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

Intended Audience:
Healthcare leaders, Medical Practice Managers, RN's/LPN's serving in a healthcare leadership role, CMA's and Certified Professional Coders.
## Conference Agenda

### Wednesday | April 18th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 11:00 am</td>
<td>IMGMA Board Meeting</td>
</tr>
<tr>
<td>11:30 am – 12:30 pm</td>
<td>New Member/First Time Attendee Lunch - By Invitation</td>
</tr>
<tr>
<td>11:30 am – 4:00 pm</td>
<td>Registration Open</td>
</tr>
<tr>
<td>11:30 am – 2:30 pm</td>
<td>Exhibitor Set Up</td>
</tr>
<tr>
<td>1:00 – 1:45 pm</td>
<td>Member-Led Roundtable Discussions:</td>
</tr>
<tr>
<td></td>
<td><strong>Breakout 1A – Managing Today’s Medical Practice.</strong> This session is geared to either new leaders or those who are in a new position in a medical office. The leader of this session will share lessons learned and facilitate discussion so that each attendee has an opportunity to ask questions and share challenges.</td>
</tr>
<tr>
<td></td>
<td><strong>Breakout 1B – Medical Office Policies.</strong> Policies are constantly being evaluated and changing. Do you have a good process in place for assuring that policies are reviewed and updated? In this session attendees will share examples of financial policies, medical record policies, and patient no show polices to name a few as well as share how practices are assuring that policies are up to date and communicated appropriately. Attendees will be asked to bring policies to share.</td>
</tr>
<tr>
<td>1:45 – 2:00 pm</td>
<td>Passing Break</td>
</tr>
<tr>
<td>2:00 – 2:45 pm</td>
<td>Member-Led Roundtable Discussions:</td>
</tr>
<tr>
<td></td>
<td><strong>Breakout 2A – Lean Techniques.</strong> Lean is a system for continuous process improvement. This session is for attendees to share with others their case studies of how Lean has been successful and discuss pitfalls encountered (and to avoid) when implementing a lean process.</td>
</tr>
<tr>
<td></td>
<td><strong>Breakout 2B – Managing the Medical Record.</strong> Regardless of the system that a practice is using, managers are responsible to evaluate the processes in regard to the electronic medical record. Many changes have been made since the initial implementation of EHR’s. In this session attendees will share their successes and challenges specific to the electronic health record including discussion around the hot topic of provider burnout. Panelists will share their experiences with the use of scribes, dictation (transcription), tablets, and real-time vs after the visit documentation as it relates to provider productivity.</td>
</tr>
<tr>
<td>2:45 – 3:00 pm</td>
<td>Passing Break</td>
</tr>
<tr>
<td>3:00 – 4:00 pm</td>
<td>Presidents Welcome &amp; Announcements</td>
</tr>
<tr>
<td></td>
<td><strong>General Session – MGMA Washington Connection</strong> – Suzanne Falk. This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulation agencies.</td>
</tr>
<tr>
<td>4:00 – 4:15 pm</td>
<td>Stretch Break</td>
</tr>
<tr>
<td>4:15 – 5:15 pm</td>
<td>Session Details Pending</td>
</tr>
<tr>
<td>5:15 – 6:30 pm</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>6:30 – 9:00 pm</td>
