THE POWER OF PURPOSE

IMGMA 2019 Spring Conference with Keynote Speaker Joe Mull
April 10 - 12, 2019 • The Gateway • Ames
Bi-Annual Education Conference for Healthcare Managers and Leaders

Conference Purpose and Objectives: To offer dynamic education for you to become a successful medical practice manager through practical working tools, networking with peers and innovation that will assist you in running your practice to the highest patient care standards.

Intended Audience: Healthcare leaders, medical practice managers, RNs/LPNs serving in a healthcare leadership role, CMAs and Certified Professional Coders
# Conference Agenda

## Wednesday, April 10, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9 – 11am</td>
<td>Board Meeting</td>
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<tr>
<td>11:30am – 12:30pm</td>
<td>New Member/First-Time Attendee Lunch</td>
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<tr>
<td>11:30am – 6:00pm</td>
<td>Registration Open</td>
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<tr>
<td>11:30am – 2:30pm</td>
<td>Exhibitor Set-Up</td>
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| 1:00 – 2:15pm | General Session: The Marshalltown Experience  
Panel |
| Disaster recovery plans are thought about, talked about and planned for in the hopes that the written plans are never activated. In 2018, Marshalltown experienced a devastating tornado. Panelists will share with attendees the areas of disaster recovery plans that held up, and areas of the disaster recovery plans that were vulnerable. The panelists will share examples of policies that have been implemented or updated after the experience. |
| 2:15 – 2:30pm | Break                                    |
| 2:30 – 4:00pm | General Session: MGMA Washington Update  
Joseph Lazar |
| This session will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulation agencies. |
| 4:00 – 5:00pm | Welcome Reception with Sponsors and Exhibitors |
| 5:00 – 7:30pm | Networking Event: Trivia with Woody       |

