

2nd Quarter 2021
Issue 16-058



Colorado Connection

The Official Newsletter of Colorado MGMA

Upcoming Events



Online Reviews & Google Profiles: Marketing & Reputaion Management 101 for Practice Admins
Tuesday, July 13
11am



June 23
Payer Day
Cielos at Castle Pines
Castle Rock



CMGMA Fall Conference
September 23-24

DoubleTree, Denver Tech Center

For more information, visit www.cmgma.com



From the President

Bonny L. Brill, CMPE, CMRS
Practice Manager, Colorado Colon & Rectal Specialists

Welcome back, CMGMA, as we gather in person Wednesday, June 23rd at Cielo’s in Castle Pines for the 6th annual Payer Day co-hosted with Pikes Peak PAHCOM. Payer Day 2021 brings leaders from major insurers to address specific questions selected for them by the

conference committee chaired by Debbie Hayes, MBA, CMPE. Payer representatives will also be there to handle your individual questions during the networking breaks. Keynote speaker Bryan Campbell, CEO, Colorado Medical Society, will deliver critical insight into the controversial public option insurance bill, which CMS together with CMGMA provided lawmakers important feedback and testimony. We will also dig deeper into key coding changes while learning how healthcare innovators including DispatchHealth and The ZeroCard are lowering the cost of care. Payer Day 2021 is an event not to be missed, but registration is limited this year. [Register](#) today. Masks are optional.

Jesse Ruch, CPC, Director of Physician Services, WSi Healthcare, has been appointed to the CMGMA board of directors as membership chair. He is a recognized leader in the medical community, and in this newly created position will be working to establish 1) organizational membership, 2) new membership, and 3) member retention subcommittees to meet a goal of 12.5% membership growth. We welcome Jesse to CMGMA’s board of directors. Contact him at jesser@wsijobs.com if you have ideas and are interested in becoming involved with the CMGMA membership committee.

CMGMA is announcing another new initiative that is aimed at better serving our colleagues outside of metro Denver and increasing awareness of CMGMA. Regional liaisons—members in Northern Colorado, Southern Colorado, and the Western Slope—will be working with the board of directors and executive director to coordinate regional events that complement CMGMA activities. We hope to make CMGMA education and networking opportunities more geographically accessible for all.

Thank you to everyone involved in making CMGMA the leading organization for practice management professionals. We are glad you are with us. See you at Cielo’s!

CMGMA

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WSi Healthcare**From the President** *Continued from page 1***12 Timeless Habits of Likeable Leaders**

Although we always sensed it, leading with an iron fist is not the strategy for long-term success. In pursuit of being more likeable, because this is something you can completely control, let's look at some of the timeless habits of likeable leaders.

1. They have integrity

Actions speak louder than words for likeable leaders, so they don't just talk about integrity they demonstrate it. Codes of values and ethics aren't just empty promises on the wall, likeable leaders commit to them.

2. Give time generously

Even though likeable leaders are very busy, they interact with people even when they don't need anything done. There's no hidden agenda. They also do this in an authentic way, so people feel valued, rather than just a checkmark on a to-do list.

3. They are humble

Even though successful leaders have much to brag about, likeable leaders don't exhibit arrogance. In fact, they recognize the gifts of others on their team for contributing to their success.

4. They are steady

Likeable leaders are even keeled and know there will be ups and downs in business. They don't overreact and are predictable in their responses to any triggers. Their steadiness in the face of challenges allows those they lead to react in a similar way.

5. They form connections

Likeable leaders never forget they are dealing with humans and never miss an opportunity to form a personal connection with those they interact with, even when it's in a crowded room.

6. They are positive

Likeable leaders are positive in words and actions. They are grateful for every opportunity and enthusiastic about the possibilities of each day. That positivity is tantalizing to the people they lead and makes a huge impact.

7. They are generous

Likeable leaders want nothing more than to help you succeed. They are generous with their time, resources, and connections to help those they lead become the best possible versions of themselves.

8. They listen

Likeable leaders take the time to listen for understanding. When they interact with people, they focus the conversation on the other people and not make it about them as the leader.

9. They are focused

When likeable leaders are in the room, they dedicate their attention to the task at hand. Yes, this means arriving on time, putting phones away and respecting the individuals in the room as well as the objective of the meeting.

