

HEALTHCARE

UNDER CONSTRUCTION



**Greater Kansas City Medical
Managers Association SM**

Annual Education Conference

Wednesday, March 28, 2012

Overland Park Convention Center

7:00 a.m. - 5:00 p.m.


Cocktail Reception 5:00 - 7:00 p.m.

6.0 ACMPE CEUs





blueprint



**Deborah
Walker Keegan**
PhD, MBA, FACMPE
Medical Practice Dimensions

MORNING KEYNOTE

Blueprint for Healthcare Reimbursement in the Future

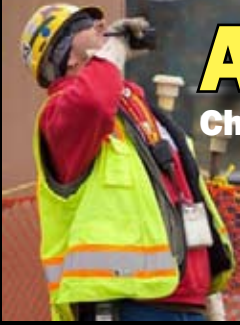
A medical practice can “prepare for the future now” by understanding the impact of payment reform. In this session you will learn the key demonstration projects underway, the changing payment reform landscape, the financial rewards and penalties facing medical practices, and the expectations for value-based purchasing and accountable care. By understanding the impact of healthcare reform, the medical practice is in a better position to determine its internal and external strategies for alignment and engagement.

Objectives:

- Understand the changing payment reform landscape.
- Recognize the impacts the changes will have on medical practice financial performance.
- Learn steps you can take to demonstrate your value to patients, payors, employers and networks.

Deborah Walker Keegan is a nationally recognized consultant, keynote speaker, and author. Dr. Keegan is President of Medical Practice Dimensions, Inc. and a Principal with Woodcock & Walker Consulting. With more than 25 years of experience, she assists clients in resolving a wide range of challenges facing healthcare organizations today. Her consulting services are in demand by hospitals, integrated delivery systems, physician-owned practices and academic institutions. She is well-published, having authored or co-authored five best-selling books on key issues in medical practice management and numerous articles in the healthcare field. Over 100,000 physicians, practice executives and staff have attended her live presentations, webinars, and audio conferences which are characterized by a dynamic, educational presentation style and “real-life” case material. Dr. Keegan earned her PhD at the Peter F. Drucker Graduate School of Management, her MBA from UCLA, and she is a Fellow of the American College of Medical Practice Executives. With rich experience in consulting, education, and industry research, Dr. Keegan brings knowledge, expertise and solutions to healthcare organizations.





AM BREAKOUTS

Choose one per session

Deborah Walker Keegan
PhD, MBA, FACMPE
Medical Practice Dimensions



AM Breakout Session 1

Reduce Financial Risk: Tips for Front Office Survival

Your front office staff are the visible face of your practice – and they are also the key to a clean claim. Reduce financial risk by staffing the front office with the right staff doing the right things. Make sure they are using the right tools and strategies to optimize telephones, scheduling, registration, patient financial clearance and time-of-service payments. By doing work right the first time, you can avoid claim denials and revenue delays for your practice.

Objectives:

- Learn to optimize patient access while at the same time obtain the information needed for accurate registration.
- Learn the steps needed for patient financial clearance and the staffing options you have to obtain this important information.
- Learn how to optimize time-of-service collections.

AM Breakout Session 2

Excavating Problems: Is the Back Office Effective?

You need to collect every penny that is due your practice! In this session, learn to excavate, diagnose and treat key components of your revenue cycle, including charge capture, coding, payment posting, account follow-up, denial management, and patient collections. Understand the reason for low collections, make sure you understand how billing data can be “gamed”, and take steps to monitor leading financial indicators for your medical practice.

Objectives:

- Learn “best practice” performance for key back-end billing processes.
- Understand how data can be gamed, creating misunderstandings regarding revenue cycle performance.
- Learn the reasons for low collections and steps to take to optimize revenue.





AM BREAKOUT

Choose one per session

**Shelly
Freeman**

JD
HROI, LLC



AM Breakout Sessions 1 and 2 (repeated)

Look Out Below: A Toolkit for Difficult Employee Issues

Organizations dedicate a substantial amount of time, energy and money to manage their most important asset - employees. Managing the "difficult" employee can be the most challenging. It can feel risky to manage them, but it can be equally risky not to manage them.

In this breakout session we will navigate the applicable laws, proper documentation methods and best practices to overcome the manager's natural inclination to avoid the "difficult" employee.

Objectives:

- Important personnel-related issues that impact your business.
- Laws that apply to these matters and the role of documentation in compliance.
- Management best practices that can reduce claims and protect your organization.