## Thursday, April 11, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 7:00 – 3:00pm | Registration Open / Professional Photo Opportunity  
IMGMA is pleased to offer attendees the opportunity to have their professional photo taken. The photographer will take photos throughout the day. |
| 7:00 – 8:00am | Breakfast with Sponsors and Exhibitors  
Specialty Breakout Roundtables |
| 8:00am | Opening Remarks                          |
| 8:00 – 9:30am | Keynote: The Inspirational Leader and the Power of Purpose. Leveraging Purpose to Boost Performance  
Joe Mull |
| Research on engagement and motivation in the workplace make it clear that employees who feel valued thrive. Attendees will be energized with this inspiring keynote that teaches leaders at all levels how to use storytelling and recognition to make every employee matter. Coupled with social science and compelling healthcare stories, Joe will teach leaders how to help employees see the difference they make every day. |
| 9:30 – 10:15am | Break with Sponsors and Exhibitors |
| 10:15 – 11:15am | General Session: The Efficient Practice  
Elizabeth Woodcock (Sponsored by PHREESIA) |
<p>| As reimbursement declines and costs continue to escalate, maximizing your practice’s efficiency becomes priority number one. Workflow optimization isn’t natural – it’s learned. Elizabeth will show attendees how to apply innovative Lean management principles to improve patient flow and find overlooked opportunities to improve patient satisfaction and financial performance. |
| 11:15am – 12:00pm | Networking Session: WHAT is YOUR Problem |
| Attendees will have the opportunity to present a current challenge for discussion, problem solving and possible solutions. Groups will be broken down by: Financial, Operations, HR, Revenue Cycle Management |</p>
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<thead>
<tr>
<th>TIME</th>
<th>SESSION/ACTIVITY</th>
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</thead>
<tbody>
<tr>
<td>12:00 – 1:30pm</td>
<td>Lunch / Milestone Awards / MGMA Update</td>
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<tr>
<td>1:30 – 2:30pm</td>
<td><strong>General Session:</strong> Find Your Fireflies: A Message about Gratitude <strong>Shelley Goecke</strong>&lt;br&gt;“Find Your Fireflies” is a presentation meant to engage and inspire participants to recognize individuals who have their own ability to positively impact others. Attendees will hear how the simple act of expressing gratitude can have significant impacts on health, well-being and productivity.</td>
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<tr>
<td>2:30 – 3:00pm</td>
<td>Break with Sponsors and Exhibitors</td>
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<tr>
<td>3:00 – 4:30pm</td>
<td><strong>General Session:</strong> Feedback Training for Managers: How to Be Heard, Help Others and Ignite Change <strong>Joe Mull</strong>&lt;br&gt;Feedback is a skill. It requires training and practice. Leaders who master the art of giving feedback end up with teams that trust them and colleagues who want to hear their opinions. In this skill-building training, participants will learn a simple formula to engineer feedback that is clear, concise and comfortable.</td>
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<tr>
<td>4:30 – 5:00pm</td>
<td>Exhibitor Door Prizes/Reception</td>
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<tr>
<td>6:00 – 7:30pm</td>
<td>Networking Event</td>
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<td><strong>FRIDAY, APRIL 12, 2019</strong></td>
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<tr>
<td>7:30 – 8:30am</td>
<td>Breakfast</td>
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<td>8:30 – 9:15am</td>
<td><strong>Breakout 1-A:</strong> The Journey to Team-Based Care Using Predictive Analytics <strong>Dave Weiss and Erin Folker</strong>&lt;br&gt;Dave and Erin will take attendees through their journey of implementing this workflow change. What they expected would be complicated in some cases was simple, and what was expected to be simple was complicated.</td>
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<tr>
<td>8:30 – 9:15am</td>
<td><strong>Breakout 1-B:</strong> Uncovering Substantial Tax Savings for Your Medical Practice <strong>Ryan Hauber</strong>&lt;br&gt;(Sponsored by Honkamp Krueger)&lt;br&gt;Attendees will hear frequently asked questions on how the Tax Cuts and Jobs Act will impact medical practices and their owners. The session will offer education on tax reform impacts to medical practices, how the qualified business income (QBI) deduction comes into play and how entity structure could be stifling financial growth for practices.</td>
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<td>9:15 – 9:30am</td>
<td>Passing Break</td>
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<td>9:30 – 10:15am</td>
<td><strong>Breakout 2-A:</strong> Vital Signs for Team Communication: Avoiding Life Support <strong>Betty VanWoert</strong>&lt;br&gt;(Sponsored by MMIC)&lt;br&gt;Ineffective communication is a leading cause of patient injury, malpractice claims, team dysfunction and patient dissatisfaction. Attendees will learn team communication tools, training and resources to enhance patient safety.</td>
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<tr>
<td>9:30 – 10:15am</td>
<td><strong>Breakout 2-B:</strong> ACMPE Networking&lt;br&gt;Whether you are just getting started in the certification or fellowship journey, this session is an opportunity to hear from others who are also working toward certification and/or fellowship.</td>
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<td>10:15 -10:30am</td>
<td>Stretch Break</td>
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<td>10:30 – 11:45am</td>
<td><strong>General Session:</strong> Chaos and Consent – What Happens When It's No <strong>Jo Ellen Whitney</strong>&lt;br&gt;This is an interactive session designed to actively discuss common issues from when a minor can consent to what happens if law enforcement consents but the patient doesn’t. Every day, providers face complex questions on consent. Other issues to be addressed include recent trends on medical record production costs and other HIPAA issues.</td>
</tr>
<tr>
<td>11:45am</td>
<td>Closing Remarks – Door Prize Giveaway*&lt;br&gt;*Stay for Friday's sessions and earn DOUBLE raffle tickets for Door Prize!</td>
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In the Keynote Session, *The Inspirational Leader and the Power of Purpose to Boost Performance*, Joe will use psychology, humor, social science research and captivating stories to equip leaders with strategies and specific behaviors to enhance the communication they have with employees about why they do what they do. Every day, health care professionals go to work and make astounding differences in the lives of others. Unfortunately, the never-ending challenges and changes in the health care environment can disconnect employees from seeing their true impact. When difference-making fades from view, employees simply go through the motions, burn out or become distracted from what’s most important.

