



October 2014
Issue 14-04



Colorado Connection

The Official Newsletter of Colorado MGMA

Upcoming Events



January 20, 2015
Legislative Reception
The University Club
Denver



September 24-25, 2015
Fall Conference
Beaver Run Resort
Breckenridge



From the President

By Judy Boesen
President, CMGMA
Judy-boesen@comcast.net

I want to thank everyone who attended the CMGMA fall conference which was held at Sheraton Denver West in Lakewood, Colorado. I met so many wonderful people and so many new faces. The conference committee chaired by Gena Weir did a fantastic job putting together a quality program. I measured the success of the program by the fact that all attendees stayed until the end of the final presentations on Friday. Frequently, the last session only has a few people because many attendees want to get a head start on their weekend Friday afternoon.

We are changing our newsletter slightly for 2014-2015. Our board members are all contributing articles to the October newsletter, introducing themselves and listing their goals for the 2014-2015 year. For the remainder of the quarterly newsletters we will have 4-5 articles from different committee chairs and executive board members. We may also have an article from a vendor from time to time.

If you have not heard Eric Chappell, the 2013-2014 president-elect, moved to Phoenix this spring. We will miss Eric; but he promises to keep in touch. To provide continuity to the board and you the members, I will be staying on as your president and Jennifer Souders will remain the immediate past president. I am honored to serve all of you and invite you to contact me during the year to let me know how I can serve you better.

I have just two goals for 2014-2015 beyond continually trying to improve our organization. Because we are a total volunteer board and information changes hands frequently, we have lost some of our history. I want to develop an overview of our organization going back as far as I can find members who remember "the good old days." As I get information, I will make sure it is posted on our website so we can remember how we got to this place today.

Another goal is to increase our membership. We have had flat membership hovering just under 400 members for many years. David Linger, Membership Chair and I want to make sure all practice managers in Colorado have an opportunity to participate in the education, advocacy, and networking opportunities offered by CMGMA. Our website lists the many benefits of membership at only \$80 per year. Compared to the other state MGMA affiliates, that is a pretty reasonable price. If you have colleagues that are not members, invite them to attend one of our many education opportunities during the year. I know they won't be disappointed.

Margaret McGuckin is new to CMGMA and she is going to coordinate our monthly lunch and learns this year. They are usually scheduled for the last Wednesday of the month at the Colorado Business Bank location in the Tech Center area. Watch our website for topics and registration opportunities. Mary Jo Heins will continue to coordinate our monthly webinars.

I am looking forward to a very exciting year with all of you. Contact me using my [email address](mailto:judy-boesen@comcast.net) listed above.

For more information, visit www.cmgma.com.

From the CMGMA Secretary

Value-Based Reimbursement: What's Driving the Quality Metrics?



In primary care, you may be receiving a barrage of value-based reimbursement models with an overwhelming amount of data. These metrics may require the practice to manage ER visits, monitor blood pressure, and improve cholesterol to achieve population management goals. It may seem overwhelming as each payer's dashboard and goals seem different and sometimes

unrealistic. However, when all of the data is compiled, there is an overarching theme as they are all focusing on management of top chronic diseases.

Majority of metrics emanate from NCQA's Healthcare Effectiveness Data and Information Sets (HEDIS). The NCQA reports the state of healthcare quality for the U.S. ([Click Here](#) for the 2013 Report) by utilizing HEDIS. Payers employ these metrics as their foundation to building their own value-based schemas, ensuring their scorecards are built on information that is backed by a third party well recognized in improving the health of the communities we serve.

These same metrics resonate with the Healthy People 2020 campaign, meaningful use, and other government initiatives. Utilizing HEDIS will assist in meeting these and other initiatives in the practice. For example, smoking cessation metrics are part of all programs aforementioned in this article. All of these programs are quickly converging to key performance indicators in driving population management.

If you would like to capitalize on this industry-wide movement and do not know where to start, the new body of knowledge has a domain entitled, "Patient-Centered Care." The national MGMA website ([Click Here](#) or the Body of Knowledge) includes resources on how to improve your HEDIS measures by focusing on transforming your operations to meet quality improvement needs.

Quality improvement is a central pillar to value-based reimbursement and achieving success in these programs. By improving the practice's quality, you can capitalize on cost-savings and other incentivized metrics to enhance the financial success of the practice.