10. They work hard, but have fun

All work and no play make for a very unlikeable leader. People who can laugh, have fun and maintain a healthy balance between work and life are much more likeable leaders.

11. They are honest

People want honesty and constructive criticism. Likeable leaders deliver both. They don't avoid difficult conversations because they keep the best interests of the individuals top of mind. Even if dishonesty isn't recognized at first, it's only a matter of time that it will be. Likeable leaders know that honesty is always the best policy.

12. They make mistakes

Likeable leaders are human just like the rest of us, and when they acknowledge their mistakes, it makes their humanity tangible for the rest of us. Powerful leaders can sometimes be elevated to super-star status, so when we realize they are human just like us, it helps us connect.

Remember, you can become a likeable leader...Not only are likeable leaders valuable to their organizations, but they are also successful. [Are you a likeable leader?]

ACMPE Update



Gena Weir, FACMPE
University of Colorado
- School of Medicine
genaweir29@gmail.com

- The credit and volunteer cycle for all Board Certified and Fellows of ACMPE is from 1/1/2019-12/31/2021.
- Fellows who volunteer for the state or local chapters are strongly encouraged to count those hours towards their 6 volunteer hours required.
- MGMA state and local events, face to face or virtual, count towards live credit hour requirement. Consider advertising this in any promotion of your conferences! We are seeing this as a huge incentive for our virtual events as well.
- For virtual events, digital fliers, brochures, and videos are highly encouraged to be used and are available in the ACMPE Champions and Forum Representatives community libraries.
- The ACMPE offer of a **Free** e-book for the Exam Workbook with purchase of an ACMPE Board Certification Application is redeemable for face-to-face or virtual conferences. Candidates must call the MGMA Service Center within one week of attending to claim this offer.

UPCOMING PRICE INCREASE to both of our ACMPE Board Certification Examinations, multiple-choice and scenario-based. The examinations are currently \$165 each, however, starting on July 1st, 2021, they will be increasing to \$167.

We have many applications set to expire on December 31st, 2021. For those who are currently a part of the Board Certification Program and expiring at year-end, we have set up a code for you to use: LASTCHANCE15 for \$15 off an exam. Please note that the code is **ONLY** for those expiring at the end of this year. For those expiring at year-end, the code can be applied at check out.

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Three Marketing Ideas for a Physician Practice



Reed Tinsley, CPA
Healthcare Consultant



Marketing the Physician Practice

Marketing your physician practice effectively has become more important than ever before. With patients responsible for an increasing amount of their own medical bills, patients are now treating their medical care the same way they shop for any large purchase—research online, read reviews, compare prices, and plan out the best payment options. You can no longer rely on patients choosing to visit your practice simply because you participate in their insurance plan. Your practice is a business within a marketplace. It requires the kind of marketing that helps any business flourish today. Here are three steps to marketing your physician practice like other successful businesses.

Improve Your Online Visibility

If patients can't find you, they won't be coming into your office. It's as simple as that. And, the number one way patients search for their doctors is via the internet. This means that improving your online visibility is the first step in practice marketing success. So, how do you do that?

First, you must claim your online listings and ensure that all information contained within them is complete and accurate. You don't want an error sending patients to a wrong address or providing a phone number that's no longer in service. Claiming your listings doesn't have to be difficult. Some practice marketing technology solutions will do the work for you and even keep your listings up-to-date,

ensuring you show up at or near the top of search rankings when local patients look for you.

The second part of improving your online visibility is to create an engaging, actionable website. When a patient lands on your site, you have less than three seconds to show them that they are in the right place and have found the doctor they're looking for. You must demonstrate what services you offer, the type of practice you run, and what patients can expect when they visit your office in person. This should be clearly conveyed through effective copy and images on your website.

Optimizing your social media efforts is the third part of improving your online visibility. Facebook, Twitter, YouTube and other social channels can give you the opportunity to directly connect and engage with potential patients. The key is to pick one or two channels that you can commit to using consistently and post content that is interesting to your target patient groups.

Manage Your Online Reputation

Whether you know it or not, you already have an online reputation. You are likely listed on several rating and review sites online. Reviews on those sites are often the first impression a potential patient has of your office. Negative reviews, especially if not managed well can mean losing that patient while positive reviews can bring more patients and more revenue into your practice. In fact, 59% of patients say physician rating sites are "somewhat" or "very"

Three Marketing Ideas for a Physician Practice *(continued)*

important, and 37% of online review users say they avoided a physician with bad ratings, reports a former study in the Journal of the American Medical Association. Eighty four percent of patients surveyed consult a reviews website with some frequency to view or post comments and ratings of healthcare staff.