Research on engagement and motivation in the workplace make it clear that employees who feel valued thrive. Attendees will be energized with this inspiring keynote that teaches leaders at all levels how to use storytelling and recognition to make every employee matter. Coupled with social science and compelling healthcare stories, Joe will teach leaders how to help employees see the difference they make every day.

**SESSION OBJECTIVES**

- The participants will leave better able to create a line of sight between the tasks and responsibilities of patient care and the real-world impact they have every day.
- The participant will be better able to verbalize tactics to become better storytellers and inspire their own patient care teams.

In Joe’s Feedback Training for Managers: How to Be Heard, Help Others and Ignite Change skill-building session, participants will learn how to engineer feedback that is clear, concise and comfortable. They will also learn scripts and habits to help them more effectively spark improvements in employee performance. Feedback is a skill that requires training and practice. Leaders who master the art of giving feedback end up with teams that trust them and colleagues who want to hear their opinions. This session is perfect for anyone serving as a direct supervisor or responsible for handling performance management in the workplace. Session attendees will learn what to do when feedback results in no change, how to create in interactive dialogue to end one-sided feedback conversations and how to meet conflict and disagreement head-on with poise and grace.

**SESSION OBJECTIVES**

- The participant will demonstrate how to start and steer patient care conversations that avoid defensiveness and lead to behavior change.
- The participant will give examples of specific questions, scripts and responses that disrupt excuses, overcome assumptions that will improve the patient care experience.
- The participant will describe how to deftly address difficult, awkward or sensitive subjects that impact patient care.

Joe Mull, M.Ed. is a dynamic, experienced speaker and trainer who works exclusively in healthcare, teaching healthcare professionals how to be better bosses.

He is the former head of Learning & Development for Physician Services at the University of Pittsburgh Medical Center (UPMC), where he directed learning strategy and implementation for one of the largest physician groups in the U.S. with more than 9,000 employees across 500+ locations.

Joe travels the country giving healthcare leaders and teams the skills and tools they need to navigate the people management challenges they face every day. He is also publisher of the Help for Healthcare Leaders newsletter and host of the YouTubeseries Your Practice Ain’t Perfect.

Joe’s first book, *Cure for the Common Leader: What Physicians & Managers Must Do to Engage & Inspire Healthcare Teams*, has been called “one of the most practical healthcare leadership books you will ever read.” His newest book is *No More Team Drama: Ending the Gossip, Cliques, & Other Crap that Damage Workplace Teams*. Joe holds a master’s degree from Ohio University and is a Professional member of the National Speakers Association. Joe travels from Pittsburgh, PA, where he resides with his wife and three children.
General Session: 
**MGMA Washington Update**  
*Joseph Lazar, JD*

This update will provide timely information on the status of pertinent healthcare issues under consideration and finalized by Congress and federal regulatory agencies. Attendees will learn about breaking legislative and regulatory developments affecting medical groups and gain a deeper understanding of how these changes impact the day-to-day activities of medical group practices. Additionally, attendees will learn what resources are available to clarify these federal initiatives.

**SESSION OBJECTIVES**

- The participant will identify how new federal legislative and regulatory initiatives affect practice management, which guides changes in patient care.
- The participant will identify new or pending federal health policy changes that could impact patient care.
- The participant will develop a list of additional resources available to health care practices as it relates to federal regulatory initiatives.

Joseph Lazar, JD is an Associate Director of Government Affairs for MGMA. Joseph represents MGMA in Washington on legislative and regulatory issues of importance to physician group practices. In addition, Joseph educates members on the current events in Washington and organizes grassroots efforts of the Association.

Before joining MGMA, Joseph worked as Senior Legislative Associate for a 2000-member Independent Physicians Association on Long Island, New York. In this position, Joseph developed and implemented strategic advocacy plans; managed local, state and federal advocacy plans; and served as liaison between the organization and commercial payors concerning physician member compliance.

Joseph earned his law degree from American University Washington College of Law and his bachelor’s Degree in Economics and Political Science from the University of Wisconsin-Madison.