<td>Networking Event – 1970’s Trivia Night</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 7:00 am - 3:00 pm | Registration Open  
Professional Photo Opportunity  
IMGMA is pleased to offer attendees the opportunity to have their professional photo taken. This photographer will be taking photos throughout the day. |
| 7:00 am – 8:00 am | Breakfast with Exhibitors  
Specialty Breakout Roundtables  
Legislative Roundtables with IMGMA Lobbyist’s Matt Eide & Kate Walton. Gain Iowa Capitol Hill insight from the IMGMA lobbyists during this informal round table discussion. |
| 8:00 – 9:30 am | Keynote: The Five Conversations Leaders Must Get Right – Tracy Spears. Effective leadership is all about communication. Understanding how to handle the most important coaching conversations is the key to improving team performance, retaining talent and increasing team accountability. Participants will leave this interactive session with important new communication tools. |
| 9:30 – 10:15 am | Breakout 3A – Who is Going to Heal the Healers? Reversing the Downward Spiral – Dr. Laurie Drill-Mellum (MMIC – Gold Sponsor). In this session attendees will hear the potential impact that clinician burnout has on patient care and learn the seven steps to prevent burnout in your practice. Attendees will also leave the session prepared to deal with burnout at all levels of the practice with a list of resources to support practice leaders.  
Breakout 3B – Using Predictive Analytics to Team Based Care - Dave Weiss. Using analytical data from the patients EHR record to determine the risk level of the patient and the roles of the team in preparing for the patient encounter. With the analytics the ability to delegate responsibilities to the highest level of their license. |
| 11:00 – 11:15 am | Passing Break  
Breakout 4A – Avoiding the Common Pitfalls of Equipment Maintenance Management – Dana Upshaw (REMI – Gold Sponsor). With patient care dependent on high quality functioning medical and office equipment (Analyzers, X-Rays, Bone Densitometers, Servers, Laptop Computers/Tablets, etc.), attendees will learn in this session the importance of ensuring that a plan for equipment maintenance management is in place.  
Breakout 4B – Billing Practices Panel. Hear from IMGMA leaders tried and true billing practices and hear lessons learned. Leaders will share policies and procedures with attendees and exchange contact information for follow up after the conference. |
| 12:00 – 1:30 pm | Lunch / Member Milestone Recognition / MGMA Update / Past President Recognition |
| 1:30 – 2:15 pm | Breakout 5A – Stop the Stigma – Managing Mental Illness in the Work Place – Katie Fergus (PractiSynergy – Gold Sponsor). This session will address the stigma of having a mental illness and how mental illness weighs heavily on affected employees. Less than one third of these employees receive treatment out of fear of retaliation or differential treatment by colleagues or supervisors.  
Breakout 5B – Stump the Experts: FAQs on MIPS – Sandy Swallow & Michelle Brunsen (Telligen – Gold Sponsor). In this session, attendees will be given the opportunity to ask Quality Payment Program questions directly to the experts specific to the attendee’s organization. |
# Conference Agenda

