



RIDING THE WAVES OF HEALTHCARE

**Colorado MGMA Fall Conference
September 18-19, 2023
Double Tree, DTC**

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AGENDA

Monday, September 18

- 10:00-12:00** **Preconference Workshop**
Recruitment, Retention, Recognition Roundtables - Stephen Dickens, JD, FACMPE, Trace Henley, MSOL, SHRM-SCP, CGF and Jesse Ruch, CPC
- 12:00-1:00** **New Member/Past Presidents Luncheon**
- 12:45** **Registration Opens**
- 1:15- 2:30** **General Session**
Leadership is a Choice - Stephen Dickens, JD, FACMPE
- 2:30-3:30** **Breakout Sessions**
- Breakout A**
Protecting Your Medical Practice: Private Equity - What it is and what it isn't - Eric Nutall
- Breakout B**
Boundaries: Care Without Carrying - Trace Henley, MSOL, SHRM-SCP, CGF
- 3:30-4:00** **Networking Break with Exhibitors**
- 4:00-5:00** **General Session**
What's New In Payer Contracting? - Marcia Brauchler, MPH, FACMPE, CPC-P, COC, CPC-I, CPHQ
- 5:00-6:30** **Networking Reception in Exhibit Hall**

Tuesday, September 19

- 7:00** **Breakfast in Exhibit Hall**
- 7:15-8:00** **ACMPE Breakfast Meeting**
ACMPE: Pathway to Certification - Gena Weir, PCP, FACMPE and Mike Fisher, FACMPE
- 8:00-9:30** **General Session**
Beyond Functionality: The Impact of Design on the Patient Experience - Megan Finnell, CMP
- 9:30-10:30** **General Session**
ERISA: Put Control Back in Your Hands - David Zetter, CHC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC, CMAP, CMAPA, CMMP, CMHP
- 10:30-11:00** **Networking Break in Exhibit Hall**
- 11:00-12:00** **General Session**
Strategic Planning for Practice Administrators - Maddox Casey, CPA
- 12:00-1:00** **Lunch and CMGMA Update**
- 1:00-2:00** **General Session**
Navigating Critical Conversations - Marguerite Ham
- 2:00-2:30** **Break and Prizes in Exhibit Hall**
- 2:30-3:30** **General Session**
Moving from Diversity to inclusive Behaviors - Dr. "Bowtie" Todd Jenkins
- 3:30** **Adjourn**

SESSION DESCRIPTIONS



Recruitment, Retention, Recognition Roundtables **Stephen Dickens, JD, FACMPE, Trace Henley, MSOL, SHRM-SCP, CGF and Jesse Ruch, CPC**

It's easy to recognize the value of recruiting, retaining, and rewarding our employees. The hard part is finding all the little tips and tricks that will work best for us in our respective organizations! Join in the unique round table mix, where you will hear tips from field experts and then have a facilitated discussion amongst yourselves for a further deep dive into the recruitment, retention, and reward efforts that offer big results.



Leadership is a Choice **Stephen Dickens, JD, FACMPE**

Overview: Healthcare continues to face new and unparalleled challenges. Whether it is burgeoning regulations, evolving payment models, physician and staff recruitment or even a pandemic, our medical practices – patients, staff and physicians alike – need leaders who can confront the obstacles while seizing the opportunities. Challenging times call for solid management and great leadership. Management is the easy part. Good organizational skills will carry you much of the way, but what about leadership? What sets a leader apart from a manager? What makes a great leader? Are they born or do they develop over time? If the obstacles of the past few years made you question your skills, this is the session to help you hone them. During this presentation the speaker will differentiate the choices that transform one from a manager to a leader while outlining the essential elements to successfully demonstrate those choices. Both those seeking to expand or enhance their leadership skills will gain insight into the techniques and communication skills necessary to succeed. At the conclusion of the session, attendees will comprehend the personal choices leaders must make as well as have the knowledge to apply practical skills and techniques to transform their organizations and themselves, both professionally and personally.

Objectives:

- Identify the four choices essential to transition from a manager to a great leader;
- Define the components of each choice along with the key factors that underpin their realization from a conscious decision to an action; and
- Outline practical skills including strategic planning, change management and effective communication while providing tips and techniques to support their successful execution.



Protecting Your Medical Practice: Private Equity - What it is and what it isn't - Eric Nutall
Private equity is hunting medical practices of all specialties. They seem to be offering big money to purchase your practice. How does that work in a medical practice. What's the catch? Is it really as good as they make it sound?

Course objectives:

- Understand common models being used by private equity to purchase practices
- Understand the methodology and motivation of private equity
- Learn how to evaluate a deal being proposed.
- Learn the pitfalls of selling to private equity
- Learn when a private equity investment may benefit the practice, owners and staff
- Learn how to avoid selling by smart long-term and succession planning



Boundaries: Care Without Carrying **Trace Henley, MSOL, SHRM-SCP, CGF**

When we care about the people around us—work or otherwise—it is easy to get caught or brought into the challenges they face and the choices they make, often adding to what we already carry as we move through our days. How can we recognize, define, and employ boundaries that help us remember to care without carrying? This session will identify the feelings that let us know when we need more boundaries to be clear and kind—to ourselves and to others.



