

Ohio MGMA Fall Conference

Leadership Report Card

Making The Grade

Friday, September 21, 2018

Hilton Columbus Polaris
Columbus, Ohio

**HEALTHCARE
LEADERSHIP**

A+

MGMA[®]
OHIO



Dear Ohio MGMA Members, Interested Parties and Supporters,

Our 2018 Fall Conference is shaping up to be a "can't miss event" with opportunities for professional development and networking.

As we were in the final stages of our planning process, a challenge arose with our original conference venue, the Embassy Suites Columbus Dublin. As a result, **we have moved our Fall Conference to a NEW LOCATION.** Don't worry, we're just down the road a bit at the **Hilton Columbus Polaris!**

The challenge with the original venue also forced a delay in announcing our conference agenda to our members as we worked to re-home our conference and coordinate with our speakers. However, **registration is OPEN** online at www.ohiomgma.com or you can fill out and mail in the registration form in this brochure. We hope you will take time to register today and join us this Fall!

Our Fall Conference date remains the same and will occur Friday, September 21. Remember - The only change to our Fall Conference is the location.

As a member led, member driven professional association, YOU are the most valuable part of Ohio MGMA. We look forward to seeing you at our Fall Conference.

Thank you for your continued support and involvement with Ohio MGMA.

We can't wait to see you at the Hilton Columbus Polaris!

Sincerely,

Sheelah Westerbeck CMPE
President, Ohio MGMA
West Medical, Canton

Laurie Nicholls RN
President-Elect, Ohio MGMA
Midwest Retina, Dublin



Ohio MGMA Fall Conference

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Agenda

Friday, September 21

7:45 AM – 4:30 PM	Registration Desk Open
7:45 AM – 3:00 PM	Exhibit Hall Open
7:45 AM – 8:30 AM	Attendee Check in, Registration and Breakfast
8:20 AM – 8:30 AM	Conference welcome and opening announcements Sheelah Westerbeck, President Ohio MGMA
8:30 AM – 9:30 AM	<i>Is My Staff Competitively Compensated?</i> <i>Ohio-specific Salary Survey Report Review (1.0)</i> Bill Clayton and Ryan Peters - Clark Schaefer Hackett
9:30 AM – 10:00 AM	Networking break and refreshments in exhibit hall
10:00 AM – 11:00 AM	Breakout Sessions 1A. <i>How to Properly Benchmark in Your Medical Group (1.0)</i> Melissa Meeker and Tina Wright - Clark Schaefer Hackett 1B. <i>Ohio Legislative and Political Update</i> McKenzie Davis - The Success Group Ltd.
11:00 AM – 11:10 AM	Passing break
11:10 AM – 12:10 PM	Breakout Sessions 2A. <i>Risk Management: Medical Records, Compliance & HIPAA (1.0)</i> Isabelle Bibet-Kalinyak, Esq. - McDonald Hopkins LLC 2B. <i>What Happens Online...Stays Online (1.0)</i> Veronica Brattstrom - Professional Solutions Insurance Company
12:10 PM – 1:10 PM	Networking Lunch Breakout Lunch - Learn more about Ohio MGMA and our Member Benefits
1:10 PM – 2:40 PM	<i>Why Leaders Fail and the 7 Prescriptions for Success – Part I (1.5)</i> Commander Mary Kelly PhD, CSP, US Navy (Ret) - Productive Leaders
2:40 PM – 3:00 PM	Networking break and refreshments in exhibit hall
3:00 PM – 4:00 PM	<i>Why Leaders Fail and the 7 Prescriptions for Success - Part II (1.0)</i> Commander Mary Kelly PhD, CSP, US Navy (Ret) - Productive Leaders
4:00 PM – 4:10 PM	Conference Closing Announcements and Adjournment

*This agenda represents 5.5 CE Hours

*Ohio MGMA reserves the right to change or modify the agenda in any way and at any time for circumstances outside of our control.

Conference Presentations and Speakers



Bill Clayton
Principal,
Healthcare Group
Clark Schaefer Hackett



Ryan Peters
Healthcare Consultant
Clark Schaefer Hackett

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Is My Staff Competitively Compensated? Ohio-specific Salary Survey Report Review

Join Bill and Ryan as they review the results of the statewide salary and benefits survey and how best to use the data for your respective medical group. Review the survey findings, trends, and learn how to read and use the survey in your own practice. You will leave this session understanding the content of the statewide survey and how best to apply it to your medical group, including a real-life examples.



Melissa Meeker
Healthcare Consultant
Clark Schaefer Hackett



Tina Wright
Healthcare Consultant
Clark Schaefer Hackett

How to Properly Benchmark in Your Medical Group

This session will review the best practices of how to benchmark a medical practice. Together, Melissa and Tina will cover the basis of benchmarking a medical group including key factors such as reporting for board meetings, review of monthly benchmarks for medical practices, and reporting on best accounting practices for medical groups. Melissa and Tina will also walk attendees through best practices in presenting some of the key financial metrics for medical groups.

Attendee can expect to:

- Understand the best practices of benchmarking and how best to apply it to your medical group
- Learn about scalable best practices for board / physician meetings, finance committees, and everyday benchmarking measurements



McKenzie K. Davis
The Success Group, Ltd

Ohio Legislative and Political Update

This update will provide timely information on the status of pertinent legislative and regulatory healthcare issues under consideration. Attendees will learn about

breaking legislative and regulatory developments affecting medical groups and gain a deeper understanding of these issues and their impact on the day-to-day activities of medical group practices. Additionally, attendees will get a preview of the 2019 Ohio budget and its impact on healthcare and an overview of the 2018 elections and the impact that these races could have on healthcare policy in 2019 and beyond.