## Thursday | April 19th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:15 – 2:45 pm</td>
<td>Break in Exhibit Hall</td>
</tr>
</tbody>
</table>
| 2:45 – 3:30 pm| **General Session: Risk Management Jeopardy** – Mark Hakim (ProAssurance – Gold Sponsor)  
This interactive presentation will take the audience through a series of risk management questions much in the same fashion as the popular game show. Posing questions, providing answers and group discussion, will enhance the learning experience while having fun at the same time. From basic risk management concepts to cutting edge issues, this presentation will have something for all practice managers. |
| 3:30 – 4:30 pm| **General Session: Iowa Legislative Update/MGMA Legislative Liaison Award** – Matt Eide and Kate Walton. In this session, IMGMA Lobbyists will provide attendees with a state legislative update. This session will review health care related legislation considered during the 2018 session of the Iowa Legislature. We will review the changes in Iowa law affecting the healthcare industry and discuss the outlook for healthcare policies. |
| 4:30 – 5:30 pm| Social Hour / Networking / Exhibitor Door Prize Drawings                      |
| 6:00 – 9:00 pm| Dinner / Entertainment – Watch for E-Vite                                    |

## Friday | April 20th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:30 am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:30 – 9:15 am</td>
<td><strong>General Session: Follow Up Systems Failures</strong> – Robert Thompson (MMIC – Gold Sponsor). This session will review the follow-up system cycle, delve into where follow-up systems failures fall and learn how to minimize risk through leveraging patient engagement and HIT/EHR technology.</td>
</tr>
<tr>
<td>9:15 – 9:30 am</td>
<td>Passing Break</td>
</tr>
</tbody>
</table>
| 9:30 – 10:15 am| **Breakout 6A – The Power of Networking & Mentorship** – Primary Care Practice Leaders – Attendees will have the opportunity to meet and network with other IMGMA members. More experienced medical managers (mentors) will be available to assist less experienced medical managers (mentees). Through this experience mentors and mentees will have the opportunity to assess the value of mentorship.  
**Breakout 6B – The Power of Networking & Mentorship** – Specialty Practice Leaders – Attendees will have the opportunity to meet and network with other IMGMA members. More experienced medical managers (mentors) will be available to assist less experienced medical managers (mentees). Through this experience mentors and mentees will have the opportunity to assess the value of mentorship. |
| 10:15 – 10:30 am| Stretch Break                                                             |
| 10:30 – 11:45 am| **Closing Session: It Takes 4 to Tango** – Candy Whirley. In this energizing closing session, attendees will be taken through the 4 C's of Leadership; Confidence, Communication, Creativity and Change. You will go on a brilliant exploration of personality styles that will make you think, laugh, even dance…and recognize your true self and others. |
| 11:45 am – 12:00 pm| Closing Remarks / $100 Door Prize Drawings                                |
**KEYNOTE SESSION**

**The Five Conversations Leaders Must Get Right**

**Tracy Spears, Founder of the Exceptional Leaders Lab, Best Selling Author, MGMA Faculty**

Tracy L. Spears is the co-founder of The Exceptional Leaders Lab. She is the co-author of the best selling book, “What Exceptional Leaders Know”. As a national business consultant for over 25 years, Tracy’s dynamic and comfortable approach has led to her addressing thousands of people, whether it is during a keynote speech for an association or working with a specialized team. She specializes in developing leaders, inspiring teamwork, and enhancing inter-office communications. Her 2 signature topics are: “What Exceptional Leaders Know” and “Why People Do What They Do.”

Tracy is a graduate of the University of Oklahoma and an accomplished athlete who played in Japan as a member of the U.S. National Softball Team.

*In her Keynote Session, Tracy will demonstrate that effective leadership is all about communication.* Understanding how to handle the most important coaching conversations is the key to improving team performance, retaining talent and increasing team accountability. In this interactive keynote session, Tracy will provide attendees with important new communication tools. Good patient care can be jeopardized with under-performing employees. Managers will learn how to address under-performance, and identify when to have certain conversations with employees. Attendees will leave the session with the scripting tools necessary to make sure your conversations are successful and reinforce the impact certain behaviors have on exceptional patient care. Tracy is back to Iowa MGMA by the request of those who have heard her speak before and are pleased to welcome her back to present at the IMGMA Spring Conference.

- The participant will be given immediately actionable scripts to address low performing employees
- The participant will role-play on how to address employees with negative attitudes
- The participant will be better able to discern the difference between employees that are “can'ts or won’ts”
- The participant will walk away with scripts to immediately begin utilizing in day to day conversations

**MGMA Washington Update**

**Suzanne Falk**

Suzanne leads congressional lobbying efforts for the Association and oversees MGMA’s federal advocacy efforts on several issue areas including alternative payment models, healthcare reform, and rural health. Suzanne represents MGMA on numerous stakeholder coalitions, panels and meetings with public officials in Washington, D.C. and frequently speaks at national and state conferences around the country. Suzanne earned her Bachelors in government from the University of Maryland and holds a Master of Public Policy from Georgetown University, where she specialized in healthcare and domestic economic policy. Suzanne joined MGMA in 2012, prior to which she interned for Congressman Chris Van Hollen in his district and Capitol Hill offices.

**Suzanne will present The MGMA Washington Update.** This update will provide timely information on the status of pertinent healthcare issues under consideration and finalized by Congress and federal regulatory agencies, including recently finalized implementation details for the second year of MIPS and APMs. 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. Topics will include: 2018 implementation details for QPP, Key updates in the 2018 Medicare Physician Fee Schedule, HIPAA and other federal compliance and security issues, and other timely topics impacting physician practice reimbursement and management.

