2018 MARYLAND MGMA STATE CONFERENCE

Stack the Odds in Your Favor

POSITIONING YOUR PRACTICE FOR SUCCESS

OCTOBER 11-12, 2018

Brand new venue • 1.5 days of education • Two motivational keynotes
Themed networking event on Thursday evening • 40 vendors to support your practice

Live! Casino & Hotel • Hanover, MD
Opening keynote Thursday, October 11, 2018, 9:00 AM

Place Your Bets on You!
Melissa Smith – Life & Career Planning, LLC

This interactive and energetic session will focus your attention on one personal or one professional area that you would like to positively affect. In our busy everyday lives, it is difficult to find the time to do critical thinking and problem solving for ourselves, and when we do take the time for this, it can have such an affirmative and uplifting impact. Attendees will have a planning worksheet that will help them chart their goal and action plans for success. She will walk everyone through each step of this planning session and will also work together in short, small group breakouts that will help ideas flow, keep energy high, and help folks get to know each other. Along with the planning worksheet, she will provide other tool options so each person can customize a plan to achieve this goal based on their individual needs and preferences.

Melissa Smith has spent her career leading and learning about leadership. She served in sales, marketing, training, and operations roles within the shoe industry, eventually serving as president of the Aerosoles Retail Stores, where she built a team that doubled sales and the number of store locations. Along the way, she counseled numerous employees at all levels on career development and growth to assist them in their professional journey. In 2005, she decided to pursue a new direction in her career. Melissa is now actively engaged in leadership and management consulting in the nonprofit sector. In this role she has taught Ethical Leadership to thousands of Rutgers Business School Undergraduate students. She leads multiyear leadership development programs for Emerging Leaders and Nonprofit Executives. These programs focus on personal and professional development and have resulted in significant progress for participants. Melissa holds a BS in Business Management and Marketing from the University of Tennessee – Knoxville and received her Executive MBA from Rutgers Business School.

Concurrent Sessions 1 10:20 AM

101 – Social Media: Engaging Patients Beyond Your Website
Donny Reyes - Chief Operating Officer, Eastern Data, Inc.

Twitter, Instagram, LinkedIn, Facebook, #doinedealrealitycare

It is often difficult to understand why any healthcare organization would invest resources in social media and even more challenging to determine how much to invest. Specific to healthcare it the challenge to demonstrate the value of a social media presence and how to properly leverage tools without creating a maintenance nightmare with already limited staff resources.

In this session, participants will be provided a thorough overview of the current social media landscape and have a basic understanding of what would be involved with implementing and/or integrating social media with their current practice website. Attendees will be provided a method to understand the value proposition and determine what the best level of investment should be to implement both a short and long term social media strategy. Common pitfalls and lessons learned will be explored. Finally, participants will share in a review of benefits, risks, and best practices with regards to social media.

102 – Utilization of Your Practice Management System (PMS) for Financial Management
Christine Perkey, RN, CMPE – Senior Consultant, RS&F
Sarah Clarke, MBA – Senior Consultant, RS&F

You don’t have to be a fortune 500 company to implement best practice tools for financial management or to track KPI’s. Surveys have shown that companies that set and monitor KPI’s are more likely to hit financial targets that those that do not. In this session you will learn best practice strategies for maximizing the revenue cycle utilizing your PM System and utilizing Key Performance Indicators (KPI’s) to identify, monitor and enhance your revenue cycle.

103 – Tackling Toxic Behaviors: Eliminating the Negative and Promoting the Positive
Lori R. Blander – President and Principal Consultant, The Blander Group

Every team has a very unique composition. Performance is made up of both technical and behavioral competencies. While many individuals are strong in the technical aspect of their work, their behavior may not match their technical skills. Workplace bullying, gossip, insubordination, and other toxic behaviors can spread like wildfire, while negatively impacting patient care.

In this session, you will learn how to identify the toxic behaviors that can hinder team performance, damage morale, and create an environment that can negatively impact patient care. You will also learn to identify and promote the positive behaviors that help to create a thriving work environment and safe place for your patients.

Concurrent Sessions 2 11:30 AM

201 – Building a Bolder Brand Culture
Tina Rudisill – President, Marketing Works

What makes patients choose a particular practice and keep coming back? What motivates talented healthcare employees to choose and remain at a particular workplace? How do your brand and your internal culture affect both? This session demonstrates how high-performing organizations marry brand (expectations and experiences that drive customer choice) and culture (beliefs and behaviors that determine how employees interact internally and with customers). The result, more powerful than a brand or culture, is a BrandCulture—with internal operations and external presentation working harmoniously to attract and retain exceptional employees whose behaviors, in turn, build a loyal, profitable patient base. Develop your own clearly differentiated BrandCulture. Attract and retain the right employees. Attract and retain more patients and optimize your payer mix.