Shelly L. Freeman is the President of HROI LLC, a wholly owned subsidiary of Lathrop & Gage LLP, one of the Nation's premier law firms. HROI counsels and consults with employers on the full range of human resource issues, conducts independent investigations and provides dispute resolution services for harassment, discrimination and other serious employee complaints, and develops and conducts management and supervisory training on HR-related topics for companies throughout the country. HROI's video training tapes, "The Workplace Training Series," were named one of HR Executive Magazine's "Top Training Picks". The awarded-winning series has recently been converted to an interactive e-training platform. Shelly received her JD from the University of Kansas in 1988.





AM BREAKOUT

Choose one per session

Ron Sterling

Sterling Solutions



AM Breakout Session 1 or 2 (repeated)

Project Management: Rolling Out an EHR System

The EHR experience of many practices is not inspiring or encouraging. Permanent drops in productivity, disruptions to patient service and failed EHR projects are common. Many EHR failures can be traced to a focus on the shortest time to starting EHR installation and not on the time to complete deployment. The difference can be dramatic. Key decisions were not based on appropriate planning, analysis and design. Many organizations rush to complete a dysfunctional process that didn't work with the first doctor and got worse. *Results Driven EHR Implementation* focuses on a staged implementation process with continual performance measurement. This seminar will present an implementation process that focuses on the design issues needed to frame the EHR effort with as well as the performance monitoring techniques needed to measure progress and status. Thereby, practices and healthcare organizations will avoid moving on with a flawed strategy that will not work no matter how quickly you implement.

Objectives:

- Organizing the EHR Implementation Effort.
- Planning, Analysis and Design Activities Needed to Guide the EHR Effort.
- Establishing Metrics to Monitor Your Current Situation and EHR Deployment.
- Phasing Implementation to Maintain Performance and Access.

Ron Sterling, President of Sterling Solutions, Ltd., is a nationally recognized thought leader on the use of EHR. Ron publishes the popular EHR blog "Avoid-EHR-Disasters.com" and authored the HIMSS Book of the Year Award winning "Keys to EMH/EHR Success: Selecting and Implementing an Electronic Medical Record." He has guided a variety of physician practices and health-care organizations across the country. He has reviewed healthcare software from over 150 vendors. Ron frequently speaks on healthcare technology to a variety of providers and industry groups. From analysis of needs to product evaluation, contract negotiation and implementation of EHRs, Ron offers independent guidance on using technology to control cost and improve patient services.





**Tracy
Spears**
Q4 Group



AFTERNOON KEYNOTE

Reinforce Your Foundation: Why People Do What They Do

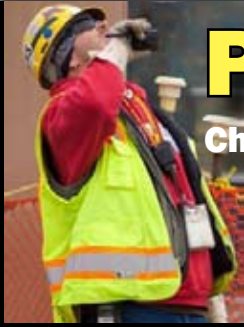
Tracy Spears will present an answer to the age old question, why do people do what they do? Participants are introduced to the different personality temperaments and interaction styles which provide an understanding of individual needs, strengths and motivators. This awareness is beneficial for identifying effective employee placements, team building and greater productivity. In using the language of color, attendees can easily identify and remember this effective personal development program.

Objectives:

- Understanding temperaments and interaction styles.
- Easily identify strengths and motivations of others AND yourself.
- How people of different temperaments can work and relate with each other better.

Tracy L. Spears is the Southern Region Sales Vice President with Transworld Systems, an MGMA AdminiServe Partner. For over 23 years, as a national business consultant, she has specialized in developing leaders, inspiring teamwork and enhancing inter-office communications by helping people understand "Why People Do What They Do." Tracy has been a featured guest speaker in numerous national and state meetings, including the past four National MGMA Conferences, receiving the highest speaker ratings from conference attendees. She 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.





PM BREAKOUT

Choose one per session

Tracy Spears

Q4 Group



PM Breakout Session 3 Only

Raise the Roof: Building Your Team

Tracy will take your understanding of personality temperaments to the next level. "Why People Do What They Do" is a prerequisite for this breakout session.

In this breakout, Tracy explains how to apply the language of color in the workplace. You will learn how to analyze leadership styles and recognize employee strengths and needs, in order to foster a more enjoyable environment that improves productivity.

Objectives:

- How leadership temperament styles play a role in the team equation.
- Understanding personality temperaments to build an effective team.
- Bringing it all together for the best most productive and healthy environment.