**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, including implementation details for the second year of the Quality Payment Program (QPP) and its two Medicare payment tracks- the Merit-Based Incentive Payment System (MIPS) and Alternative Payment Models (APMs)
- The participant will develop a list of additional resources available to practices as it relates to federal regulatory initiatives
Who is Going to Heal the Healers?
Reversing the Downward Spiral

Presented by MMIC

Dr. Laurie Drill-Mellum, MD, MPH

As a practicing MD with a master’s degree in public health and more than 25 years as an emergency medicine physician, Dr. Drill-Mellum brings an insured physician's perspective to the purpose, vision and values of MMIC and the other member companies of Constellation. She works cross-functionally, leveraging her experience in clinical, allopathic and integrative, medicine, and risk and patient safety. Dr. Drill-Mellum speaks nationally and internationally on topics in health care that can affect patient safety, including clinician burnout and resilience, team communication and diagnostic error.

Her role as chief medical officer at Constellation provides an opportunity to share what she's learned about people and medical culture through her studies of anthropology, behavior, public health, emergency medicine, integrative medicine, and leadership. She also provides guidance and leadership to the claim and risk and patient safety teams, and plays a key role in developing topics for our magazine, Brink. Dr. Drill-Mellum joined MMIC in 2012 after serving four years on the company’s board of directors, while practicing emergency medicine at Ridgeview Medical Center in Minnesota, where she continues to work part-time as medical director of the hospice program. Dr. Drill-Mellum is an active collaborator with industry colleagues as well, constantly thinking about how to serve health care clinicians more effectively and efficiently so they are able to best care for their patients. Away from the bustle of work, she walks daily, preferably in nature, and enjoys quiet, peaceful time with family (and several dogs and cats) out on her hobby farm.

Professional burnout of health care workers is on the rise and can affect the health care organization and patient safety. In this session Dr. Laurie Drill-Mellum will address professional burnout and provide tools to assess and address the needs of clinicians and healthcare support staff regarding wellbeing. Attendees will leave the session with effective resiliency skills, exercises, and resources for the individual and his or her organization.

Session Objectives:
• The participant will acquire an awareness of the scientific data and research on health care professional burnout and resilience
• The participant will describe how health care professional burnout affects the health care organization and patient safety
• The participant will identify and describe tools to assess and address the needs of clinicians regarding wellbeing
• The participant will examine resources for addressing burnout and building resiliency for individuals and organizations who are responsible for administering patient care
• The participant will develop effective resiliency skills for the individual and his or her organization

Using Predictive Analytics to Team Based Care

Dave Weiss, Administrator

Dave Weiss is the practice administrator for Family medicine Mt Pleasant, and has been in this role for 28 years. Previously Dave worked with Mercy Health Systems in Des Moines. In his 28 years, he has worked formed the clinic, built a new building, changed provider compensation contracts, 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 spending time with his children and ten grandchildren.

In this session participants will hear from Dave Weiss how their practice is transitioning to team based care using analytical data from the patient’s electronic health record (EHR). The use of the EHR data will assist in determining the risk level of the patient and the roles of the team in preparing for the patient encounter. Dave’s team has visited a clinic in Arkansas where the ENLI population health process has already been implemented and strategically evaluated their processes and developed a plan for implementation.

Session Objectives:
• The participant will cite how the roles of the healthcare team can be maximized with full consideration of the risk level of the patient to be seen
• The participant will discuss examples of how roles are clearly defined to allow for the team members to perform to the highest level of their license
• The participant will define standardized protocols and order sets based upon the analytics (disease state, patient, gender) from the EHR specific to an individual patient
Avoiding the Common Pitfalls of Equipment Maintenance Management

Presented by The Remi Group

Dana Upshaw, BA

Dana Upshaw, Chief Revenue Officer (CRO) leads, manages and directs all of Remi's nationwide sales functions, including, inside sales, field sales, government program acquisitions, and broker deals across all market segments. Dana's focus is on differentiating Remi as a pre-eminent provider in the marketplace by creating a revenue strategy to drive transformational growth with continued customer satisfaction, enhance our position in the marketplace and ultimately catapult Remi to the next level of success as an industry leader. Dana has 24 years of experience in business services, most recently as Vice President, Industry Leader and General Manager at Novitex Enterprise Solutions. Before that, Upshaw spent twenty years at Affinion Group working her way up the corporate ladder from Telemarketing Representative to Retail Department Manager, to Director of Operations, to Senior Director of Member Retention/Sales, to Vice President of Business Development & Client Relations and then Group Vice President.