Eric W. Speer MBAHA, CMPE
Secretary



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Engaging Patients and Families as Partners – Improving the Experience of Care



By Wendy Spirek, MSHA
Chief Strategy Officer for Children's Eye Physicians & CMGMA Third Party Payor Committee Chair

Triple AIM – the health care buzz phrase/concept of this decade peppering so many of our discussions about how medical practices meaningfully participate in reshaping our country's health care system.

- 1) Aiming toward reducing health care costs
- 2) Aiming toward improving the patient's experience of care
- 3) Aiming toward improving population health

.... and it's no secret that organizations purchasing health care services are willing to pay a premium for care delivered measurably and favorably addressing Triple AIM concepts. I'd like to focus on Triple AIM goal #2...

Improving the Patient's Experience of Care...

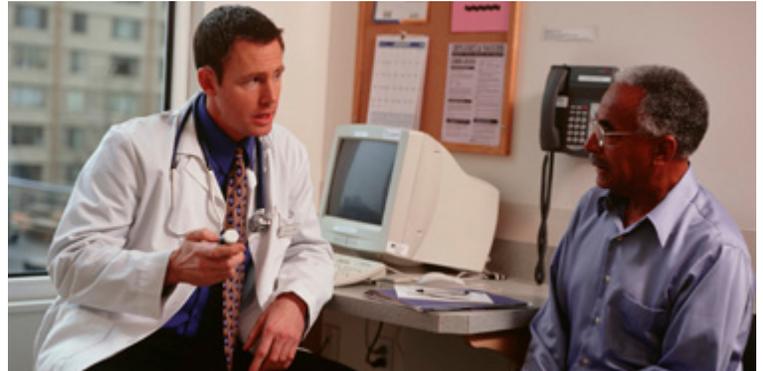
From a distance, it looks like health care has always been patient-centered, supporting the notion of healing the patient. But frankly, up close, the view is still very different, as anyone who has ever received or delivered care knows.

Arguably, the environment within a medical practice means staff is defined by balancing the 9,000 things going on with trying to figure out how to partner with your patients. And frankly on most days, the paternalistic model of care is the way we've organized ourselves, simply to get the work done.

How about a simple way to partner with your patients beyond making sure customer service support is covering its bases?

In a paternalistic model, inherently, patients and family members feel their questions, concerns or preferences are ignored or never sought. Worse, a growing body of research suggests that the lack of productive communication between patients and caregivers contributes to ineffective or inappropriate care- tying in closely with not reducing health care costs and not improving our population's health.

How about making some simple changes in how our clinicians communicate with their patients using a couple of "TRY THIS INSTEAD" examples:



- 1) "Do you have any questions about the procedure?"

TRY THIS INSTEAD: *"I want to make sure I described the procedure so that you will understand what you will be going through. Tell me what questions you have."*

- 2) "Do you have any concerns about the surgery?"

TRY THIS INSTEAD: *"What is it that worries you most about the surgery?"*

- 3) "Oh, I know the nurse can be rude, but please understand she is just busy."

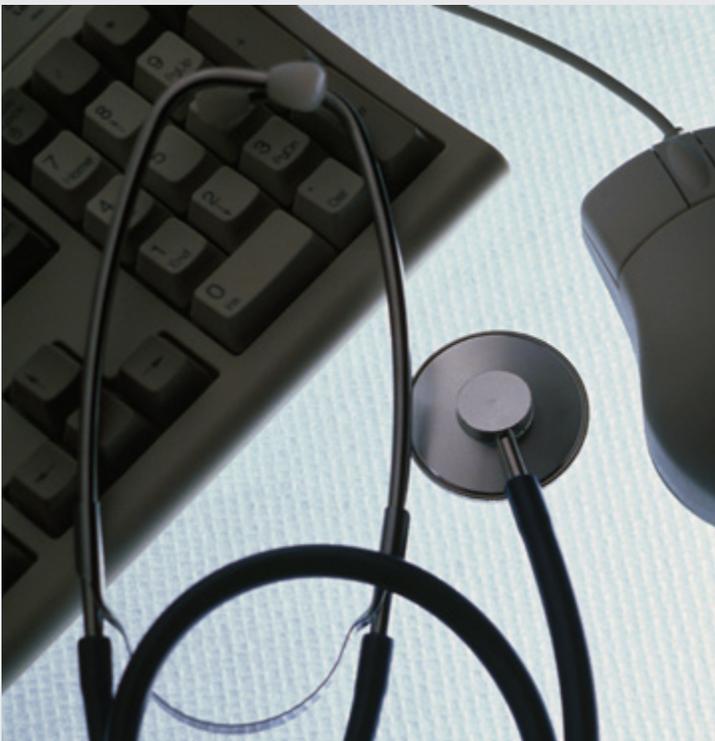
TRY THIS INSTEAD: *"I'm sorry the nurse treated you this way and I want to thank you for telling me. Help me understand what happened so I can make sure it doesn't happen again."*

- 4) "Do you understand how to take this medicine?"