What's New In Payer Contracting? **Marcia Brauchler, MPH, FACMPE, CPC-P, COC, CPC-I, CPHQ**

This session will walk you through the payor contract negotiation process, including how to set yourself up for success and what to expect. Marcia has over 25 years' experience advocating for providers in Colorado, and nationally. Learn what's new in payor contract language and get tips to improve your effectiveness during your negotiations. This topic is relevant for independent physician practices of all specialties, ASCs, and practices that are currently affiliated with intermediaries (IPAs) interested in learning about direct contracts with health plans.



Beyond Functionality: The Impact of Design on the Patient Experience - Megan Finnell, CMP

Understanding the intersection of design and the patient experience is crucial for creating a positive and effective healthcare experience. This session will provide medical practices with an opportunity to explore this intersection through a combination of concept learning, interactive discussions, and experience design exercises. Attendees will learn how to question assumptions, apply experience design principles to improve the patient experience and walk away with actionable takeaways that can be applied to their own practice.

Learning Objectives:

- Understand the principles of experience design and how they can be applied to improve the patient experience.
- Develop skills in using design thinking tools and methods to identify and address pain points in the patient experience.
- Gain insight into how assumptions and biases can impact the patient experience through interactive exercises and group discussions.
- Understand how to apply the insights gained from this exercise to improve the patient experience and overall care provided by the practice.



ERISA: Put Control Back in Your Hands

David Zetter, CHC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC, CMAP, CMAPA, CMMP, CMHP
Payers don't want you to know how much control you really have regarding your claims' reimbursement. They don't want you to know that by applying ERISA regulations, you can force your payers to:

- pay your claims more quickly,
- stop downcoding your office visits,
- overturn claims that were previously denied,
- expand inadequate appeal deadlines, and
- return recouped funds previously taken from your practice.

Payers know that approximately **83% of your non-Medicare/Medicaid claims are governed by ERISA regulations**. For these claims, insurance companies also know that their timely filing deadlines of 90-120 days don't apply, that they can't legally recoup funds you've been paid and that in most cases, your claims can't be downcoded without your input. However, **they do it anyway because no one is pushing back**.

Well, if you are tired to feeling like payers are holding all the cards, **David Zetter, CHC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC, CMAP, CMAPA, CMMP, CMHP**, can help. David is going to break down the complexities of ERISA regulations into plain English. He'll walk you through only the pieces you need, and then provide you with actionable advice on how to use it.



ACMPE: Pathway to Certification - Mike Fisher, FACMPE and Gena Weir, PMP, FACMPE



Strategic Planning for Practice Administrators Maddox Casey, CPA

How good would it feel to anticipate and/or prevent problems rather than just react to them? Proactive behavior is a result of strategic planning. This session will address what strategic planning is, why it's important, and how it can strengthen your role in

your practice.



Navigating Critical Conversations Marguerite Ham

Learn how to align your intention with your impact during important conversations. Discuss the five key principles of a critical conversation. You have three choices for handling conversations: 1) Avoid them, 2) Handle them poorly, 3) Handle them well. Learn how to handle them well with this course!



Moving from Diversity to inclusive Behaviors Dr. "Bowtie" Todd Jenkins

Covid-19 and recent financial constraints have brought many challenges but also tremendous opportunities to grow better and stronger together. Diversity, equity, and inclusion matter the most in our current climate. We are in a situation where our

employees, customers, and communities must remain connected, and inclusivity is essential. This session will be practical and action-packed.

CONFERENCE INFORMATION

CONFERENCE VENUE

We are pleased to designate the Double Tree Denver Tech Center as our conference venue. Reservation info below:
Available Rooms - [DoubleTree by Hilton Hotel Denver Tech Center](#) • Special Rates • Group Code: CDTCMG

REGISTRATION FEES

Take advantage of Early Bird registration and save \$50! Register before July 25 to receive discount.

CMGMA Active Member: \$300 (\$350 after 7/25)

Non-Member: \$400 (\$450 after 7/25)

Business Partner/Vendor attending, not exhibiting: \$550 (this registration is for educational purposes only, no suitcasing will be allowed)

CONFERENCE REGISTRATION

The registration fee covers all meetings, materials, meals, and breaks. Conference breakfast and lunch functions are for registered exhibitors and conference attendees only. Attire for the conference is business casual. A jacket or sweater is suggested.

ACCREDITATION

American College of Medical Practice Executive (ACMPE) Credit Hours: To apply this program toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online in the My Transcript area of mgma.com. This program is eligible for up to 11.5 live continuing education units.

CANCELLATION POLICY

Cancellations received prior to July 25, 2023, are subject to a \$100.00 cancellation fee. Cancellations received after July 25, 2023 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.