Dana will present: Avoiding the Common Pitfalls of Equipment Maintenance Management

With healthcare costs on the rise and Medicare and Medicaid reimbursements on the decline, it is more important than ever for facilities to start taking a closer look at every line item on their annual budget. One major area of expense often overlooked is equipment maintenance management. Your current methods of maintaining your equipment may be unnecessarily costing your organization thousands of dollars annually. Effective equipment management takes time, experience, and effort. It is crucial to your facility, and your patients, that your expensive equipment is properly maintained and managed in order to guarantee the longest possible useful life. Inadequate equipment maintenance will result in increased equipment downtime, frequent service events, and premature equipment replacement. Fortunately, there is a way to outsource this critical task; customized Equipment Maintenance Management Programs (EMMP) are readily available that can save your organization the administrative and financial burden associated with managing these assets. EMMPs offer tailored solutions to deliver all of the necessary operational and administrative support that you and your patients require under one cost-effective agreement.

Session Objectives:

- The participant will discuss how equipment maintenance solutions ensure the highest level of equipment up time and reliability at the best possible price which leads avoid disruption of access to a patient’s medical record
- The participant will be able to give examples of the different equipment service options available and identify strategies that will ensure a focused and proficient management of a facility's equipment portfolio
- Participants will cite the importance of finding the best service providers available to repair and maintain equipment assets utilized in the patient care setting based on the end user's goals and expectations

Stop the Stigma – Managing Mental Illness in the Work Place

Presented by PractiSynergy

Katie Fergus, CPA, CMPE

Katie Fergus, CPA CMPE has been immersed in accounting and finance issues related to the healthcare industry. She worked in public accounting, auditing non-profit organizations and working with colleges and universities. When Katie entered the health care industry she became a medical billing manager at a pediatric rehabilitation center. Aspiring to do more in health care, Katie took a position with a local hospital system where she worked on financial forecasting models and capital projects.

Katie earned her Master of Public Administration degree in 2008, connecting her with the tools and resources required to develop a business model. She founded FinanSynergy® in 2016, a consulting agency providing financial strategies to small and mid-sized independent medical practices. In July 2017 Katie purchased a medical billing company, completing her vision of serving this core group of providers.

In this presentation Stop the Stigma – Managing Mental Illness in the Work Place, Katie will address creating a support system for employees with mental illness. Educating employees on the symptoms or signs of mental health issues, communicating that mental illnesses are common and treatable, and encouraging employees to talk about stress or other issues are all steps employers can take to support their employees. All employees, including those with any chronic illness, should be treated with dignity and respect.

Recent United States events have brought mental illness to the forefront of many conversations, but unfortunately conversations of violence, hatred, and misconception. Mental illness is a disease, however just as neither diabetes nor Alzheimer's disease alone cause tragedies neither does mental illness. As employers, we need to learn to manage employees who experience mental health issues. Recent National Institute of Mental Health statistics estimate over 43 million adults in the United States (18%) have a mental illness—one in five of your employees is likely affected. Traditional talent management case studies do not cover how to effectively manage a team who may have members with mental illness. Regardless of your employee makeup, as an employer you must provide staff a sense of security and trust. Policies, procedures, and leadership behavior defines a business' culture. Employee wellness is more than physical health—it encompasses physical, mental, and emotional well-being. As employers, we need to provide a safe working environment for all staff recognizing the prominence of mental illness in our society.