Content Outline:

1. Personality Development Model

- Why people do what they do
- Understanding personality temperament and interactive styles
- Understanding other's differences, motivators, and communication skills to work more effectively with others

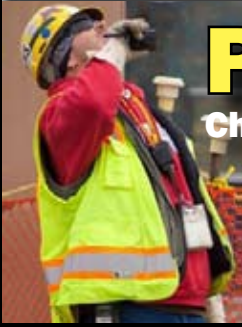
2. Making the Employee Connection

- Understanding personal management styles
- Effective and Ineffective management styles
- Developing strategies for employees

3. Team Building

- The meaning of a team
- A successful team formula
- The value of synergizing with personality temperaments





PM BREAKOUT

Choose one per session

**Lee Ann
Webster**

MA, CPA, FACMPE



PM Breakout Session 3 and 4 (repeat)

Stay On Track: Controlling Expenses & Overhead

Cost control, the former ugly duckling of the financial world, has become a swan! Gone are the days when medical practices focused almost exclusively on enhancing revenues to improve their bottom line, and controlling costs was for nerds. Faced with a gloomy economy and a political environment that is uncertain at best, medical practices face decreased reimbursement and are turning to cost control to improve their profitability. This breakout will focus on cost cutting in the medical practice. We will begin by discussing some general concepts and philosophies for cost cutting, with emphasis on the role of financial analysis and the budget process in controlling practice costs. Next, participants will explore some strategies for cutting staffing costs and also discover why staff layoffs may not lead to improved practice profitability. The focus will then shift to how an effective purchasing process can reduce practice overhead. Finally, we will identify practical suggestions for cutting non-staffing costs that practices should consider as part of their cost-cutting strategy.

Objectives:

- Use financial analysis to locate areas in which your practice can cut costs.
- Identify pitfalls in the budget process that undermine cost cutting.
- Employ strategies to reduce your staffing costs.
- Recognize the potential downside of staff layoffs.
- Explain how an effective purchasing process can reduce overhead costs.
- Identify areas in which your practice can cut overhead costs.
- Name the #1 factor for success in cost-cutting.

Lee Ann Webster, MA, CPA, FACMPE, has extensive experience with medical practices both as a practice administrator and as an independent accountant. Since 1997 she has served as Practice Administrator for Pathology Associates of Alabama, P.C. in Birmingham. She previously worked in national and local CPA firms, where she performed accounting, auditing and tax services for clients in a variety of industries, including a significant amount of work for physicians and physician practices. Lee Ann is a Fellow in the ACMPE and a Certified Public Accountant in the State of Alabama. She is a Past President of the Pathology Management Assembly of the Medical Group Management Association (MGMA) and a Past Chair of the ACMPE Professional Papers Committee. Lee Ann has written several articles on practice management topics and contributed to the financial sections of Medical Practice Management Body of Knowledge Review Series: Financial Management book and Physician Practice Management: Essential and Financial Knowledge. Lee Ann is a summa cum laude graduate of William Jewell College in Liberty, Missouri and earned her Master of Arts in Accounting from the University of Alabama.



PM BREAKOUT

Choose one per session

**Randy
Cook**

AmpliPHY
Physician Services



PM Breakout Session 3 and 4 (repeat)

Construction Hazards: Adapting to the Changing Market

The pace of change is increasing. Every practice needs to look further down the road to create a plan for success. In this session we will discuss the economic forces at work, how those forces will impact your practice and focus on four distinct models for adaptation: Moving to market leadership, Affiliation, Retraction and Niche options.

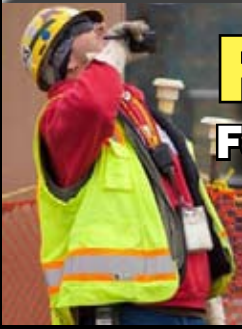
In this breakout we will cover a high level overview of the PPACA elements critical to physician practices, discuss the changes required for success in a Fee-For-Value world, and Review the final ACO rules from a physician perspective.

Objectives:

- Understand the economic forces shaping the healthcare market.
- Identify the elements of PPACA most relevant to physician practice operations.
- Learn how to evaluate an ACO, from a physician perspective.
- Learn to identify and apply one of four adaptive approaches.