TRY THIS INSTEAD: *"To make sure I have explained everything, please tell me what you understand about our conversation about the medicine I'm recommending will help you."*

Notice the subtle differences in how each of these examples acknowledges the patient as an individual, leveling the playing field and stressing the importance of a patient's active participation in their own care.

Look beyond the low hanging fruit customer service basics for improving a patient's experience; answering your practice's phone promptly, being professional, kind and empathetic, being respectful of your patient's time should be the base level norm. Raise the bar and look for ways to improve your patients' experience beyond the basics. You'll build loyalty in your practice, ultimately being viewed in the community as a "go to" solution for our health care system.



WEBINAR SCHEDULE

October 15
PCI, Laura Barnes
12-1pm

Stay tuned for following dates...
November 13 - *Excel Part I*, Eric Speer
December 17 - *Excel Part II*, Eric Speer

**CMGMA webinars are FREE
for all CMGMA members!**

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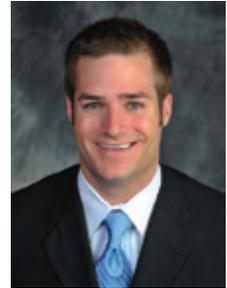
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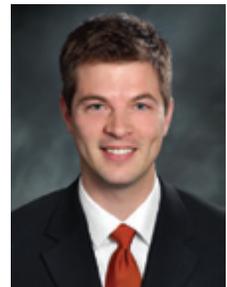
COLIN CARR
President

303.817.6654
colin@carrhr.com



ANDREW MONDY
Denver Metro

303.999.5247
andrew@carrhr.com



ROGER HERNANDEZ
Colorado Springs
Southern Colorado

719.339.9007
roger@carrhr.com



KEVIN SCHUTZ
Boulder
Northern Colorado

970.690.5869
kevin@carrhr.com



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EDUCATION COMMITTEE UPDATE

KNOW YOUR NUMBERS - YOUR TICKET TO A WINNING PRACTICE

It's hard to believe that it has been nearly 3 weeks already since our fall conference! For those who attended, THANK YOU FOR BEING PART OF THE SUCCESS! Despite a few logistical hiccups, the event was full of content and fun! Some have said it was the best conference in years!

The title of the conference was "Know Your Numbers- Your Ticket to a Winning Practice" and employed a lottery theme that generated excellent content and plenty of enthusiasm! The total number of attendees numbered 118 and 40 of which were new members. Twenty-five vendors were on hand offering essential products and services to the attendees at hand.

The keynote speaker for this fall's event was Reggie Rivers. Reggie's address was inspiring and motivating. It really set the tone and got everyone in the right frame of mind for the rest of the conference.

Others in this fall's lineup included Jennifer McLaughlin, Tracey Spears, Frank Cohen, Mike Fisher, Marion Jenkins and John Roderick. All of whom provided incredible insight and useful information to all of those who attended.

The newly elected Executive Committee for the upcoming year:

President-Judy Boesen
Vice President-Paula Aston
Secretary-Eric Speer (not pictured)
Member At Large-Peter Howell



Yes indeed...we are in very good hands.

Be sure to mark your calendar for next year's event (September 24-25, 2015) to be held in beautiful Breckenridge Colorado at the Beaver Run Resort!

