

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 innovative information 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 – Sponsors and Exhibitors are welcome and encouraged to attend educational sessions.

Wednesday, April 10th, 2019

9 – 11 am	Board Meeting
11:30 am – 12:30 pm	New Member/First Time Attendee Lunch
11:30 am – 6:00 pm	Registration Open
11:30 am – 2:30 pm	Exhibitor Set-Up
1:00 – 2:15 pm	General Session – The Marshalltown Experience - Panel Disaster recovery plans are though 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 – 2:30 pm	Break
2:30 – 4:00 pm	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. General Session – Iowa Legislative Update – Matt Eide and Kate Walton In this session, IMGMA Lobbyists will provide attendees with a state legislative update. The session will review healthcare related legislation considered during the 2019 session of the Iowa Legislature. We will review the changes in Iowa law affecting the healthcare industry and discuss the outlook for healthcare policies.
4:00 – 5:00 pm	Welcome Reception with Sponsors and Exhibitors
5:00 – 7:30 pm	Networking Event – Trivia with Woody

Thursday, April 11, 2019

Exhibitor Set up: 6:00 -7:00 am

7:00 – 3:00 pm	Registration Open Professional Photo Opportunity IMGMA is pleased to offer attendees the opportunity to have their professional phot taken. The photographer will be taking photos throughout the day.
7:00 – 8:00 am	Breakfast with Sponsors and Exhibitors Specialty Breakout Roundtables
8:00 am	Opening Remarks
8:00 – 9:30 am	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 – 10:15 am	Break with Sponsors and Exhibitors
10:15 – 11:15 am	General Session – The Efficient Practice – Elizabeth Woodcock (Sponsored by PHREESIA) 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.
11:15 am – 12:00 pm	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
12:00 – 1:30 pm	Lunch / Milestone Awards / MGMA Update
1:30 – 2:30 pm	General Session – Find Your Fireflies: A message about Gratitude – Shelley Goecke “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 will how the simple act of expressing gratitude can have significant impact on health, well-being, and productivity. .

Thursday, April 11, 2019 (continued)

<p>2:30 – 3:00 pm 3:00 – 4:30 pm</p>	<p>Break with Sponsors and Exhibitors General Session – Feedback Training for Managers: How to Be Heard, Help Others, and Ignite Change – Joe Mull</p> <p>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 opinion. In this skill-building training, participants will learn a simple formula to engineer feedback that is clear, concise, and comfortable.</p>
<p>4:30 – 5:00 pm 6:00 – 7:30 pm</p>	<p>Exhibitor Door Prizes/Reception Networking Event</p>

Sponsor and Exhibitor Introductions & Tear Down

- Sponsors and Exhibitors will be introduced at 4:30 pm – immediately following the afternoon general sessions
- Exhibit tear down will be at 5:30 pm
- Representatives are welcome and encouraged to stay for the Thursday eve Networking Event and Friday Breakfast/Sessions

Friday, April 12th, 2019

<p>7:30 – 8:30 am 8:30 – 9:15 am</p>	<p>Breakfast – Sponsors and Exhibitors are encouraged to join attendees for breakfast Breakout 1-A – The Journey to Team Based Care using Predictive Analytics – Dave Weiss and Erin Folker</p> <p>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.</p>
<p>9:15 – 9:30 am 9:30 – 10:15 am</p>	<p>Breakout 1-B – Uncovering Substantial Tax Savings for your Medical Practice – Ryan Hauber - (Sponsored by Honkamp Krueger)</p> <p>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.</p> <p>Passing Break</p>
<p>10:15 -10:30 am 10:30 – 11:45 am</p>	<p>Breakout 2-A – Vital Signs for team Communication: Avoiding Life Support – Betty VanWoert (Sponsored by MMIC)</p> <p>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.</p>
<p>11:45 am</p>	<p>Breakout 2-B – ACMPE Networking</p> <p>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.</p>
	<p>Stretch Break General Session – Chaos and Consent – What Happens When Its No – Jo Ellen Whitney</p> <p>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.</p>
	<p>Closing Remarks – Door Prize Give Away*</p>

**Stay for Friday's sessions and earn DOUBLE raffle tickets for Door Prize!*

<p>CONFERENCE CENTER AND HOTEL INFORMATION</p> <p>The Gateway Hotel and Conference Center 2100 Green Hills Drive Ames, IA Phone: 515.292.8600</p> <p>Reserve your room at The Gateway by: Calling 515-292-8600</p> <p>or ONLINE</p> <p>before Tuesday, March 19th to receive the IMGMA rate of \$124. Self-parking is complimentary.</p>	<p>Exhibit Information</p> <p>Exhibit tables are set in the same space where meals and breaks are held around the perimeter of the room. Every attempt is made to place exhibitors so that they are not next to a like business or competing sponsor. Each exhibit includes: table, two chairs, waste can and electricity</p> <p>Shipping Information: Please ship exhibit materials to the conference center directly no more than one week prior to the event to: ATTN: IMGMA Exhibit Hall</p>
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Questions:

Email: IMGMA Executive Director, Jean Thomas at: imgma@imgma.org or call 319-560-0435

REGISTRATION

Three ways to Register:	
Online:	www.imgma.org (Pay by credit card)
Fax:	319-774-5661 (Pay by credit card)
Mail this Form and check Payment to:	IMGMA Executive Director / Jean Thomas, CMPE 9466 Deer Valley Dr Cedar Rapids, IA 52411

Sponsor and Exhibit Fee's*:

Annual Gold Sponsor - \$3500	Annual Silver Sponsor - \$2200
Spring 2019 Exhibit - \$1575	Additional Attendee - \$150
Break Sponsor - \$500	Reception Sponsor - \$2000

*Cancellations/Refunds – A cancellation fee of \$50 will be assessed for all cancellations. Registrants must cancel more than one week prior – no refund if cancel after April 3, 2019 – for more information and options go to: www.imgma.org

Organization Name:		
Organization Address:		
Primary Registrant:	Last Name	First Name
Primary Registrant Title:		
Primary Registrant E-mail:		
Primary Registrant Phone:		

Additional Registrants*	Last Name/First Name	Title	Email Address
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*Exhibit Includes one attendee/Gold Sponsors are allowed 4 attendees/Silver Sponsors are allowed 2 attendees

Payment Information:	
<input type="checkbox"/> Check (Payable to IMGMA) / Credit Card: <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express	
Cardholder Name: (Please print) _____	
Address associated with Credit Card: _____	
Credit card No.: _____	Security Code _____ Exp. Date: _____
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.