Randy is seasoned healthcare professional with a comprehensive background across multiple healthcare industry sectors. Randy applies entrepreneurial skills to healthcare. With over 30 years of experience he has seen ideas come and go. Using a grounded sense of patient care, how people work together, and distinguishing what works from what doesn't Randy has come to believe that only physicians can lead the transformation of the American healthcare system. The key element for success is physician leadership partnered with management know-how. Randy applies this belief, experience, skill and knowledge at AmpliPHY Physician Services. Randy is a frequent public speaker on topics ranging from negotiating skills to the future of healthcare. He is also the author of numerous professional articles on similar topics.





PM BREAKOUT

For Exhibitors Only

**Pat
Rademaker**
Board Member
at Large



PM Breakout Session 4 (For Exhibitors Only)

What's On Your Mind?

Questions & Discussion with Medical Managers

About Business Partner Interactions

Patric Rademaker, GKCMMA Business Partner Board Member at Large, will moderate this session designed to help Business Partners understand how best to interact with Medical Managers. Question will be submitted from Business Partners over the next few months and a select group of Managers will respond to these questions.

Objectives:

- When, where and how is the best time to interact with a Manager?
- How can you understand the prospective client's needs?
- What is the best method for following up?

Understanding the needs and expectations of Medical Managers and developing and maintaining a strong relationship will help Business Partners accomplish their mission. This breakout session is a new opportunity for our exhibitors. We hope it will prove to be beneficial to all who attend.

Patric Rademaker has been with Transworld Systems for over 13 years. He started his career as an Account Executive and is currently District Manager of one of their top producing offices. Pat has conducted national training sessions for Transworld Systems on a variety of topics. He has spoken to organizations such as PBA Health, Clay, Platte Dental Society, and Children's Mercy Health Network about how to better manage their patient accounts to minimize their bad debt write offs. He is serving his second year of a two-year term as a GKCMMA Business Partner Board Member at Large.





“Healthcare” will definitely be “Under Construction” at the Overland Park Convention Center!



We are tearing down the walls and spreading out to provide additional seating, improved dining experience and a complimentary Cocktail Reception to wrap up this project!

Join us on March 28, 2012 for the beginning of a new era in educational opportunities provided by Greater Kansas City Medical Managers Association.





March 28, 2012

6.0 ACMPE CEUs

Complete this form and fax with credit card information or mail with a check made payable to "GKCMMA" to

GKCMMA Central Office, Conference Registration, P O Box 6966, Lee's Summit, MO 64064-6966.

Or fax to (816) 554-4780 without coversheet. If you have questions concerning your registration, please call (816) 524-6579.

** Make copies of this form for additional registrants. Please use one form per person. **

Last Name _____ First Name _____
Title/Position _____ Degree/ACMPE Designation _____
Clinic/Organization _____
Street Address _____ Suite _____
City _____ State _____ Zip _____
Phone (____) _____ Email _____
Fax (____) _____ Website _____

Invite guests: Receive a Meeting Coupon worth \$25 for each attendee you bring: Name required here: _____

Required: Choose the appropriate amount, attend at the cocktail hour, and one option for each breakout session.

- ___ \$125 - GKCMMA or NMM Member Early Registration Fee, by February 24, 2012
___ \$150 - GKCMMA or NMM Member Registration Fee, after February 25, 2012
___ \$110 - Second person or more from a GKCMMA or NMM member practice attend at this reduced rate
___ \$200 - Nonmember Registration ___ \$50 Student Rate (Faculty is full member rate)
___ \$225 - JOINING GKCMMA - MANAGER MEMBERS ONLY -- Conference and 2012 GKCMMA New Membership Combo
___ YES ___ NO I will attend the free cocktail hour (first drink compliments of GKCMMA)

Breakout Sessions (Required: Choose one for each session)

- AM Breakout 1: ___ Keegan ___ Freeman ___ Sterling
AM Breakout 2: ___ Keegan ___ Freeman ___ Sterling
PM Breakout 3: ___ Spears ___ Cook ___ Webster
PM Breakout 4: ___ Cook ___ Webster ___ Rademaker (Exhibitors Only)

Paying by Credit Card

Fill out the following information completely, sign and date your request, and fax this application to the GKCMMA Central Office at (816) 554-4780 (no coversheet please) or return by mail to the above mentioned address.

CREDIT CARD: ___ MasterCard ___ VISA ___ American Express ___ Discover
Credit Card No: _____
Expiration Date: _____
Name on Card: _____
Billing Address: _____
City/State/Zip: _____
Signature: _____ Date: _____

Cancellation Policy

Refunds made on cancellations received or postmarked after Friday, February 25, 2012 will be subject to a \$100 cancellation fee. No refunds will be made after Friday, March 11, 2012.