Board of Directors

President

Judy Boesen

572 Silver Oak Grove
Colorado Springs, CO 80906
(719) 576-2463
judy-boesen@comcast.net

Immediate Past President

Jennifer Souders, FACMPE

Hilltop Family Physicians
19964 E. Hilltop Road, Suite A
Parker, CO 80134
(303) 841-2212 x20
jsouders@hilltopmd.com

President-Elect

Paula Aston

South Denver Spine
15530 E. Broncos Parkway, Suite 100
Centennial, CO 80112
720-851-2000
paston@southdenverspine.com

Secretary

Eric Speer

Administrator, Dublin Primary Care
2685 Dublin Blvd
Colorado Springs, CO 80918
719-265-3737 • 719-598-2306 (fax)
espeer@dublinprimarycare.com

Member-At-Large

Peter Howell

East/West Health Centers
phowell@east-west-health.com



Volunteer Opportunities in 2015

CMGMA Representatives & Committee Chairs

Legislative Liaison

Melissa McCormick
Office Manager
Colorado Pain Consultants, PLLC .
15530 East Broncos Parkway, Suite 100
Centennial, CO. 80112
303-792-2959

ACMPE College Forum Representative

Mike Fisher, DBA, FACMPE
Regis University
School of Management
College for Professional Studies
(303) 964-5320
mfisher@regis.edu

Third Party Payer Committee

Wendy Spirek, MSHA
Children's Eye Physicians/
Colorado Center for Eye Alignment
9094 E. Mineral Avenue, Suite 200
Centennial, CO 80112
(303) 909-2015
wspirek@cepcolorado.com

Education Committee

Gena Weir, CMPE
Littleton Adventist Hospital/Centura Health
Denver, CO
genaweir@aol.com

Salary Survey Committee

Jan Krause, FACMPE
Krause PC
4155 E Jewell Avenue
Suite 1000
Denver, CO 80222
(303) 691-5090
jkrause@krausepc.com

Membership Committee Chair

David Linger
Visage Center
University of Colorado Health
720-848-4300
David.Linger@uchealth.org

Corporate Affiliate Representative

Tarra Gerlach, MBA
Krause PC
4155 E Jewell Avenue
Suite 1000
Denver, CO 80222
(720) 420-4947
twilliams@krausecpa.com

Student Liaison

Lucilla Giron
Manager Reception/Scheduling
The Urology Center of Colorado
303-762-7173
303-710-0820
lgiron@tucc.com



By Jennifer Souders, FACMPE

Immediate Past President

As your Immediate Past-President, one of my duties is to chair our Nominating Committee. The committee is usually made up of 3-5 past presidents and our primary task is to find suitable candidates to fill any upcoming vacant positions on the executive board. I don't think it's too early to start thinking about September 2015 – as I'm sure the year will fly by.

Before I make a call for volunteers, it occurred to me that you might not really be familiar with the governance structure of CMGMA, so let me give a brief description. CMGMA is a volunteer organization led by a volunteer board of directors. The only paid position is our Executive Director, Kristina Romero. While the board is the brains of the organization – Kristina is the brawn that puts our vision into action. (I'm sure she probably has more brains than all of us put together). The board consists of five executive (voting) board members and seven committee chairs.

Executive Board	Term	Committee Chair	Term
Member At Large	2 years	Education	2 years
Secretary	1st year of 4	Membership	2 years
President-Elect	2nd year of 4	Legislative	2 years
President	3rd year of 4	Survey	2 years
Immediate Past-President	4th year of 4	Third Party Payer	2 years
		Corporate Affiliate	2 years
		ACMPE Forum Rep	2 years

The President-Elect is responsible for ensuring committee chair positions are filled for their Presidential year. In September 2015, Paula Aston will be looking to fill Education, Membership and ACMPE Forum Rep. Our committee chairs are always looking for committee members to help share the load. We will have two positions open on the executive board in– Member At Large and Secretary.

The second duty of the nominating committee is to nominate a past president for the Life Time Membership Award. Lifetime Member is a member who has demonstrated exceptional service to CMGMA through years of service, support for the association, and serving to strengthen the organization. This membership is an honor bestowed by the board, includes the benefits of Active Members, and is available to the Lifetime Member for as long as they wish to use the benefit. Do you know of someone who fits that criteria who you would like to put forward for nomination?

If you have ever thought even one minute about volunteering I would encourage you to do it! This is a fantastic organization and we are only as strong as our member involvement. Not only will you learn you will establish relationships and friendships to last a lifetime. If you would like to be considered for one of the positions, or know of someone else who you would like to nominate, or have ANY questions about any of the positions please feel free to reach out to any one of us. We would be happy to discuss the duties, time commitment and anything else you might like to know about the board.

You will find nomination forms on pages 8 and 9 – self nominations welcome!

Nomination Form for Lifetime Membership Award:

Nominees Name: _____

Current Employer: _____

What year was the Nominee the CMGMA President? _____

Has the Nominee continued to attend state C MGMA meetings and/or national MGMA meetings?
YES or **NO** (circle one)

Please list the meeting the Nominee attended in the past 3-5 years:

Name of Meeting	DATE

Please list some of the Nominees highlights during the Presidency and Board participation term.