Session Objectives:

- The participant will develop a process to create and train employees on Policies and Procedures related to maintaining a safe and supportive work environment to all employees enabling the employees to deliver high quality patient care
- Participants will discuss how to Invest in wellness and health benefits that address employee physical, mental, and emotional health needs
- The participant will describe providing a culture to communicate, motivate, and promote team members affected by mental illness in the healthcare setting
Stump the Experts: FAQs on MIPS

Presented by Telligen

Sandy Swallow, CMA, CPHIMS, PCMH-CCE

Sandy Swallow, CMA, CPHIMS, PCMH-CCE, is a Program Specialist for Telligen in West Des Moines, Iowa. She currently works in quality improvement facilitation for the Iowa Quality Innovation Network-Quality Improvement Organization (QIN-QIO). Sandy has over 25 years’ experience providing clinical care and management in the physician office including workflow redesign and quality improvement efforts. She is a certified professional in health information technology, certified medical assistant and has received her content expert certification for patient-centered medical home. Her current focus includes assisting eligible clinicians with CMS quality reporting initiatives.

Michelle Brunsen, CPHIMS, PCMH-CCE

Michelle Brunsen, CPHIMS, PCMH-CCE, is a Senior Health IT Advisor at Telligen, the newly awarded Quality Payment Program Support Center for Small, Underserved and Rural Practices in Iowa, Nebraska, North Dakota and South Dakota. In her previous positions at Telligen, Michelle assisted physician practices with assessment, planning, and implementation of electronic health records as well as workflow redesign and quality improvement for the Iowa Regional Extension Center (REC). She has also facilitated national webinars for Accountable Care Organization (ACO) learning systems. Prior to Telligen, Michelle worked for an EHR vendor and as an analyst for Iowa Medicaid.

In this session Stump the Experts: FAQs on MIPS, Telligen subject matter experts, Sandy Swallow and Michelle Brunsen share some of the most common questions about the Quality Payment Program. If an eligible clinician leaves your organization this year how will that affect their payment adjustment in 2020? What are the consequences to not participating in MIPS if I am in a Medicare Shared Savings Program Track 1? For auditing purposes, how long should I keep documentation? Attendees should come prepared with questions to stump the experts!

Session Objectives:
• The participant will discuss the top Quality Payment Program FAQs
• The participant will site how to achieve adequate supporting documentation required in the event of an audit to the participants organization
• The participant will explain the FAQ’s that are specific to the attendees organization and list the answers to the FAQ’s to take back to incorporate in how patient care is administered

Risk Management Jeopardy

Presented by ProAssurance

Mark Hakim, MA, MBA, CPHRM

Mr. Hakim brings extensive clinical and managerial healthcare experience to his responsibilities. Prior to joining ProAssurance in 2002, he worked for hospitals in southeastern Michigan—serving as cardiology services’ exercise physiologist, manager of cardiology services, and director of occupational and employee health services. Mr. Hakim is a member of the Michigan Society of Healthcare Risk Management, having served in leadership roles. At ProAssurance, Mr. Hakim develops and presents live and online seminars for physicians, dentists, practice administrators, and office staff. He also is responsible for supervising Risk Resource staff and assisting insureds with complex risk questions and concerns.

In this session – Risk Management Jeopardy - Each participant will be provided with a voting remote. The audience will then be divided into two or more teams. A game board similar to the one used in a popular TV show is shared with the audience and contains several risk management categories (i.e., malpractice claims data, “risky situations”, cyber-security, and patient safety). Questions are randomly selected by audience members and all participants answer the question via audience response technology. The correct answer is shared and a discussion of the question follows. Team and individual scores are checked periodically. This process is repeated until the end of the session (intentionally designed to have more questions than time available). This session is intended to be interactive, stimulate discussion on relevant risk management topics, and fun.

Session Objectives:
• The participant will explain two key patient safety concepts that pertain to the medical office practice setting
• The participant will demonstrate the need for a risk reduction strategy for specific patient situations
• The participant will explain how documentation improves patient safety & decreases professional liability risk when prescribing opioids
• Express cyber security threats facing patients, physicians and medical office practices
Iowa Legislative Update

Matt Eide, Attorney at Law

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 graduated cum laude from Drake University in 1988 and from Drake University Law School in 1993. He lobbied for the Iowa Association of Realtors (1993-1995), the Iowa Association of Business and Industry (1995 - 2000), and was a partner in the lobbying firm Fitzgerald & Eide before establishing Eide & Heisinger in 2003. 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 has also been a football official for 27 years.

