will be able to:

• State what EQ and critical thinking are and recognize the skill sets as they relate to providing patient care.
• Identify the ways that EQ and critical thinking can inspire leadership to transform an organization and it’s caregivers.
• Describe and evaluate your personal EQ and critical thinking skills.

Ownership and Opportunity in our own Health

Presented by Holmes Murphy & Associates

Justin Horn, BA

See bio on the IMGMA website.

Taylor Christensen, BA

Taylor serves as an account executive for Holmes Murphy, specializing in healthcare, contractors, manufacturing and retail. He also has a strong focus on unifying Holmes Murphy employees, which is why he created a young professional's group to share ideas, experiences and accomplishments.

Justin & Taylor will co-present Ownership and Opportunity in our own Health – During this presentation we will discuss some of the innovation that is occurring in healthcare. Specifically, talking about direct primary care, and the opportunity with employer groups, and employees. The session will discuss the proactive approach and focus on changing the mindset of healthcare usage. We will also discuss the opportunity for employers to reduce their cost while improving their productivity.

Session Objectives
The participants will be able to:

• Articulate the direct primary care trend in western Iowa and Nebraska.
• Discuss and share the opportunity for employers who are willing to be change leaders as it relates to healthcare usage.
Microsoft Breakout Session Track

Steve Heller

Steve has been with Authos now Harland Technology Services since the company was founded. He has experience aligning IT solutions to the business challenges of small, medium and enterprise organizations. He has assisted clients in highly regulated industries such as financial, government contracting and healthcare.

TRANSFORMING HEALTHCARE WITH OFFICE IN THE CLOUD

Microsoft’s Office 365 is dedicated to empowering health organizations globally – whether it be through providing the right technology to improve caregiver collaboration and productivity, or delivering solutions that meet ever more stringent privacy, security and regulatory requirements. With the increasing burden on both systems and individuals, it’s critical to enable health professionals to do more from anywhere.

Session Objectives
The participants will:

• Receive examples of productivity tips to work more efficiently as a care team.
• Be able to demonstrate streamlined communication solutions amongst care team members.
• Be able to cite security and compliance features that apply directly to HIPAA and PHI.

FUTUREPROOFING HEALTHCARE WITH OFFICE 2016

With the launch of Office 2016 Microsoft is helping healthcare professionals work more efficiently allowing more time for patient care.

Session Objectives
The participants will be able to:

• Implement collaboration solutions using Office 2016.
• Cite several examples of security features in Office 2016.
• Utilize new efficiency features of individual Office applications.

CONNECTED HEALTHCARE WITH SKYPE FOR BUSINESS

Improve care team productivity and strengthen collaboration with mobile health care solutions that connect patients and providers, wherever they are.

Session Objectives
The participants will be able to:

• Implement collaboration solutions that create a more effective care team.
• Cite how to achieve productivity increases through efficient communications.
• Give examples of potential telehealth applications.
Mastering the Art of Rewards and Recognition

Susan Schrader, MBA

Susan Schrader, MBA is the Organizational Development Manager for Mercy Medical Center in Des Moines, Iowa. As one of six organizational development focus areas, Susan has implemented a new, comprehensive reward and recognition program for over 7000 colleagues at Mercy Medical Center. Prior to her current position, Susan served in various clinic administration roles for approximately 8 years. Susan is a past president of IMGMA, and during her tenure with IMGMA she was a member of the Professional Development Committee and chaired the Membership Committee.

Recognition is a communication tool that rewards and respects the contributions of individuals to the goals of the organization. By creating an effective rewards and recognition program, you encourage and reinforce the actions and behaviors that create a better working environment ultimately enhancing patient care. Further, recognition connects colleagues to each other, their department, the patients and their organization. This session will share lessons learned in the implementation of an effective rewards and recognition program.

Session Objectives
The participants will:

• Gain an understanding of the benefits of an effective reward and recognition program.
• Be able to explain the difference between reward and recognition.
• Be able to list types of rewards and recognition.
• Be able to give examples of effective rewards and recognition.
• Be able to cite ways to improve the implementation process when implementing a rewards and recognition program.

What Happens Online Stays...Online

Presented by PSIC

M Veronica Brattstrom, MS, CHTS-PW

A native of Chicago, Illinois, M. Veronica Brattstrom received her bachelor’s degree from the University of Illinois at Chicago and her master’s degree from the University of Illinois at Champaign. Veronica is a licensed property/casualty agent and received her CHTS-PW certification in 2012, which she actively uses to assist physician practices with electronic health records (EHR) workflow analysis. Veronica has more than 15 years of experience providing risk management consulting services to healthcare professionals. Throughout her career, she has worked with individual physicians and large clinic groups enhancing risk management compliance among clinic administrators, office managers and physicians. Veronica, a skilled facilitator, has presented several risk management seminars covering malpractice topics pertinent to physicians and their staff.