202 – Vulnerability Management: How to Handle and Reduce Security Vulnerabilities in Your Medical Practice
Ben Schmerler – Senior IT Risk Advisor, DP Solutions

This session will review how medical practices can manage and reduce security vulnerabilities, specifically as they relate to compliance concerns for protecting Patient Health Information. Learn how to: define vulnerabilities, both on devices located within the medical practice as well as from the outside; measure the impact and severity of these vulnerabilities, and how to determine what is acceptable and what is not; test for vulnerabilities; and understand the differences between vulnerabilities located within the practice’s internal environment (i.e. in-house EMR servers) vs. external environments (i.e. hosted/cloud based, like a Software as a Service [SaaS] EMR). Discussion will also follow on how these vulnerabilities impact remote work and other system planning and workflow considerations; how phishing, ransomware, and other cyber-security threats exploit vulnerabilities; and how to approach Vulnerability management on employee-owned devices (“Bring Your Own Device”).

203 – How to Transition to a “Patient Centered” Healthcare Model
Sarah Clarke, MBA – Senior Consultant, RS&F

This session will review the evolution of the healthcare environment from a fee for service to value-based model for health care compensation. Participants will learn how to transition to a “patient centered” healthcare model, including the following: internal readiness assessment - gap analysis; obtaining buy-in from all team members, providers, staff, administrators; creating care coordination processes and policies; determining quality measures/initiatives & measurement tools; making data actionable; cost of care (Provider incentive payments); non-traditional deliveries of medical treatments; and data analytics for CRM, GI and compliance.

What should you expect in the future? Discussion will include increased integration among health care sectors (medical practices, hospitals, public health, etc.) through IT and care coordination and compliance programs.

Concurrent Sessions 3 1:30 PM

301 – Building Strong Team Dynamics: Fostering an Environment Based on Strengths
Lori R. Blander – President and Principal Consultant, The Blander Group

A unified team is stronger than the sum of its parts. The key to team dynamics is acknowledging that your team is diverse and unique. Maximized productivity occurs when the entire team understands these things about one another while accentuating strengths and building on opportunities.

In this session, we will answer the questions surrounding how your team operates, where the strengths lie, what are undiscovered opportunities, and help you to build an efficient, cohesive, and productive team environment.
SCHEDULE AT A GLANCE

THURSDAY, OCTOBER 11, 2018
7:00 am  Breakfast / Networking
8:00 am  Maryland MGMA Business Meeting / Vendor Recognition / ACMPE Overview
9:00 am  Opening Keynote
10:00 am  Break / Exhibit Hall
10:20 am  Concurrent Sessions 1
11:20 am  Break / Exhibit Hall
11:30 am  Concurrent Sessions 2
12:30 pm  Lunch
1:30 pm  Concurrent Sessions 3
2:30 pm  Break / Exhibit Hall
2:50 pm  General Session 1
4:00 pm  General Session 2 TBD
5:00 pm  Reception / Entertainment

FRIDAY, OCTOBER 12, 2018
7:30 am  Breakfast / Exhibit Hall
8:30 am  Vendor Recognition and Door Prizes
9:00 am  General Session
9:30 am  Vendors – Vendor Meeting
10:30 am  Break / Exhibit Hall
10:20 am  Closing Keynote
12:00 pm  Conference Adjourns

302 – Creative Contracting Using Universal Quality Metrics
Jennifer Searfoss, Esq., CPOM, CHCI, CMCS – Founder, SGC Health, LLC
National and local health plans are evaluating new contracting methods to leverage current trends in quality improvement initiatives while decreasing the overall cost of health care. This session will cover the latest model contracts from national health plans and highlight experiments taking place in several large metropolitan areas.
- Appreciate the motivations of health plans to engage in reimbursement reform so that your contracting discussions start from a win-win position
- Identify the type of metrics, both nationally recognized and those proprietary metrics being used by certain Maryland area health plans - along with gaps in metrics that health plans are seeking
- Evaluate the tactics used by several practices ranging from solo practitioners to large medical groups to achieve lucrative contracts that achieve the goals sought by health plans and employers in their local area

303 – Showing Your Brand to its Best Advantage
Perspectives from a leading branding agency specializing in healthcare marketing
John Albert, Jr. – Chief Business Development Officer, Herrmann Advertising / Branding / Technology
Increased competition among providers of healthcare services is redefining the way doctors, hospitals, public health agencies and medical clinics connect with patients, communities and key stakeholders. As a result, branding has taken a much more prominent role in the industry. This presentation will give attendees an overview of the process and what it takes to create memorable brands that resonate with audiences. This session will highlight some of the current trends in healthcare branding and show examples of best practices employed by area public health agencies, hospital systems and medical clinics, and will demonstrate how important it is for all brand elements to work in harmony. John will present a case study from Chesapeake Eye Care and Laser Center. He will provide insight on how establishing a strong brand for the practice was the first step in its long-term strategy for growth. Attendees will view examples of campaigns that expanded recognition of the practice’s doctors and their specialties, its world-class facilities and its client-focused care.