Kate Walton, MEd

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, DC.

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

Kate lives in Indianola with her husband, John Moorlach, and daughters Ava, 14 and Amelia, 10. In her spare time she loves to run, cook and cheer her kids on at swim meets.

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. Mat 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
• The participant will gain an understanding of the legislative process and the role of IMGMA lobbyists and legislative committee

Follow-Up Systems Failures: Closing the Loop on the Diagnostic Process

Presented by MMIC

Robert Thompson, RT, JD, MBA, LLM, CPCU, RPLU, ARe

Robert Thompson develops and delivers educational programs for local, regional and national healthcare trade organizations. He specializes in delivering patient safety, risk management and healthcare communication seminars. Robert has a diversified background in law, medicine, medical professional liability insurance and healthcare risk management. He is a U.S. Army combat veteran, graduated first in his class from the U.S. Army Radiology Technologist School, and has 10 years of experience as a radiology technologist. He holds the designations of Associate in Claims, Associate in Risk Management, Associate in Reinsurance, and Chartered Property Casualty Underwriter. Mr. Thompson earned his bachelor’s degree in business administration summa cum laude from North Georgia College and State University, his Juris Doctorate from the University of Georgia School of Law, his Master of Business Administration from Lincoln University and his Master of Laws in dispute resolution from the University of Missouri School of Law.

In this session – Follow-Up systems Failure – Follow-up system failures contribute to almost half of all diagnostic error malpractice claims. Even when appropriate clinical steps lead to a correct diagnosis, diagnostic errors may still occur due to failures in follow-up systems. Problems with follow-up and care coordination lead to poor patient outcomes, patient dissatisfaction, care team burnout, inefficiencies and redundant testing—all contributing to poor business performance. This presentation will provide you with resources and tools that will help to reduce the incidence of follow-up system failures in your organization.

Session Objectives:
• The participant will discuss the causes and contributing factors of breakdowns in diagnostic care processes and follow-up systems that lead to patient injury, malpractice claims and poor business performance
• The participant will describe the risks to patients and the impact on your organization that follow-up system failures can cause.
• The participant will demonstrate implementation of reliable systems and processes to help reduce follow-up system failures.
It Takes 4 to Tango: People are NOT difficult, they are just different.

Candy Whirley, MM, CSP

Candy brings ‘real world’ experience from many industries including: training, retail, customer service (certified by International Customer Service Association – ICSA), restaurant, entertainment, management, youth ministry and business owner. Candy has been speaking over 25 years and has owned SBG Services, LLC for 16 years. She has spoken nationally and internationally. Some of her clients include: Million Dollar Round Table, Society of Human Resources Associations, and International Society of Association Executives, GE, Hallmark Cards, Inc., Wal-Mart, AgStar Financial and Johns Hopkins Medical Center. Candy has a history of involvement with the National Speakers Association (NSA) at both the Chapter and National Level. She’s held positions with the Chapter Leadership Committee and National Educational Committee. She has also served on the Chapter Board of Directors and was the 2007-08 President of the NSA Kansas City Chapter. Candy graduated Cum Laude from Missouri Western State University with a B.S. Degree in Speech Communications, and Human Relations Emphasis, and has earned her Masters in Management at the University of Phoenix. She also holds the Certified Speaking Professional designation. You may recognize Candy, she is a former Kansas City Chiefs Chiefette, and has performed at Starlight Theater in Kansas City, and modeled for the Kansas City Star Magazine.

Candy’s hard copy and digital products include: Top selling book, It Takes 4 To Tango, DVD’s: It Takes 4 To Tango, Bridging the Gap and Emotional Intelligence, Creativity Boot Camp Instructions and Game Bag.