Some providers find it difficult to ask patients for reviews, but there is a simple answer. Marketing automation software in some practice marketing solutions can easily be used to follow up with all patients after their visits to ask for reviews and then syndicate positive reviews across multiple sites. Be sure to thank each patient for taking the time to post a review and recommend your practice.

Look for practice management systems that also provide the advantage of alerting you to negative reviews as they're posted so that you can respond appropriately. The key to handling these negative reviews is to follow up on them immediately and use the feedback to improve your practice.

If the negative review is specific to the patient, ask to take the conversation offline where you can address it in private without violating HIPAA regulations. If the review is due to a more general concern such as long wait times, thank the reviewer for their feedback and let them know what is being done to address the problem.

Responding to each review is vital to demonstrating your commitment to your patients and setting your practice apart from the competition. According to patients in a survey by Software Advice, 60% felt it was moderately or very important that physicians respond to reviews.

Enhance Your Patient Experience

"Patient experience" is the buzzword in practice marketing right now and with good reason. With healthcare becoming more consumer-based by the day, the patient experience is the main driver behind your patient's choice of a healthcare provider. The better your patients feel about your practice, the more likely they are to not only return but also to refer others.

Your patient experience encompasses everything that happens to them once they arrive; from their wait time to the care you give as well as the way you handle patient payments—it all matters. The best way to enhance your patient experience is through the use of patient surveys. Implementing surveys allows you to monitor your patient experience, adjust as needed and improve patient satisfaction.

Your practice marketing technology should provide an easy and efficient way to handle patient surveys. They should offer customizable surveys that allow you to solicit the valuable patient feedback you need to understand your practice's specific strengths

as well as opportunities for improvement.

Also look for features that let you automatically distribute surveys to patients following their visits, when their experience is still fresh in their minds. This kind of automation avoids assigning another task to your already busy office staff. You can even target your surveys to a specific group of patients to better understand how your practice is meeting their needs. These surveys give you valuable insights into not only what you're doing right but also ways your practice can improve.

Putting It All Together

Keeping up with all of the marketing efforts required to ensure your practice's success can be a challenge. Consider finding a practice marketing software solution can help to automate the process and provide improved online visibility, reputation management and patient experience.



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An Interview with our new CMGMA Membership Chair, Jesse Ruch



Jesse Ruch, CPC

Director of Physician Services
WSi Healthcare

- **How long have you been at WSi?**

I have been with WSi for a total of about 9 years. I left in 2007 and came back in 2016. I just had my 5 year anniversary in April.

- **What does your job entail?**

I am responsible for direct hire and temp to perm placement of Medical Professionals. I am a leader in my organization and help others develop their skills and experience doing the same meaningful work. I work primarily here in Colorado but do support several states.

- **What do you think is the biggest challenge facing healthcare?**

Healthcare hiring is one of the main challenges we will all face. There was a shortage of qualified workers prior to the pandemic, and it's only going to get tougher to find talented people.

- **Why are your interest in serving on the CMGMA board?**

I believe in what CMGMA does, being a support system for Practice Leaders in Colorado. I also know several members of CMGMA, and they have such great things to say that I can't stop referring new Practice Leaders to the association. I'm excited to join the board and can't wait to learn more.

- **Can you share a personal 'tidbit' with us?**

Here are a few things – I am a major dog lover and enjoy spending time with my furry friends. I also love to travel and am excited about getting to go places as things return to normalcy in the world. Work-wise – It's always been my goal to connect people with fantastic organizations. I pride myself on being a resource for the people I work with and continue to find new ways to expand my abilities to help others I interact with.

UPCOMING JULY WEBINAR

**MGMA STATE
AFFILIATE
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WEBINAR**

**ONLINE REVIEWS & GOOGLE PROFILES:
MARKETING & REPUTATION
MANAGEMENT 101 FOR PRACTICE ADMINS**

**TUESDAY, JULY 13
1:00 PM ET / 12:00 PM CT /
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**EVAN STEELE, MBA
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**RON CHORZEWSKI PT, MBA
SOLUTIONS CONSULTANT
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ABOUT THE WEBINAR:

Need to attract more patients & build your brand online? Come listen to experienced healthcare CEOs speak about the importance of online reviews & robust Google My Business (GMB) profiles. Attendees will walk away with action items that will help your practice dominate online searches for your practice and providers – making it easy for prospective patients to find your practice when searching for care in your area. Learn Search Engine Optimization (SEO) techniques for practice administrators that will help make your practice the clear choice among the competition.