GENERAL SESSION  FRIDAY, OCTOBER 12, 2018, 9:00 AM
The Future of BIGDATA in MIPS, APMs and MACRA in Maryland
Jennifer Searfoss, Esq., CPOM, CHCI, CMCS – Founder, SGC Health, LLC
Payment reform is here. But the reform is based on more than dollars. It requires near time BIGDATA, analysis and clinical awareness on budget. Participants will gain an understanding of how the models require data reporting and analytics to identify at risk populations requiring clinical interventions before complications happen and chronic care management. From the view of front line physicians this session presentation will be an educational overview of workflow requirements for data capture, data from the 2017 reporting period demonstrating gaps in automated systems and clinician perception on metric completion and best practices for communication and engagement with clinical dashboards. The session will provide clear next steps in evaluating infrastructure needs, technology investment and inhouse skilled personnel along with the market’s appetite to pay for these enhanced services. The new MACRA payment model will be examined and evaluated as to how to best implement in various practices.

CLOSING KEYNOTE 10:20 AM
LEADERSHIP is not a Glass Slipper™ (but you still have to make sure it fits!)
Monica Wofford – Contagious Companies
Any person or personality can be a leader, but knowing these ten leadership steps will make you more effective. Still, some are promoted into leadership and it just doesn’t fit. Maybe they’re missing skills or maybe their personality isn’t right for that role. In this keynote presentation, leadership development expert and author Monica Wofford, CSP, shares 10 steps to be a better leader and make sure that role fits. These steps and her in session assessment ensure high performance for managers and leaders, and results from the employees they lead. Whether team members need to develop their communication, delegation, motivation, recognition or engagement skills, this powerful session will improve their leadership skills and more!
A former corporate executive, Monica is known as a leadership development expert who writes, speaks, trains, coaches, and consults on how to become a better leader in life and work. She is the author of six books, and has written and interviewed for many media outlets. Over the years, Monica has acted as a trusted advisor to many of today’s largest and most admired companies, including Microsoft, Cabela’s, Estee Lauder, State Farm Insurance, and SeaWorld Parks and Entertainment. However, she also has a genuine passion for helping smaller organizations create an environment where leaders can develop and thrive. Monica earned an MBA and was named one of Meeting Planners’ Favorite Business Speakers by Meetings and Conventions Magazine.
REGISTRATION INFORMATION

The conference registration fee includes program guide, breakfast, morning and afternoon refreshments, lunch, full access to the Exhibit Hall and all education sessions.

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We include one year of Maryland MGMA membership for first-time registrants at the non-member rate!

| Student Members                 | $50    |

Email us at info@marylandmgma.com if you want to volunteer.

| Guest for Thurs Evening Reception Only | $99 |

Must be a spouse or significant other of fully registered attendee. Does not include other company representatives.

SPONSOR/EXHIBITOR REGISTRATION

For sponsor or exhibitor opportunities, please visit www.marylandmgma.com or contact Jennifer Thornton at 443.966.3875 x151 or info@marylandmgma.com.

WHY ATTEND Maryland MGMA’s State Conference is the premier education event in the area for medical practice managers, offering timely and relevant education sessions, a dynamic keynote, opportunities to connect with peers to maintain and expand your professional network, and the ability to visit with 40+ companies offering outstanding products and services for the medical practice.

Whether you have attended in the past or are new to this event, you are going to want to be there in October. We are mixing it up this year in several ways! Not only have we moved this event to the newly opened Live Casino Hotel, an exciting and fun new addition to the area that you will want to see, we have changed our format to a 1.5 day event with a full day on Thursday, October 11 and a half day on Friday, October 12. In addition, we are holding a “not to miss” reception on Thursday evening to include networking, a wine tasting, and a gambling tutorial.

LOCATION Live! Casino & Hotel, 7002 Arundel Mills Circle, Hanover, MD 21076

ACCOMMODATIONS A room block has been secured at Maryland Live! Hotel for 10/10/18 and 10/11/18 at a rate of $140.00 + tax for single / double. Reservations may be made online (visit our site for a link) or by phone at 443.445.2929. Please reference the group room block name: MGMA. The room rate is available until all rooms in the block are booked or until the cut-off date of September 11, 2018 at 3:00 pm. Any reservations requested after that are subject to space/rate-availability. Do not delay in making your room reservations as we expect them to sell out.

CEUs Earn up to 7.5 continuing education unit hours from ACMPE – The American College of Medical Practice Executives.

CONFERENCE PHOTOS Registration implies consent that pictures or video taken during the conference may be used by Maryland MGMA for conference coverage and promotional purposes. Maryland MGMA is able to use your likeness without remuneration.

CANCELLATION POLICY Cancellation notice must be sent via email to info@marylandmgma.com on or before 9/28/18 and is subject to a $65 processing fee. No partial or full refunds will be made after 9/28 or for failure to attend.

QUESTIONS 443.966.3875 or info@marylandmgma.com

EMAIL US
info@marylandmgma.com

REGISTER ONLINE TODAY:
www.marylandmgma.com