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General Session:  
**The Efficient Practice**  
*Elizabeth Woodcock, MBA, FACMPE, CPC*

As reimbursement declines and costs continue to escalate, maximizing your practice’s efficiency becomes priority number one. Workflow optimization isn’t natural—it’s learned. In this session, nationally recognized speaker and author Elizabeth Woodcock shows you how to apply innovative Lean management principles to improve patient flow and find overlooked opportunities to improve patient satisfaction and financial performance. You’ll come away from this session with an action plan of performance improvement initiatives to streamline front office operations, improve practice operations efficiency, reduce appointment no-shows, understand how to leverage providers’ time to create value and determine the critical importance of balancing your practice’s capacity with patient access.

**SESSION OBJECTIVES**

- Participants will outline steps to meet challenges of managing patient flow for retail-minded patients.
- Participants will give examples of stellar customer service techniques that increase patient satisfaction and loyalty.
- Participants will recognize and articulate key patient care operations benchmarks to enhance performance improvement opportunities.

Elizabeth Woodcock is a speaker, trainer and author who is passionately dedicated to helping physician practices achieve and sustain patient satisfaction, practice efficiency and profitability. An expert at practice operations and revenue cycle management, she is nationally recognized for her outstanding presentations and writings aimed at improving the business of medicine. With rich experience in consulting, training and industry research, Elizabeth has led educational sessions for the nation’s most prominent healthcare professional associations, specialty societies and medical societies. In addition to presenting at conferences, she contributes to internal training for physician practices and health systems across the country.
In this session, Iowa Legislative Update - Iowa MGMA lobbyists Matt Eide and Kate Walton will provide conference attendees with an update of the current legislative session and provide an opportunity for attendees to ask questions and provide feedback on current issues. Matt and Kate will review the changes in Iowa law affecting the healthcare industry and discuss the outlook for healthcare policies.

**SESSION OBJECTIVES**

- The participant will identify current state of Iowa legislature that will impact Iowa medical practices and patient care.
- The participant will cite Iowa-specific healthcare related legislation and give examples of the changes proposed.
- The participant will gain an understanding of the legislative process and the role of IMGMA lobbyists and the legislative committee.

Matt Eide, a fifth-generation Iowan, is a native of Fort Dodge. He has been a lobbyist in Des Moines since 1993. He represents clients before the Iowa Legislature, Governor’s Office, Executive Branch agencies, and the Des Moines City Council. Matt limits his practice to legislative and regulatory law.


Matt served as a congressional legislative assistant on Capitol Hill in Washington, D.C. for two years and finance director for a congressional campaign. Matt lives in Des Moines with his wife, Sara, and five children. In his spare time, Matt enjoys spending time with his kids and watching their many activities. Matt is also a football official.

Kate grew up in Indianola, Iowa and has more than 20 years of experience in government relations, advocacy, strategic guidance and public policy. Kate has expertise in health care policy.

Kate’s past advocacy experience includes being Director of State Government Relations with UnityPoint Health, Vice President of Government Affairs for the Iowa Medical Society, Policy Director for former Iowa Governor Chet Culver, Legislative Liaison for the Iowa Department of Human Services and a member of Senator Tom Harkin’s staff in Iowa and Washington, D.C.

Kate has a Master’s degree in Education and Human Development and a Bachelor of Science degree in Family Social Science, both from the University of Minnesota.

Kate lives in Indianola with her husband, John Moorlach, and daughters Ava, 15 and Amelia, 11. In her spare time she loves to run, cook and cheer her kids on at swim meets.

**Breakout Session: ACMPE Networking**

De Schieltz, MHA, FACMPE

Learn how to advance your career through the pathways of becoming a Certified Medical Practice Executive and also a Fellow within the American College of Medical Practice Executives. Network with others who are interested, and gather valuable resources to assist you in achieving your goals. Play “Body of Knowledge” trivia with test certification exam questions.

**SESSION OBJECTIVES**

- The participant will explain steps to becoming a Fellow of the American College of Medical Practice Executives.
- The participant will describe the foundation and value of certification and fellowship.
- The participant will explain steps to becoming a Certified Medical Practice Executive.