Does the Nominee foresee continuing participation with CMGMA, while continuing their Medical Management career?

Name of person completing form: _____

DATE: _____

Nomination Form for CMGMA Board Member:

Nominees Name: _____

Current Employer: _____

What year did the nominee become a CMGMA member? _____

Does the Nominee attend state CMGMA meetings?

YES or **NO** (circle one)

Please list the meeting the Nominee attended in the past 2-5 years:

Name of Meeting	DATE

Please discuss why you believe the Nominee would be a good fit for the CMGMA board

Does the Nominee foresee continuing participation with CMGMA, while continuing their Medical Management career?

ACMPE Update



**By Mike Fisher, DBA, FACMPE,
CMGMA College Forum
Representative**

We hope you had a chance to join us at the CMGMA Fall conference. I always leave so inspired after spending the couple of days with my peers, learning about the challenges and successes of managing physician practices. It was my pleasure to

spend a few minutes updating the audience on ACMPE Certification and Fellowship. You are welcome to view my slides at <http://www.cmgma.com/?page=14Fall>.

And of course, I am always available to help facilitate your advancement through the CMPE and FACMPE process. Contact information: mfisher@regis.edu and 303.964.5320.

Board Certification

The next round of board certification exams will be held December 1 – 13, 2014.

Registration is open Sept. 29 – Oct. 31. (These exams will utilize the [2014 exam blueprint](#))

- Exam sites can be found at <https://www.castle-worldwide.com/castleweb/clients/testing-services/ibt-testing-sites.aspx#uslocations>.
- Please note we are only using their US sites (international sites are also listed on this page).
- Registration information is located on www.mgma.com/exams.
- Please see below for a listing of exam preparation resources and release timeframe:
- Knowledge Assessment: September 2014: The Knowledge Assessment, currently available in hard copy, will be available online only.
- The Body of Knowledge web portal (www.mgma.org/bok)*: September 2014. The web portal will host a number of free, online resources related to the updated exam blueprint.
- Addendum to the Exam Workbook and Body of Knowledge Review Series*: October 2014. This addendum to the current Exam Workbook and Body of Knowledge Review Series will be free and available in October. The addendum highlights what's new and what's changing based on the recent Body of Knowledge and exam blueprint update.

- Body of Knowledge brochure*: October 2014
- Exam Workbook: November 2014

*Free resources

For all of you CMPEs! As always, you're encouraged to pursue Fellowship in 2014. Although the manuscript deadline has passed for the 2014 Fellows class, the MGMA accepts o utlines and manuscripts at any time throughout the year.

It is my pleasure to recognize individuals who have recently achieved CMPE and FACMPE status. Please let me know if I've missed your name . . . sorry! . . . and I'll be certain to include you in my next quarterly newsletter update.

**Kelly Detering, CMPE
TOPA Flight Commander
Colorado Springs**

**Judson Standard, MBA MSHA FACHE CMPE
Chief Executive Officer
Northern Colorado AnesthesiaProfessionals PLLC
Fort Collins**

Congratulations Kelly and Judson!

ACMPE Activities at the MGMA 2014 Annual Conference

Join your peers for ACMPE activities at the upcoming MGMA 2014 Annual Conference Oct. 26-29 in Las Vegas.

Sunday, Oct. 26

Workshop: Pathway to Certification through ACMPE, Earning the CMPE Designation

Time: 8:00 am-12:00 pm

Registration fee: \$205

ACMPE credit: 4 hours

Workshop: Pathway to ACMPE Fellowship, Earning the FACMPE Designation

Time: 12:30-2:30 pm

Registration fee: \$115

ACMPE credit: 2 hours

Attend both workshops for a discounted package price and learn more about pursuing board certification and Fellowship simultaneously. Lunch included during CMPE workshop.

Continued from page 10

Continued from page 10

Monday, Oct. 27

Session: Promoting your Professional Development through ACMPE

Time: 10:15-11:15 am

Registration fee: none

ACMPE Forum representative meeting and luncheon

Time: 12:00-1:30 pm

Registration fee: none

Tuesday, Oct. 28

ACMPE recognition luncheon and Fellows Convocation

Time: 12:00-1:30 pm

Ticketed event: No charge; space is limited

Join your colleagues for a luncheon celebrating 58 years of professional certification. We will recognize program and individual accomplishments, including the 2014 Fellows class, during this special conference event. The luncheon is open to members, students, faculty and anyone interested in pursuing board certification and Fellowship.

