SADDLE UP
FOR THE MGMA
HEALTHCARE
RODEO
JULY
14-15, 2016
GOLDEN NUGGET
BILOXI
For more information
WWW.MGMAMS.COM
THURSDAY, JULY 14, 2016

7-8am  Breakfast in Exhibit Hall
8-9:30am  Keynote Speaker: Jay Rifenbary  
           *No Excuse! Incorporating Core Values, Accountability and Balance into Your Life and Career*
9:30-10am  Break in Exhibit Hall
10-11am  General Session: Lessons Learned from Federal HIPAA Privacy Enforcement, Ryan Meade
11-12pm  General Session: No Excuse! An Accountable Approach to Unified Care and Patient Satisfaction, Jay Rifenbary
12-1pm  Lunch
1-2pm  General Session: How Compliance Programs Assist in Enterprise Risk Management, Ryan Meade
2-2:30pm  Break in Exhibit Hall
2:30-3pm  Business Meeting
3-4pm  General Session: Tackling Telehealth, Shannon Fryery
4-5pm  General Session: Insight from Insiders: Learning from Leaders in Mississippi Medical Practices
       - Sheila Harkins
         Administrator, Eye Group
       - Tommy G. Thornton, FACMPE
         Executive Director, Hattiesburg Clinic, P.A.
       - John H. Whitfield, JD, Th.D., CMPE
         Administrator, Digestive Health Center, P.A.
         Administrator, Digestive Health Endoscopy, ASC, LLC
         Compliance Officer, Physicians Collaborative Trust of the Mississippi Gulf Coast, LLC (ACO)
       - Will Wood, CMPE
         Interim Chief Ambulatory Officer
         University of Mississippi Health Care
5-7pm  Networking Reception in Exhibit Hall - *Giddy Up!*
       Get on your boots and get ready for some food, drinks, music and fun! We will also have a professional Western Line Dancing instructor ready to teach us some moves, YeeHaw!

FRIDAY, JULY 15, 2016

7-8am  Breakfast in Exhibit Hall
8-9:30am  General Session: 10 Mistakes We Keep Making as Practice Administrators, Kyle Matthews
9:30-10:15am  Break and Prizes in Exhibit Hall
10:15-11am  Breakout Session A: Generation Y, Kyle Matthews
10:15-11am  Breakout Session B: ACMPE Roundup, Joy Yates
11-12pm  General Session: Washington Update, Suzanne Falk, MGMA Government Affairs Representative
12pm  Closing Remarks, Drawing, Adjournment
No Excuse! Incorporating Core Values, Accountability and Balance into Your Life and Career

Built on a solid foundation of core values, self-responsibility, organizational accountability, integrity and purpose, this exciting “No Excuse!” program teaches, validates and supports the importance of key principles and skills, such as self-control, personal respect, forgiveness, passion and positive attitude, as they pertain to one’s personal and professional success. Gaining a greater understanding of the importance of consistency in behavior, decisiveness and personal honesty, your employee’s productivity and efficiency in the workplace can soar. Ultimately, this contributes to the morale and productivity of your entire organization. For each participant, this unique “No Excuse!” program will establish a greater level of personal understanding, leading to a more productive career and a fulfilling life.

No Excuse! An Accountable Approach to Unified Care and Patient Satisfaction

Tailored to the unique goals and needs of administrators and support staff who serve within a medical industry, this unique program motivates participants to:

• Develop an understanding of the benefit of a unified team of difference in the work place by incorporating mutual respect, tolerance and appreciation for the purpose of greater efficiency in working together and optimizing professional and compassionate care for the patient.

• Incorporate a collective set of core values that reflect the team as a whole, which provide the parameters of behavior to hold the team and individuals accountable, and pursue a path of performance directed toward the successful accomplishment of the health care mission at hand.

• Demonstrate the interdependency of the core values shared within the “Unified Care” presentation including personal honesty, integrity, self-respect, accountability, forgiveness, attitude and other essential elements of a unified performance set of skills.

And more!

Lessons Learned from Federal HIPAA Privacy Enforcement.

This presentation will discuss the federal government’s recent settlements and prosecutions related to HIPAA privacy non-compliance. The talk will identify trends in root causes, the factors that impacted the fines and penalties, and will provide lessons learned and tips on how to manage privacy obligations.

How Compliance Programs Assist in Enterprise Risk Management.

This presentation will review how compliance programs are increasingly integrated into an overall view of managing the enterprises risk, with regulatory risk being just one component. The talk will discuss recent guidance from HHS-OIG on how compliance programs fit into the government’s risk assessment when determining fines and penalties.

Insight from Insiders: Learning from Leaders in Mississippi Medical Practices
Generation Y
Gen-Y: The New Physician, Employee and Patient Threat to Your Practice

For years we have discussed the behaviors and values of the Generation Y, or Gen Y, the demographic cohort whose members are now becoming our physicians, employees and patients. On the physician/employee side, misidentifying the unique needs of this group can lead to increased turnover, lower employee satisfaction and even lawsuits. Among patients, ignoring Gen Y demands can result in decreased patient satisfaction and, ultimately, lost loyalty to the practice. This session will identify the unique needs of Gen Y and will feature role-play activities to help participants better understand the real world of Gen Yers in specific scenarios. Attendees will interact with a Gen Y practice executive to identify what works, critique current communication methods and integrate new management methods into their organizations to meet the needs of this critically important audience.

Learning Objectives
• Evaluate human resource policies, protocols and support systems geared toward Gen Y staff
• Predict the needs of Gen Y physicians entering the workforce
• Transform your practice to grow the Gen Y patient demographic

10 Mistakes We Keep Making as Practice Managers
WARNING: This session may offend those who are not willing to reflect or change. As a practice administrator, I continue to make and see others make mistakes that keep our practices from achieving ultimate efficiency. Together, we will discuss 10 mistakes that are observed most often and how we can overcome these common pitfalls. While many anecdotes will provide humor, this session will allow every manager to rethink protocols and procedures that could be the difference in achieving the next level of success.
CONFERENCE REGISTRATION:
Active MGMA of MS members - $190
Non MGMA of MS members - $240

Register online today at www.mgmams.com.

Multiple Registration – 50% discount for medical groups sending 4 or more attendees. We will offer a 50% discount to the registration fees of the fourth attendee or greater.

CANCELLATION POLICY:
Cancellations received prior to June 20, 2016 are subject to a $25 fee. Cancellations after June 20, 2016 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

CE CREDIT:
This program is eligible for: 9.5 American College of Medical Practice Executive (ACMPE) Credit Hours.
9.5 Mississippi State Board of Public Accountancy CPEs.

QUESTIONS OR COMMENTS:
If you have any questions or comments, please contact:
Kristina Romero, Executive Director
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HOTEL INFO:
Golden Nugget Biloxi
151 Beach Boulevard
Biloxi, MS 39530

Make your room reservations by June 12 to receive the discounted group rate of $109
visit www.goldennugget.com/Biloxi and use Group Promo Code: S166129 or call 1-800-777-7568 and reference MGMA MS
GIDDY UP!

THURSDAY, JULY 14, 2016
NETWORKING RECEPTION
5-7PM
EXHIBIT HALL

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