Learning Objectives

- Understanding the role of online search in the patient's journey to selecting a doctor or practice.
- Common pitfalls in reputation management and how to avoid them at your practice
- How to optimize your online listings and create a stellar online image for both your practice and individual

ABOUT THE SPEAKERS:

Ron Chorzewski, PT, MBA, Solutions Consultant, rater8. With over 30 years in the healthcare field, Ron has served as the lead administrator and CEO in several large medical practices. Starting his career as a physical therapist, Ron has worked in both rehabilitation and orthopedic management. Ron is a Past President and former Board Member of American Association of Orthopaedic Executives (AAOE) and currently, Ron is a Solutions Consultant with rater8.

Evan Steele, MBA, CEO & Founder, rater8

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What healthcare IT companies must provide to support the future of primary care

By Leah Jones,
Allscripts Senior Vice President and General Manager

The events of 2020, and the normalization of remote and COVID-safe care, have in some ways created innovations that sped up the adoption of telehealth and simplified care delivery. In many cases, clinicians still saw patients in person, and, naturally, this involved challenges. Primary care has especially been affected, and issues stemming back to before the pandemic are being exacerbated.

Average wait times to see a primary care physician continue trending upward, as only healthy patients can be seen in the physical office, and those who are sick or have symptoms must go to urgent care or be seen at curbside. Separate from COVID-19 is patients' growing expectations for on-demand care, reflecting their experiences of instant service and advice in other sectors of their lives.

Primary care physicians face increasing complications in meeting patient needs. As always, they have to cope with their own feelings of burnout, and often, this burnout is increased by disparate workflows and non-centralized patient information. More urgently when dealing with COVID-19, it's essential that physicians can easily *risk score* patients, alerting and prioritizing conditions in the EHR. They also must be able to determine which cases to prioritize for in-person visits, and which they could just as effectively handle remotely to help manage their daily workloads and ensure full focus on patients. Managing ongoing treatments and prescriptions—as well as tracking health trends in the local populations—is also critical to successful primary care delivery, even outside of pandemic circumstances.

It is these challenges and key functions that healthcare IT vendors must work to address with their primary care clients. We must ensure solutions are truly enabling practices to see more patients and providing efficient workflows while supporting the best quality of care. Beyond fundamental interoperability functions, the offers of optimal scheduling, integrated telehealth tools for easy virtual visits and systems that promote shorter wait times are increasingly critical.

As an example of optional scheduling, consider the following: A patient with a chronic condition like hypertension calls about an acute concern like pink eye, but hasn't actually seen a doctor about the chronic condition in two years. The EHR

should identify all these characteristics for the physician and administrators. This facilitates appropriate schedule time to adequately address both issues and prioritize the patient appropriately. Continued use of optimal scheduling promotes maximized value-based care and effective, long-term health for the patient.

Primary care providers will especially need healthcare IT solutions that support things like practice optimization and virtual access as the pandemic continues to pose new challenges and at-risk patients are less likely to enter the physician's office. Fully integrated EHR, practice management and consumer engagement technologies, including those that alert patients for appointments, are also extremely valuable in prioritizing and scheduling patients for vaccines.

Overall, the key lies in facilitating interactions between patients and providers, utilizing everyday devices both parties feel comfortable using. Doing so helps patients actively engage with providers as needed, eases clinician burden and optimizes practice operations, most urgently in a time of crisis. Healthcare IT vendors must help primary care physicians close care gaps and continue treating all patient segments to ensure their health and success in value-based care models.

To help navigate these complex and uncertain times, Allscripts experts identified five key drivers of change that practices should be on the lookout for this year.



[Download our Key Drivers of Change in 2021 eBook](#) to learn how Allscripts can help your practice succeed now and into the future.