De has been a member of IMGMA for over 20 years and has worked on both the payor and provider side of health care. For the last 19 years, she has been the Practice Administrator for Dubuque Obstetrics & Gynecology, PC. She became a Fellow in 2011. She now is a cheerleader for other members to pursue advancing their careers through Certification and Fellowship. In her free time, De likes to travel, quilt and spend time with her family.
General Session:
Finding Your Fireflies:
A Message about Gratitude
Shelley Goecke, BA

“Find Your Fireflies” is a presentation meant to engage and inspire participants to recognize individuals who have had a positive influence in their life and in turn recognize their own ability to positively impact others. Inspired by three 90-year-old women in her own life, Shelley will share her journey of recognizing the people, “the fireflies,” who have shone brightly in her life. Shelley will explain and remind us all how the simple act of expressing gratitude can have significant impact on health, well-being and productivity in our personal and professional lives. Walk away from the session with the tools to create an action plan for recognizing “fireflies” and applicable techniques and activities to master the skill of being grateful.

SESSION OBJECTIVES
• The participant will articulate workplace and personal health benefits associated with expressing gratitude and patient care.
• The participant will identify individual “fireflies” who have had a positive influence in their personal life and health care career.
• The participant will discuss ways to make a difference and be a “firefly” in the lives and careers of healthcare professionals.

Shelley Goecke is an experienced marketing and communication leader with 30 years of experience in healthcare and retail marketing management. Her current role of 19 years is the Marketing & Public Relations Director for McFarland Clinic. As a gifted public speaker, Shelley Goecke is adept at engaging individuals in meaningful thoughts and ideas which lift people up to be the best they can be. Her message with Find Your Fireflies is about gratitude and how recognizing the people who have a positive influence in our lives can impact our health and well-being and light the path to a healthy and happy life. Shelley is an Iowa native. She grew up in LeGrand, Iowa—a small, rural farming community. She received her bachelor’s degree in public relations and journalism from the University of Northern Iowa in 1988. Shelley competed on the University of Northern Iowa Speech Team earning the title of National Persuasive Speaking Champion by the American Forensic Association. Shelley’s career expertise is in the areas of public speaking, brand marketing, digital advertising, media relations, publicity, customer service and event planning.

Breakout Session:
Vital Signs for Team Communication:
Avoiding Life Support
SPONSORED BY MMIC
Betty VanWoert, RN, BSN, CPHRM

Ineffective communication is a leading cause of patient injury, malpractice claims, team dysfunction and patient dissatisfaction. In an analysis of malpractice claims, more than half of cases (57 percent) reflect miscommunication among team members. Conversely, improved communication is the catalyst for fewer medical mistakes, a happier work culture and a better experience and outcome for patients—all leading to better business performance.

SESSION OBJECTIVES
• The participant will demonstrate the impact of ineffective patient care team communication or organizational reputation, malpractice risk and business performance.
• The participant will describe patient care team communication tools, training and resources to enhance patient safety.
• The participant will list next-step action plans to identify, prioritize and implement improvements in patient care team communication.

Betty VanWoert received her BSN from the University Nebraska Medical Center and has over 35 years of nursing experience. She was inducted to Sigma Theta Tau nursing honorary, is a Certified Professional of Healthcare Risk Management and is a TeamSTEPPS Master Trainer. Betty came to MMIC in 2008, bringing valuable clinical experience in women’s health, neonatal nursing and case management service to individuals experiencing complex diagnosis, severe injury, high risk pregnancy or premature birth. In moving to MMIC, Betty saw an opportunity to have a broad impact on the culture, beliefs and practices in the health care industry—knowing first-hand how patient safety and proactive risk management can impact the patient experience. Today, she builds on this important work, providing risk and patient safety consultation and education for hospitals, health care facilities, clinics and physician practices.
Dave and Erin will take attendees through their journey of implementing team-based care workflow. What they expected would be complicated in some cases was simple, and what was expected to be simple was complicated.