Session: Advance your Practice with the Body of Knowledge for Medical Practice Management

Time: 1:30-2:30 pm

Registration fee: none

Fellows Dinner

Time: 7:00-11:00 pm

Ticketed event: \$125 fee for registration

The Fellows Dinner is a private event for ACMPE Fellows and their guests. Up to three (3) tickets may be purchased, and only by an ACMPE Fellow. If you would like to purchase additional Fellows Dinner tickets, please proceed with booking up to three (3) allowed tickets through the standard registration process. For additional tickets, contact service@mgma.org.

Wednesday, Oct. 29

Session: Be a Jolly Good Fellow in 2015

Time: 8:00-8:30 am

Registration fee: none

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The Only Thing That Is Permanent (In Healthcare) Is Change!



**By Peter Howell,
Member At Large CMGMA**

Recently I conducted a retreat for the Administrators of medical residency programs from Colorado, Nebraska and Wyoming. The purpose of the retreat was for these administrators to share best practices, frustrations, how to address new program requirements and so on.

One of the main discussions during a round robin session titled “What wakes you up at three in the morning?” was the seemingly endless number of program requirements and changes. Not only do they face changes in ACGME (American College of Graduate Medical Education) mandates, but also the changes that we are all facing.

In researching the changes in healthcare I came across an article in Medical Economics titled; TOP TEN CHALLENGES FACING PHYSICIANS IN 2014. Medical Economics surveyed physicians across the country and in various specialties to compile the following list of “TOP TEN” challenges:

- 1.) PAYMENTS FOR MEDICAL SERVICES
- 2.) GOVERNMENT MANDATES
- 3.) PAYER FINE PRINT AND HEADACHES
- 4.) TIME
- 5.) TECH COSTS
- 6.) STAFFING/TRAINING
- 7.) PUTTING CONTROL BACK IN THE PHYSICIAN HANDS
- 8.) CHANGING PATIENT POPULATIONS
- 9.) PRIMARY CARE CHANGING ROLE; AND
- 10.) WORK/LIFE BALANCE

The article is a good read and also makes for a good discussion for a medical staff meeting or discussion with your providers. Even though the article is focused on “challenges” in 2014, I see them as challenges continuing into 2015 and beyond. The order may change or some drop off and new ones appear, but the beat goes on that the only thing that is permanent in healthcare is “CHANGE”. [Click here to view article.](#)

MGMA
Medical Group Management Association
Colorado

Interested in getting more involved with CMGMA? We are always looking for an extra hand to help make this association thrive. Please contact Kristina at cmgma@cmgma.com to see how you can help!

Welcome to our new Legislative Liaison



Melissa McCormick
Office Manager
Colorado Pain Consultants, PLLC
15530 East Broncos Parkway
Suite 100
Centennial, CO 80112
303-792-2959

My name is Melissa McCormick and I am currently the office manager for Colorado Pain Consultants, PLLC., as well as your new Legislative Committee Chair for CMGMA. I have been involved with CMGMA for the past two years, which had been a great asset to me both professionally and personally. Legislation became an interest to me when I was helping my grandmother deal with some medical issues as she got older and needed help with taking care of all her medical issues. This is where my passion for legislation began, hence my desire to become an advocate for not just the elderly but everyone involved.

As your legislative committee chair, I want to be that same advocate with helping to make the changes for our healthcare in our state and be that very voice when others might be afraid to have their voice heard. In being on this committee, I am looking to become a lobbyist in Washington, DC within the next 5-10 years. I am also looking for volunteers to join me on the legislation team. If you are interested please feel free to reach me via email at mmccormick@cpcmds.com. Outside of work I am a wife and a mother. I have been married to my best friend for more than 20 years and have two beautiful daughters. My interests include, cooking, spending time with friends and entertaining, a big football and lacrosse fan as well as gardening and reading.

I am looking forward to this coming year with all new and existing CMGMA members.

Welcome to our new Corporate Affiliate Representative



Tarra Gerlach, MBA
Krause PC
4155 E Jewell Avenue
Suite 1000
Denver, CO 80222
(720) 420-4947
twilliams@krausecpa.com

Tarra Gerlach is excited to get started as the new Corporate Affiliate Chair. Tarra has been involved with CMGMA since 2008 and participated in many conferences since then. Tarra is a principal with Krause, PC and joined the partner team in September 2013.

