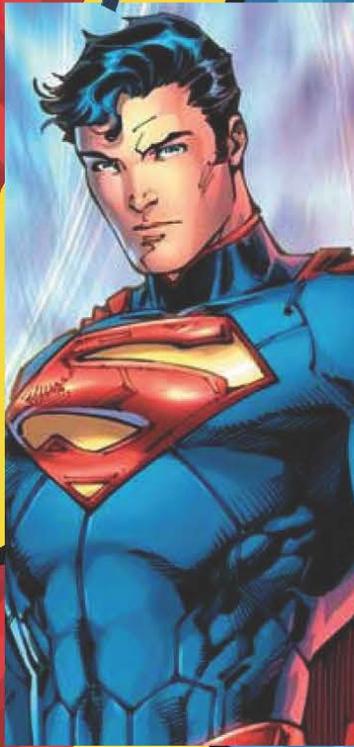


HEALTHCARE

superheroes



**GOING ABOVE AND BEYOND
THE CALL OF DUTY**

**SEPTEMBER 23-24, 2021
DOUBLETREE DTC, DENVER**

MGMA[®]
COLORADO

CMGMA 2021 FALL CONFERENCE

September 22-24 | Double Tree, DTC

Wednesday, September 22

- 1:00-5:00 pm Pre-Conference Workshop
A: Building a High Performance Culture - Matt Griswold and Diana Royalty
B: Let's Get Certified! - Christian Lieneck, FACMPE
- 5:00 pm Kickoff Reception in Exhibit Hall

Thursday, September 23

- 7:00 am Registration Opens
- 7:00 - 8:00 am Breakfast in the Exhibit Hall
- 8:00 - 9:30 am Opening General Session
Here I Come To Save The Day: Why Mighty Mouse Must Have Been In Healthcare - Merit Kahn, CSP
- 9:30 - 10:00 am Break with Exhibitors
- 10:00 - 11:00 am **Developing an Inspired Leader: How to Get People Out of Their Cave and Into the Sun - Aimee Greeter, MPH, FACHE**
- 11:00 - 12:00 pm BREAKOUT SESSIONS
A: Presenting Financial Information to Physicians - Maddox Casey, CPA
B: Legislative Update - Eric Speer, FACMPE, and Jennifer Souders, FACMPE
- 12:00 - 1:00 pm Lunch and CMGMA Update
- 1:00 - 1:30 pm Dessert in Exhibit Hall
- 1:30 - 2:30 pm **Effective Listening and Your Personal Brand: How to Build and Enhance It - Maddox Casey, CPA**
- 2:30 - 3:30 pm BREAKOUT SESSIONS
A: Managing HR Decisions In Post Pandemic Times - Jacqueline Guesno, J.D.
B: Leveraging Technology to Grow Your Practice - James Capps
- 3:30 - 4:00 pm Break with Exhibitors
- 4:00 - 5:00 pm **Breaking Down the Silos - Matt Griswold**
- 5:00 - 6:30 pm Game Night in the Exhibit Hall

CMGMA 2021 FALL CONFERENCE

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Friday, September 24

7:00 - 8:00 am	Breakfast in the Exhibit Hall
8:00 - 9:00 am	Ding Happens! How to Improvise, Adapt, and Innovate in an Ever-Changing World! - Avish Parashar, CSP
9:00 - 10:00 am	BREAKOUT SESSIONS A: Strategies for Proactive Revenue Cycle Management - David Brewer B: What's Best for Your (under 50 employee) Workforce? - Michael Bertaut, MBA, CHC, PAHM
10:00 - 10:45 am	Break and Prizes in Exhibit Hall
10:45 - 12:00 pm	The Super Power of Effective Listening - Kyle Dyer West
12:00 - 12:15 pm	Closing Remarks, Adjourn

Registration Fees:

Active Member (no Pre-Conference)	\$250
Active Member with Pre-Conference (A or B)	\$300
Non-Member	\$350
Non-Member with Pre-Conference (A or B)	\$400
Vendor/Business Partner not exhibiting	\$500
Pre-Conference Workshop ONLY	\$100

**member pricing extended to CMS members*

Register Today at
www.cmgma.com



We are pleased to designate the
Double Tree DTC
as the CMGMA 2021 Fall Conference venue.
Take advantage of our discounted room
block and reserve your room today.

PRE-CONFERENCE WORKSHOPS

Wednesday, September 22 | 1-5PM

(additional registration fee of \$50 for the workshop of your choice)



COLORADO
MEDICAL SOCIETY

CMGMA[®]
COLORADO

Colorado Medical Society and CMGMA are teaming up to provide you with additional educational opportunities to enhance your annual conference experience!

Building a High Performance Culture



Diana Royalty, COO
People Centric



Matt Griswold
People Centric

Why is culture so important and how does it impact an organization's performance? This interactive workshop will discuss the positive impact of a high-performance culture and introduce ways that leaders can drive this culture throughout the organization.

Let's Get Certified!



Christian Lieneck, PhD, FACMPE,
FACHE, FAHM, CPHIMS

This session will briefly review CMPE/FACMPE eligibility criteria, timelines, fees and preparation/best-practice study tips for the Certified Medical Practice Executive (CMPE) exam. Participants will then take a full multiple-choice and scenario-based mock exam to serve as an initial benchmark for an individual, self-scored, knowledge-level assessment.

SESSION SYNOPSIS

Thursday, September 23



Merit Kahn, CSP

***Here I Come To Save
The Day: Why Mighty
Mouse Must Have Been
In Healthcare***

Every superhero has one unique special power that miraculously seems to be the exact thing needed to defeat a particular villain. If Batman needs a lasso of truth, then he calls Wonder Woman. If Aquaman needs an extra hour in the day, he'll need Superman to fly around the globe and turn back time. But there is one special power that is common to all superheroes...their ability to see solutions and possibilities that mere mortals do not.