This session will focus on the lessons learned, obstacles and successes of working through a transition to team-based care of a Primary Care Group. With over a year in, the practice leaders, Dave Weiss and Erin Folker will walk through what has been accomplished since April of 2018, where they are today and where they have yet to go in the implementation process.

SESSION OBJECTIVES
• The participant will cite how the roles of the healthcare team have been maximized with full consideration of the risk level of the patient to be seen.
• The participant will discuss examples of how roles were initially defined and were revised to allow for the team members to perform to the highest level of their license during the transition.
• The participant will define standardized protocols and order sets based upon the analytics (disease state, patient, gender) from the EHR and where loopholes have been discovered.

Dave Weiss is the practice administrator for Family Medicine Mt. Pleasant and has been in this role for 29 years. Previously Dave worked with Mater Clinic PC in Knoxville and Mercy Health Systems in Des Moines. In his 29 years, he has formed the clinic, built a new building, changed provider compensation contracts and implemented both a practice management system and electronic health record system. Dave has served on the IMGMA board, various committees and is a past president of IMGMA. Dave is currently the chair of the Legislative Committee and in 2017 was awarded the MGMA Legislative Liaison of the Year award. Dave is active in his Mt. Pleasant community and currently serves on the Mount Pleasant Chamber of Commerce Committee for Legislation. In his free time, Dave enjoys spending time on the golf course and with his children and ten grandchildren.

Erin Folker is the Clinical Operations Manager for Family Medicine of Mt. Pleasant P.C. and has a Master’s in Healthcare Administration from the University of Iowa College of Public Health. Erin has over 20 years of experience in leadership, human relations and administration in many different business environments, including healthcare, lean manufacturing, food service and non-profit organizations. In her free time, Erin enjoys spending time walking her two dogs, boating on the Mississippi River with friends and family, cheering on her son in golf and supporting her daughter in pageants.
**Breakout Session:**

**Honkamp Krueger – Uncovering Substantial Tax Savings for Your Medical Practice**

Ryan Hauber, Partner

In this session, Uncovering Substantial Tax Savings for Your Medical Practice, Ryan will share with attendees frequently asked questions on how the Tax Cuts and Jobs Act will impact medical practices and their owners. It’s very likely with changes like tax reform and specifically the qualified business income (QBI) deduction that strategic advice for medical practice owners has been overlooked, and practices are not finding themselves in a position to claim available credits or deductions that could make a difference on their refunds. This session will focus on tax reform impacts to medical practices, how the QBI deduction comes into play, how entity structure could be stifling financial growth for practices and tools to see where opportunities lie.

**SESSION OBJECTIVES**

- The participant will demonstrate areas of improvement in their entity structure, tax situation and overall strategic plan for growth optimizing the level of patient care provided.
- The participant will give examples of how tax reform and the QBI deduction will impact their practice, best practices on entity selection and corporate structure, and ways to reduce their overall tax burden and ensure that the level of patient care is not at risk.

Ryan is a results-oriented executive with more than 18 years of global experience in both service provider and industry roles across various areas of expertise. He is an established speaker who has presented and facilitated training sessions on a wide variety of business topics throughout the U.S. and Canada.

Ryan started his career working in progressive roles for a Top 5 public accounting firm, along with several years of industry experience in management roles for a Midwest-based Fortune 500 organization.

Ryan specializes in business consulting that emphasizes growth strategies and cost recovery for public, private and nonprofit organizations, domestic and abroad, from start-ups to the world’s largest retailer.

**General Session:**

**Chaos and Consent – What Happens When It’s No**

Jo Ellen Whitney
Attorney at Law, Davis Brown Law Firm

This is an interactive session designed to actively discuss common issues from when a minor can consent to what happens if law enforcement consents but the patient doesn’t. Every day, providers face complex questions on consent. Other issues to be addressed include recent trends on medical record production costs and other HIPAA issues.