The use of Social Media by individuals and businesses to stay connected, communicate and to market services only continues to grow. As the use of Social Media increases understanding its use, creating guidelines and establishing safe procedures for effectively managing its use in a healthcare setting is critical.

Patients have come to expect immediate access to staff and physicians. Refusing to embrace social media might have some negative consequences for you or for your practice. However, any comment you make will have a life of its own and might spread in a fashion you hadn’t intended. Social Media uses and abuses present many challenging questions for healthcare, providers, employers and employees. Using national malpractice case examples this seminar addresses the Do’s and Don’ts of Social Media in the healthcare setting.

Session Objectives
The participants will:

• Learn the uses and misuses of Social Media in Healthcare.
• Be able to demonstrate the importance of protecting your practice and patients against HIPAA violations.
• Be able to discuss the consequences of over-sharing information.
Communicate with Impact

Paul Johnson

Paul Johnson serves as Senior Faculty and Coach at Dardis Communications. Paul draws from a deep well of knowledge and experience extending over decades of executive leadership. Paul joined Dardis Communications from Aegon Asset Management, where he was Vice President, Head of Communications for the U.S. organization. Paul blends his 30+ years of solutions-based communication skills with leadership qualities of positivity, integrity and humor.

In this session – Communicate with Impact – Paul will guide attendees in developing communication skills to be clear, compelling and effective with all members of the internal team and the patient. This highly interactive and fast-paced group experience will introduce participants to the concepts of effective communication in formal and informal settings.

Session Objectives
The participants will:

- Learn and practice the physical skills of communication to create impactful and meaningful messages in patient interaction and leadership scenarios
- Learn and practice techniques to control nervousness and speak under pressure in professional environments.
CONTINUING EDUCATION (NURSING CONTACT HOURS/CEU’S)

- Continuing Education Credit/Contact Hours for Nurses will be awarded by the IBON Provider #22 through Des Moines Area Community College. Contact Hours will be awarded for Nurses. Contact hours awarded will be 6.6 for Thursday, 9/21 and 3.3 for Friday, 9/22 (there are no contact hours available for Wednesday, 9/20). Participant must attend full day’s conference to be awarded Contact Hours, no partial days will be awarded.

HOTEL RESERVATIONS

The Gateway - Ames
2100 Green Hills Dr. | Ames, IA 50014

Conference Room Rate: $119
Room Reservation Block Expires: August 25, 2017

Call: 515-292-8600 to reserve your room or reserve online via: ONLINE RESERVATION LINK

QUESTIONS

For Questions, comments or issues, participants may reach out to:

Jean Thomas, CMPE | IMGMA Executive Director
319-560-0435 or by email: imgma@imgma.org
## Conference Fees:

- **Full Conference** - $275 (member)/$375 (non-member) – Prior to August 25th, 2017
- **Additional Registrant** (from same group as Primary Registrant – Full Conference) - $225
- **Late Registration Fee** - $25 – After August 25th, 2017
- **Thursday Only** - $150
- **First Time Attendee** - $275
- **Student** - $60

**Cancellations/Refunds:** A cancellation fee of $50 will be assessed for all cancellations. Registrants must cancel more than one week prior - no refund if cancelled after 9/13/17.

### Organization

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<th>Last Name</th>
<th>First Name</th>
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<tbody>
<tr>
<td>E-mail</td>
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### Additional Registrants*

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<th>Registrant 2 ($225)</th>
<th>Last Name/First Name</th>
<th>Title</th>
<th>Email Address</th>
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<td>Registrant 3 ($225)</td>
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<td>Registrant 4 ($225)</td>
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*Registrants must be employed by same health care organization as the primary contact.

Do any of the registrants attending have a disability that needs special assistance? (If yes, please explain): __________________________

Do any of the registrants attending have special dietary needs? (If yes, please explain): __________________________

### Payment Information:

- **Check (Payable to IMGMA)**
- **Credit Card:**
  - [ ] Discover
  - [ ] MasterCard
  - [ ] Visa
  - [ ] American Express

Cardholder Name: (please print) __________________________

Credit Card No.: __________________________ Security Code: ___ Exp. Date: __________

Signature of Cardholder: __________________________

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**ADA Policy:** IMGMA does not discriminate in its educational programs on the basis of race, religion, color, sex or handicap. IMGMA wishes to ensure no individual with a disability is excluded, denied services or segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the American with Disabilities Act in order to attend this program, please call 319.560.0435 or fax to 319.774.5661 or write to the Department of Education of IMGMA.