In this interactive program, you will discover the magic question that all superheroes ask before they leap (or swim or fly) into action. Unlock your inner superhero in every day life with four simple words that will create new possibilities for you and everyone lucky enough to hear you say them.

You will walk out of this session smiling because you:

- Unlocked your own superpower
- Discovered a catchy mantra that will remind you that anything is possible
- Tattooed a magic phrase onto your arm (ok, maybe you won't tattoo it, but you'll definitely know it)
- Will feel your cheeks hurt from all the laughter



Aimee Greeter, MPH, FACHE

***Developing an Inspired
Leader: How to Get
People Out of Their
Cave and Into the Sun***

Using the framework of Noel Burch, this presentation shares effective methods of propelling leaders from uninspired to results-focused performers. With a focus on real-life examples, this interactive session gives instruction on meeting people where they are, and helping push them to be their best self—as well as an exceptional leader.

3 Learning Objectives:

- Describe the Conscious Competence Ladder model and its relevance to healthcare organizations
- Authenticate leadership as a skill that can be developed, and understand how to develop that skill using a four-step process
- Provide practical coaching tips to help people understand, process and use their skills for the collective good

SESSION SYNOPSIS



Maddox Casey, CPA

Hitting the Three Targets of a Top Medical Practice

There are many issues beyond your control, but if you can improve your operational efficiency, increase your production capacity, and gain more clinical effectiveness, you will have a top performing medical practice. This presentation will give you the tools to address all three areas.

Presenting Financial Information to Physicians

Understanding and delivery of financial information is only one aspect of managing your practice. But done well, it offers you a significant advantage and the ability to command the respect of your physicians. This session will illustrate how to tailor financial information to the interests of your doctors and how best to communicate it.

Colorado Legislative Update



**Eric Speer,
FACMPE**



**Jennifer Souders,
FACMPE**

In this session we will discuss

- Colorado Option: What happened and where are we now?
- Legislative issues on the horizon
- Working with CMS to take a more proactive approach



Jacqueline R. Guesno, J.D.

Managing Human Resources Decisions In Post Pandemic Times

We will explore common issues that arise in Human Resources including the interplay of the Americans with Disabilities Act, FMLA and Colorado's Healthy Families and Workplaces Act. We will discuss the challenges associated with addressing reports of discrimination and EEO violations. We will explore as case studies recent decisions in Colorado employment cases. We will consider other common questions that arise in Human Resources and your questions in particular.



James Capps Leveraging Technology to Grow Your Practice

James will explore AI, Cloud and other practical tools that you may have heard of but don't know what they mean—and how they can be used to grow a practice.

SESSION SYNOPSIS



Matt Griswold
***Breaking Down
the Silos***

How many silos exist within our organization? How often do we deal with miscommunication between departments? Successful organizations know that these departments and teams must become cross-functional and work together to improve business.

Learning Objectives:

- Learn about the concept of organizational design and how an organization is designed to work
- Determine where and how organizational silos exist
- Examine the impact of silos on an organization
- Review best practices to eliminate silos

Friday, September 24



Avish Parashar, CSP
***Ding Happens! How to
Improvise, Adapt, and
Innovate in an Ever-
Changing World!***

Anyone can perform well when everything goes right. The real test of you and your organization is how you react when things go wrong—and they will! These make-or-break moments are the "Dings!" of life. Handle them well and you come out looking like a rock star. Handle them poorly and you can end up adding unnecessary

stress, difficulty, and complication to your life. This hilarious and energetic program will show you how to stop fearing and hating change and how to use the power of improv comedy to improvise, adapt, and innovate—no matter what happens!

If things go 100% as planned for you every time, then you can skip this session; otherwise, attend and learn how to reflexively respond to the unexpected in a way that reduces stress, improves productivity, and gives you the skills to manage change.

By the end of this session, attendees will be able to:

- Reduce stress and increase productivity by focusing on what they can control and letting go of the rest
- Find opportunities within unexpected setbacks to get ahead, rather than behind, when things change or go wrong
- Become leaders and innovators by creating meaningful change instead of just responding to it



David Brewer
***Strategies for
Proactive Revenue
Cycle Management***

Join David Brewer as he explores key strategies for a proactive approach to efficient revenue cycle management. The strategies he will explore will help organizations overcome common revenue cycle challenges and drive improved financial and operational outcomes.

SESSION SYNOPSIS



**Michael Bertaut, MBA, CHC,
PAHM**

What's Best for Your (under 50 employee) Workforce?

Decision-making about health benefits for your employees has never been more challenging. Into the mix now comes the American Rescue Plan Act of 2021, which pours \$Billions into Individual Plans that workers in small companies may find a much more valuable alternative than their employer's plan. Let's explore those options, shall we?



Kyle Dyer West

The Super Power of Effective Listening

Forget Ironman's special suit, Thor's hammer and Wonder Woman's golden lasso, we all have our own superpower that is waiting to be tapped into...and that's listening. When we deeply listen to ourselves and others, we gain a clarity and empathy that before wasn't present and that leads to positive change. We must share what makes us unique, our strengths, our 'why we do what we do,' as a way to connect with one another. And that feeling of unity and sense of community are more important than ever!

As a seasoned broadcast journalist, Kyle Dyer thought she was a great listener but discovered

she had a lot more to listen to when she unexpectedly became the news. Now, Kyle deeply listens to others to connect with them and share their profound stories that impact others.



Continuing Education:

This program is eligible for up to 13 continuing education units.