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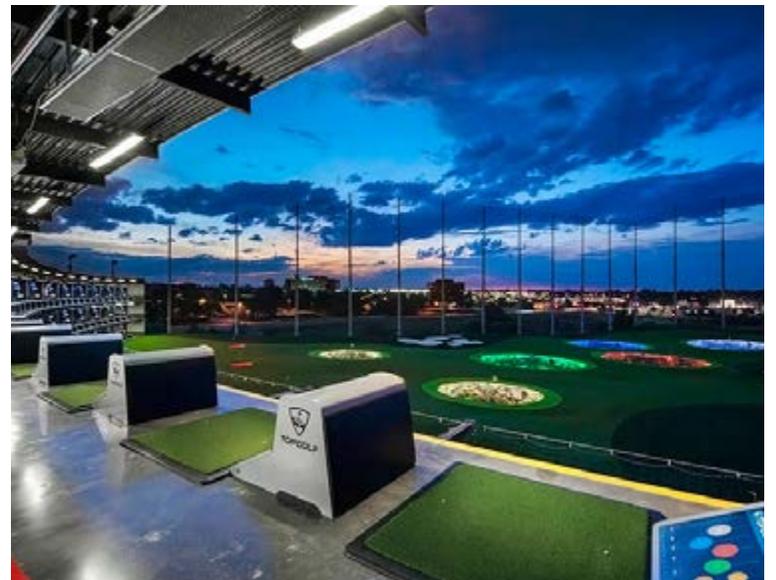
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CMGMA Legislative Update

By Jennifer Souders, FACMPE
and Eric Speer, FACMPE

It's a Busy Legislative Session!

Every year there are tens of bills passed that affect healthcare and how we conduct our business as practice managers. The below list includes only bills that have a direct impact on healthcare. There are many more bills that passed and will pass that change how we conduct business including human resource matters and business stimulus with a pandemic.

As of writing this newsletter the hottest topic in healthcare for Colorado is the "Standardized Health Benefit Plan Colorado Option." It was signed into law June 16th ([click here for the signed Act](#)) This will basically create an insurance plan that is required for all payers to underwrite and will be accessible on the health exchange and to small employers.

The goal is to reduce the premium offered by 5% in 2023 when compared to 2021 rates, 10% reduction by 2024, and 15% reduction by 2025. If these savings are not met or the plan does not meet network adequacy standards, the Commission of Insurance will hold a public hearing to determine appropriate action, including review of an actuarial analysis. The rate floor would be 135% of Medicare for providers and 150-232% of Medicare for hospitals.

In prior versions of this Law, providers were mandated to participate. The signed Act does not make this requirement.

The Law also allows the Governor to create an Advisory Board to assist the Commissioner. In addition to advising on the Law itself, the Board can:

- make recommendations on streamlining prior authorization and utilization management;
- recommend ways to keep healthcare services in communities where people live; and
- consider whether alternative payment models may be appropriate for particular services.

Finally, the Commissioner will also perform an analysis of employees in a hospital setting. The report will include staffing levels, wages, benefits, training, and working conditions.

Each link to the Bill below includes the sponsors and how to contact them. You can also contact your local representatives.

HB21-1232 Standardized Health Benefit Plan Colorado Option
<https://leg.colorado.gov/bills/hb21-1232>

HB21-1251 Appropriate Use Of Chemical Restraints On A Person
<https://leg.colorado.gov/bills/hb21-1251>

HB20-1085 Redraft SUD Prevention and ALTOs Coverage
[Introduction is Imminent](#)

SB21-011 Pharmacists Prescribe Dispense Opiate Antagonist – amended
<https://leg.colorado.gov/bills/sb21-011>

HB21-1172 Hospital patient Long Term Care Visit Rights
<https://leg.colorado.gov/bills/hb21-1172>

HB21-1188 Additional Liability Under Respondeat Superior
<https://leg.colorado.gov/bills/hb21-1188>

SB21-098 Sunset Prescription Drug Monitoring Program
<https://leg.colorado.gov/bills/sb21-098>

SB21-193 Protection of Pregnant People in Perinatal Period
<https://leg.colorado.gov/bills/sb21-193>

SB21-194 Maternal health Providers
<https://leg.colorado.gov/bills/sb21-194>

HB 21-1232 Standardized Health Benefit Plan Colorado Option
<https://leg.colorado.gov/bills/hb21-1232>

SB21-120 Open Captions Requirement in Movie Theaters
<https://leg.colorado.gov/bills/sb21-120>

SB21-122 Opiate Antagonist Bulk Purchase and Standing Order
<https://leg.colorado.gov/bills/sb21-122>