**SESSION OBJECTIVES**

- Participants will discuss complex patient care consent issues ranging from minors to competing family expectations to law enforcement.
- The participant will discuss elements of Iowa Code 228 and 229 as it relates to patient consent issues and mental health treatment.
- The participant will develop a strategy for addressing patient care consent complex but recurring issues.

Jo Ellen Whitney primarily practices in the areas of employment and health law. As the current chair of the firm’s Employment Law and Labor Relations Department, she brings 30 years of practical experience to business planning, discipline and termination issues for employers. Her work includes various administrative agencies including the EEOC, ICRC, OCR, DOL and OSHA.

In the area of health law, she also focuses on privacy and confidentiality issues; medical staffing, credentialing and privileging; and consent and risk analysis for hospitals, clinics, physician practices and long-term care.

She frequently provides her clients with on-site training for all levels of employees and is a highly sought-after presenter on labor and health law issues. Jo Ellen is AV® Preeminent™ rated by Martindale-Hubbell and has been recognized by Chambers USA, Great Plains Super Lawyers, and The Best Lawyers in America® for her work.

Jo Ellen was admitted to the U.S. Supreme Court Bar in March 2018.
The Gateway Hotel and Conference Center
2100 Green Hills Drive • Ames, IA • Phone: 515.292.8600

Reserve your room at The Gateway by calling 515-292-8600 or ONLINE before Tuesday, March 19th to receive the IMGMA rate of $124. Self-parking is complimentary.

CONFERENCE INTENDED AUDIENCE
Healthcare leaders, medical practice managers, RNs/LPNs serving in healthcare leadership roles, CMAs and certified professional coders.

QUESTIONS
For questions, comments or issues, participants may reach out to:
Jean Thomas, CMPE
IMGMA Executive Director
319-560-0435 or imgma@imgma.org

CONTINUING EDUCATION
(CONTACT HOURS/CEUS)
Continuing education credit/contact hours for nurses will be based on a 60-minute education hour and will be awarded by the IBON Provider #22 through Des Moines Area Community College. Contact hours will be awarded for Nurses. Estimated contact hours will be 1.75 for Wednesday, 4/10, 5.75 for Thursday, 4/11 and 2.75 for Friday, 4/12*. Participants must attend a full day’s conference to be awarded contact hours; no partial-day credit will be awarded.

It is the licensee’s responsibility to determine if the continuing education programs they attend meet the requirements of their professional board.

*Estimated contact hours pending DMACC and AAPC Approval
REGISTRATION

THREE WAYS TO REGISTER

1. Online: www.imgma.org (Pay by credit card)
2. Fax: (319) 774-5661 (Pay by credit card)
3. Mail this form and check payment to:
   IMGMA Executive Director • Jean Thomas, CMPE
   9466 Deer Valley Dr. • Cedar Rapids, IA 52411

CONFERENCE FEES*:

- Full Conference • Prior to March 15th
  $275 (member) / $425 (non-member)
- Full Conference • March 16th and after
  $275 (member) / $425 (non-member)
- Thursday Only
  $175 (member) / $335 (non-member)
- Additional Registrant
  (from same group as Primary Registrant – full conference only)
  $225 (member) / $375 (non-member)
- First-Time Attendee (non-member – one-time use only)
  $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 cancellation is after April 3, 2019.

*Meals included with registration, special dietary needs upon request.

ORGANIZATION

Primary Registrant ($275 member/$375 non-member):

Organization Name: ___________________________Organization Address: _____________________________
Last Name: _________________________First Name: ____________________Title: _______________________
Email: ______________________________________Phone: ___________________________________

Additional Registrants*

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<tr>
<th>Registrant</th>
<th>Last Name / First Name</th>
<th>Title</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>Registrant 2 ($225)</td>
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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.

PAYMENT INFORMATION:

- Check (Payable to IMGMA) Credit Card: ☐ Discover ☐ MasterCard ☐ Visa ☐ American Express

Cardholder Name: (Please print) ___________________________Exp. Date: ___________________________
Address Associated with Credit Card: __________________________________________________________
Credit card No.: _________________________________________Security Code _______________
Signature of Cardholder: _________________________________________________________________

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 at IMGMA.