In It Takes 4 To Tango, Candy has two meanings when it comes to her 4. “The first meaning... she will take you through her 4 C’s of Leadership which are the importance of Confidence, Communication, Creativity and Change in the workplace, the second meaning... you will go on a brilliant exploration of personality styles that will make you think, laugh, even dance...and recognize your true self and others. This is NOT the Myers Briggs Personality Indicator, this is NOT the DISC test or even True Colors... Candy gets participants up and out of their seats and networking with other...ANIMALS (Chameleon, Lion, Lamb or Owl) just like them! This is an open and honest way for all the personalities to hear from one another about how to communicate better with other Animals, how to motivate them and which ANIMAL drives them the craziest and why... WITHOUT A TEST! You’ll also learn to overcome personality differences that lead to problems like communication breakdown, negotiation letdown, and delegation fall-down by learning the secrets to connecting and partnering with other personality styles. People leave understanding how to treat people like THEY want to be treated and recognize that people are not difficult, they are just different.

Session Objectives:

• Participants will leave with a changed attitude by articulating that people and patients are not difficult, they are just different...It Takes 4 To Tango!
• Participants will site 4 EASY communication steps to giving feedback and delivering news...the good, the bad and the ugly to each other and to patients
• Participants will discuss how to achieve and cultivate creative problem-solving techniques... like brainstorming 26 new ideas in 2 minutes

Iowa MGMA 2018 Spring Conference
April 18 – 20, 2018

Hilton Garden Inn – West Des Moines | Jordan Creek
205 S 64th St, West Des Moines, IA 50266

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

Reserve your Hotel Room at Hilton Garden Inn by March 31st, 2018.
The IMGMA rate is $129 for a Standard King or Standard Double room. Self-Parking is complimentary.

To book your room - contact the hotel directly at 515-223-0571 and ask for the IMGMA 2018 Spring Conference block.

Continuing Education:
Nurses: Pending approval - Continuing Education Credit/Contact Hours for Nurses will be awarded by the IBON Provider #22 through Des Moines Area Community College. Contact hours are awarded for full-day conference attendance; no partial day credit will be awarded. AAPC and ACMPE Credit will be awarded.
THREE WAYS TO REGISTER:

Conference Fee's:

☐ Full Conference - $275 (member)/$425 (non-member) – Prior to March 19th, 2018
☐ Additional Registrant (from same group as Primary Registrant – Full Conference) - $225 (member) / $375 (non-member)
☐ Thursday Only - $175
☐ First Time Attendee (non-member) - $275
☐ Student - $60

Cancellation and Late Registration Fees: A late registration fee of $25 is due on all registrations after March 19th. Cancellation fee is $50 (must cancel more than one week prior to the conference). No refund will be issued if cancel after April 9th, 2018

Organization:

Primary Contact / Registrant Name: ____________________________
☐ $275 (Member) ☐ $425 (Nonmember)
Title: ____________________________ Email: ____________________________ Phone: ____________________________

Additional Registrant Name: ____________________________
 ☐ $225 (Member) ☐ $375 (Nonmember)
Title: ____________________________ Email: ____________________________ Phone: ____________________________

Additional Registrant Name: ____________________________
☐ $225 (Member) ☐ $375 (Nonmember)
Title: ____________________________ Email: ____________________________ Phone: ____________________________

Additional Registrant Name: ____________________________
☐ $225 (Member) ☐ $375 (Nonmember)
Title: ____________________________ Email: ____________________________ Phone: ____________________________

☐ Check Included (Payable to Iowa MGMA)
Mail Check and copy of registration: IMGMA Executive Director
9466 Deer Valley Dr.
Cedar Rapids, IA 52411

☐ Credit Card (please circle one and complete all fields below). E-mail to: imgma@imgma.org or Fax: 319-774-5661

Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on Credit Card: ____________________________
Billing Address: ____________________________
City/State/Zip: ____________________________
Card Number: ____________________________
Expiration Date: Month __________ Year __________ CVC Code: __________
Email Address: ____________________________
Signature (Authorization of Charges): ____________________________
Amount Authorized: ____________________________

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.