Tarra graduated with a Bachelor of Science degree in Business Administration with an emphasis in Accounting from the University of Nebraska in 2000 and a Master's in Business Administration in Finance and Accounting from Regis University in 2005.

Tarra began her career with a small accounting firm providing QuickBooks training and consultation. She later joined Medical Management Professionals (MMP) a Tennessee based company. During this time she worked with hospital-based physicians including radiologists and anesthesiologists. Following MMP, Tarra had the opportunity to work as the Practice Administrator for a Denver-based ophthalmology practice specializing in corneal surgery. Tarra promoted this practice with two new physicians, analyzed joint ventures and possible practice purchases, and ultimately saw them through the beginning stages of a merger creating a multi-specialty practice. In conjunction with her work as a Practice Administrator & with MMP, Tarra operated her own accounting firm specializing in QuickBooks consulting and bookkeeping/accounting support.

Tarra currently works with Rocky Mountain Coal Mining Institute (RMCMI), a non-profit corporation which promotes western coal through education, serving as their Treasurer for the last 5 years. With her experience in non-profit and having a love of dance, Tarra was most recently asked to serve on the Board of Directors as Treasurer for Flamenco Denver. This newly formed non-profit promotes and hopes to grow the Denver Flamenco community and culture by supporting young students with education and performance opportunities.

Tarra, originally from Nebraska moved to Colorado in December of 2000. Tarra recently got married and her and her new husband, Jon, reside in Parker with her 6 year old son, Regan. The three of them delight in spending time at the Denver Zoo or engaging in a friendly family baseball game. The family also shares the love of their 14 year old Beagle/Rottweiler mix, which has made it his responsibility to look after Regan and to discipline their new Australian Cattle dog puppy.

Tarra looks forward to serving and supporting CMGMA by bringing members and vendors together to find a common goal of supporting their medical practices.

A word from our new Salary Survey Chairperson



Jan Krause, FACMPE
Krause PC
4155 E Jewell Avenue
Suite 1000
Denver, CO 80222
(303) 691-5090
jkrause@krausepc.com

Important -- Major Changes in CMGMA Compensation Surveys This Year!

In this rapidly changing environment of healthcare, having relevant, accurate information in your hands can be critical to your success!

This year there will be a significant change in the traditional Colorado Medical Group Management Association survey. Consistent with the affiliation agreement with our mother – national MGMA – the survey will be conducted completely online through the MGMA.

Continued on page 14



CMGMA Lunch & Learns

October 29

Lance Sherwood of

Mosaic Employer Solutions will be presenting

Human Resources Compliance

October 29, Noon - 1:00 pm

at Colorado Business Bank -

(4582 S. Ulster Street, Denver CO 80237,
2nd floor conference room)

*Lunch & Learns are FREE for
CMGMA members to attend!*

Please RSVP by Monday, October 27.

[Click here](#) to RSVP today!

• • • •

November 19

Michele Olivier of Pinnacle will be presenting

Maximize Reimbursement with Better Documentation

November 19, Noon - 1:00 pm

at Colorado Business Bank -

(4582 S. Ulster Street, Denver CO 80237,
2nd floor conference room)

Lunch will be provided by CoBiz

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2015 Compensation and Production Survey

Required Questions Checklist



CMGMA will use the resources of MGMA to make participation easier for you, and for your effort you will receive access to Colorado practice information.

As you wrap up your December / Year-End accounting be sure to put provider production and compensation information, and staff compensation and benefit information in a convenient place for easy access for the survey.

Key points to remember:

When to Participate: Survey will be available for 2014 participation after January 15, 2014, and there will be a **non-negotiable due date of March 6, 2015.**

Where to Participate: You can go directly to the MGMA website through this link: <http://www.mgma.com/industry-data/participate-in-an-mgma-survey>

Why Participate: CMGMA members will be entitled to receive a PDF report by using a widget for access at CMGMA.com, and (from MGMA.com) **“Participate in a survey and receive the free results in DataDive Lite format. DataDive Lite can be accessed from any Internet connection and is available one month before the release of the printed survey reports. Participants who submit by the early participation deadline also receive free ranking reports for benchmarking their practices.”** Other benefits of participation are listed at the link above.