SB21-156 Nurse Intake of 911 Calls Grant Program
<https://leg.colorado.gov/bills/sb21-156>

HB21-1012 Expand PDMP
<https://leg.colorado.gov/bills/hb21-1012>

HB21-1184 PA Collaboration and Reimbursement
<https://leg.colorado.gov/bills/hb21-1184>

SB21-147 Sunset Continue Licensure of Athletic Trainers
<https://leg.colorado.gov/bills/sb21-147>

HB21-1191 Prohibit Discrimination COVID-19 Vaccination Status
<https://leg.colorado.gov/bills/hb21-1191>

SB21-123 Expand Canadian Rx Importation Program
<https://leg.colorado.gov/bills/sb21-123>

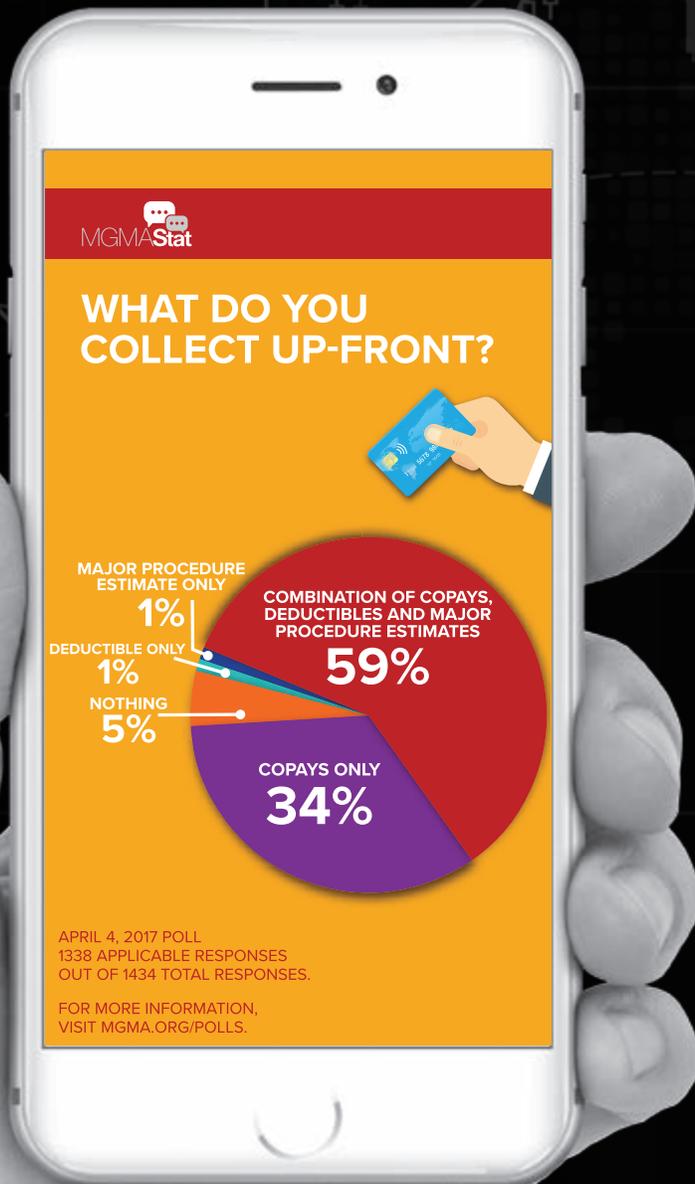
SB21-175 Prescription Drug Affordability Review Board
<https://leg.colorado.gov/bills/sb21-175>

HB21-1190 Defining Telemedicine for Medical Practitioners
<https://leg.colorado.gov/bills/hb21-1190>

HB21-1106 Safe Storage of Firearms
<https://leg.colorado.gov/bills/hb21-1106>

Join MGMA Stat

Curious to see if other healthcare professionals are experiencing the same issues you face? Get answers to your most pressing questions. When you sign up for MGMA Stat, you will benefit from industry polls and data-rich articles on a weekly basis via text message.



How does it work?

- Every Tuesday, participants receive a polling question on a specific healthcare topic via text message
- Within 18 hours, participants respond to the question
- Poll results and related content with actionable tips are delivered via text message within 48 hours

What is the value?

- Get credible insight on the most important topics around the business of healthcare
- Receive timely data and resources to help with practice management challenges
- Benchmark your performance relative to your peers

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