Sheraton OPCC Hotel Reservation Link - Deadline March 6, 2012

A block of 10 rooms has been secured for March 27 at the Sheraton Hotel/OPCC at a reduced rate. Click on link to register.
http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1111223612&key=17593

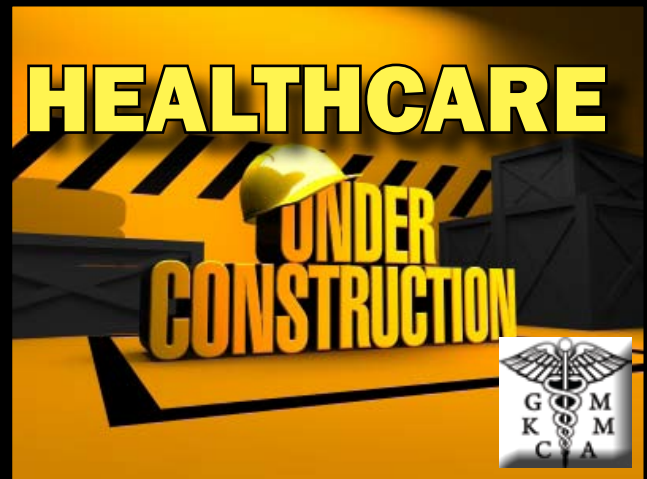
Limited to First 300 Attendees — Register Early, Bring Guests, & SAVE!

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Managers Association SM
Annual Education Conference**

Wednesday, March 28, 2012

**Overland Park Convention Center
6000 College Blvd., Overland Park, KS**

6.0 ACMPE CEUs



CONSTRUCTION SCHEDULE



7:00 – 7:30 a.m.	FOUNDATION WORK—Registration & Full Buffet Breakfast in Exhibit Hall
7:30 – 7:45 a.m.	WORK CREW INSTRUCTIONS — Gary Larson, President Elect and Conference Committee Chair — Gail Williams, GKCMMA President
7:45 – 9:00 a.m.	CONSTRUCTION KEYNOTE 1 “Blueprint for Healthcare Reimbursement in the Future” Deborah Walker Keegan
9:00 – 10:00 a.m.	Breakout 1: “Reduce Financial Risk: Tips for Front Office Survival” Deborah Walker Keegan
9:00 – 10:00	Breakout 1: “Look Out Below: A Toolkit for Difficult Employee Issues” Shelly Freeman
9:00 – 10:00	Breakout 1: “Project Management: Rolling Out an EHR System” Ron Sterling
10:00 – 10:45 a.m.	Morning Break with Exhibitors
10:45 – 11:45 a.m.	Breakout 2: “Excavating Problems: Is the Back Office Effective?” Deborah Walker Keegan
10:45 – 11:45	Breakout 2: “Look Out Below: A Toolkit for Difficult Employee Issues” Shelly Freeman
10:45 – 11:45	Breakout 2: “Project Management: Rolling Out an EHR System” Ron Sterling
12:00 – 1:00 p.m.	Luncheon & Networking
1:00 – 2:15 p.m.	CONSTRUCTION KEYNOTE 2 “Reinforce Your Foundation: Why People Do What They Do” Tracy Spears
2:15 – 2:45 p.m.	Afternoon Break with Exhibitors
2:45 – 3:45 p.m.	Breakout 3: “Raise the Roof: Building Your Team” Tracy Spears
2:45 – 3:45	Breakout 3: “Construction Hazards: Adapting to the Changing Market” Randy Cook
2:45 – 3:45	Breakout 3: “Stay on Track: Controlling Expenses & Overhead” Lee Ann Webster
3:45 – 4:45 p.m.	Breakout 4: “What’s On Your Mind?” (Exhibitors Only) Pat Rademaker, Moderator
3:45 – 4:45	Breakout 4: “Construction Hazards: Adapting to the Changing Market” Randy Cook
3:45 – 4:45	Breakout 4: “Stay on Track: Controlling Expenses & Overhead” Lee Ann Webster
4:45 - 5:00 p.m.	Wrap -Up
5:00 - 7:00 p.m.	CONSTRUCTION COMPLETE - COCKTAIL RECEPTION—Grand Prize Drawings First Drink Compliments of GKCMMA