How to Participate (what information shall I provide?): You get what you give for free, and can receive discounts on other selected data based reports. In order to receive staff compensation benchmarking information you must participate in the “Management Compensation” section of the data collection tool.

Where Do I Get Help to Participate:

Data Solutions, 877.275.6462 ext 1895 surveys@mgma.org
Stephanie Tafoya, 877.275.6462 ext 1381 stafoya@mgma.org
Jan Krause FACMPE, 303-691-5090 jkrause@krausecpa.com

It is my pleasure to join the CMGMA board as the Survey Chair, and serve the membership again. Please contact me with feedback about this new process. I look forward to connecting with members, and am learning this new collection and report strategy as quickly as possible. Please contact me if I can help you in any way.

Suggested Article from CMGMA President-Elect



Paula Aston
CMGMA President-Elect

Bringing new patients through the door of your medical practice is a perennial concern for most physicians. Building visibility and relationships is key, but physicians do not need a huge advertising budget to reach out to new patients.

Here are five surprisingly simple ways to be proactive about building your practice.

1. Think about branding.

Like any business, your practice needs a strong, clear brand. Brands build trust, comfort, and loyalty, which are three qualities every medical practice wants for its patients. You can discover your brand message by asking yourself a few questions: What makes you stand out from the competition? Who is your ideal patient? What are your service goals? Once you've established your brand identity, aim for consistency across the board: your stationery, your website, your appointment reminder cards, your signage, and even your personalized medical pad should be clearly branded with your name and logo.

2. Nurture your current patients.

If your existing patients are happy, they will tell their friends and family, and your practice will grow exponentially. Complacency is your enemy. Don't take it for granted that patients are satisfied — ask them directly. Everyone loves to give their opinion, and you may uncover surprising information which could transform the patient experience in your practice. Sometimes small, easily overlooked details can make a huge difference.

3. Embrace social media.

Every doctor knows that word of mouth is the most powerful source of referrals, but what many physicians haven't realized yet is how many of those conversations are happening online. Establishing a solid, appealing social media presence is an absolute must. According to physician Michael Woo Ming, "It is important for physicians to use social media to gain new patients. Such sites as Facebook, where millions of people are communicating on a daily basis, are an oasis of word-of-mouth referrals. Physicians can tap into that if they are actively using Facebook, or other social media tools." You can share information about your practice, remind patients of seasonal appointment needs (kindergarten physicals, flu shots, etc.), share health-related articles and video, and present your practice as caring and approachable.

Communication is the most important part of your relationship with patients, and engaging with them on social media

is a fantastic way to keep those lines open. Outside of the usual channels of Facebook and Twitter, be aware of physician review sites. They carry a lot of weight when people are looking for a new doctor. Encourage your current satisfied patients to post reviews and regularly check your ratings.

4. Educate people.

The appetite for reliable, relatable information about health issues is inexhaustible, and you can make the most of it. There are many ways to raise your profile by becoming an educational resource. You could answer reader's health questions in your local paper, or agree to be a medical consultant on your local TV or radio station. You could write a blog about common medical complaints and worries. Patients value your expertise, so don't be shy.

5. Become a caring presence in the community.

Giving back to the community is one of the best ways to reach out to potential patients. The need for qualified medical volunteers far outstrips the supply, and your presence is invaluable. Outreach can take many forms: offer to host talks, seminars, and question-and-answer sessions at local schools, active seniors clubs, community centers, and charity events. Host medical support groups for people struggling with new diagnoses or chronic conditions. Make yourself available at community sports events.

In addition to providing others with valuable information, it is also a great way of capturing the attention of your community. According to Medical Arts Press, "you can get free exposure for your practice by submitting press releases about newsworthy events such as the addition of a new provider, an award or certification received by a provider or staff member, or the fact that you've participated in a meaningful community service event."

Handing out informational packets in custom plastic bags with your logo (as mentioned earlier) will remind members of your community who you are and the services you provide. In turn, you'll gain visibility as an involved, concerned member of the community, make connections, and build a reputation as someone who cares. Marketing is just another way of building your relationships with your patients and your community. Investing time, creativity, and passion into your practice will pay off in numerous ways. Whether you are well established or just starting out, continually inviting new patients into your office is a vital part of keeping your practice healthy and profitable.

- **Amanda Gareis**

Medical Arts Press

www.physicianspractice.com

Amanda Gareis is a freelance writer for Medical Arts Press, a provider of office supplies, filing supplies, postcards, furniture, and more for medical practices.