Isabelle Bibet-Kalinyak, Esq.
Attorney
McDonald Hopkins LLC

Risk Management: Medical Records, Compliance & HIPAA

Once merely used as a tool to assist in the diagnosis and treatment of patients and the coordination

of patient care between providers, patients' medical records have now become central to the U.S. health care system and a leading cause of physician burnout. Although they still fulfill their legacy function and document the history of examination, diagnosis and treatment of patients, medical records also serve as the basis for determining medical necessity for treatment, recording and transmitting prescriptions, billing insurance companies – and medical malpractice, fraud and abuse, and breach of privacy claims. The number of statutes and rules applicable to medical records is staggering, whether at the state, federal, accreditation, or payer levels. Although the Trump Administration promises to simplify Evaluation and Management documentation requirements, health care providers must still navigate through and comply with a myriad of requirements, in addition to being responsible for high quality patient care.

During this session, participants will be introduced to and learn the following key concepts, as applicable to medical records and charting:

- Documentation: treatment versus prescriptions; EHR-related risks
- Trump era health care reform
- HIPAA requirements, including behavioral health
- OARSS reporting
- The Joint Commission requirements (institutional settings)
- Retention requirements
- Fraud and abuse liability
- Medical malpractice liability
- Medical records' issues during transactions (sale or merger of practice) and at retirement



Veronica Brattstrom
Senior Risk Management Consultant
Professional Solutions Insurance Company

What Happens Online... Stays Online

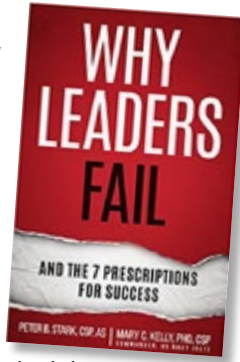
The use of Social Media by individuals and businesses to stay connected, communicate and to market services only continues to grow. As the use of Social Media increases understanding its use, creating guidelines and establishing safe procedures for effectively managing its use in a healthcare setting is critical. Patients have come to expect immediate access to staff and physicians. Refusing to embrace social media might have some negative consequences for you or for your practice. However, any comment you make will have a life of its own and might spread in a fashion you hadn't intended. Social Media uses and abuses present many challenging questions for healthcare, providers, employers and employees. Using national malpractice case examples this seminar addresses the Do's and Don'ts of Social Media in the healthcare setting.



**Commander Mary Kelly PhD,
CSP, US Navy (Ret)**
Speaker, Author, Trainer
Productive Leaders

A+

**Why Leaders Fail and the
7 Prescriptions for Success –
Part I and II**



Thousands of leadership programs tell you how to be a great leader. Far fewer delve deeper into the surprisingly common mistakes supervisors, managers, and even CEOs unknowingly make that derail their team's effectiveness and productivity. Using real scenarios and examples collected through their combined years of leadership and management expertise, Mary Kelly and Peter Stark examined data from over 100,000 employee surveys to pinpoint the 7 most common reasons some managers fail while others are so successful. Whether in your first year of management or your 30th, *Why Leaders Fail* shows participants hidden pitfalls and how to avoid them. The program also outlines specific actions that ensure success. Based on the book of the same title, this content-rich, data-based program is also entertaining and full of actions that participants

can use to further develop their leadership skills, outcomes, and organizational morale.

- Insight into behaviors that may be sabotaging the loyalty of their direct reports
- Understanding about why their top talent may not be performing up to their potential
- Tools to align team goals with organizational mission
- Awareness of how they are perceived by their direct reports, peers, and supervisors
- The 49 Prescriptions for Success
- A personalized leadership assessment to help identify leadership strengths and weaknesses

Mary is an internationally-known economist and leadership expert specializing in the fields of leadership, productivity, communication, and business profit growth. An energetic, engaging, and perceptive leadership author and speaker, Commander Kelly delivers humorous, inspiring, and insightful keynote speeches, offering tools and insights that increase productivity, morale, and profits. As a consultant she provides creative and insightful problem-solving tools that enable her to transform corporate cultures and structures. She is also quoted in hundreds of periodicals including Money Magazine, Entrepreneur, the Wall Street Journal, and dozens of business journals.

**About Ohio Medical Group
Management Association (Ohio MGMA)**

Ohio MGMA is the state affiliate chapter for national MGMA. Ohio MGMA is a growing and vital professional association of more than 250 members engaged in healthcare administration and medical practice management. Members are closely connected and utilize their network to build professional skills and create collaborative, collegial relationships. Ohio MGMA professional development programs offer relevant, accessible, affordable, educational opportunities right here in our state, which are tailored to various skill and experience levels. Ohio MGMA is a member led, member driven professional association. The association is financially sound and implements a strategic management and governance system by our volunteer Board of Directors who come directly from our membership.

For more information on Ohio MGMA, volunteer opportunities or membership contact:
main@ohiomgma.com

Conference Information

Location and Hotel Accommodations

Hilton Columbus Polaris

8700 Lyra Drive
Columbus, OH 43240

No formal group room block has been arranged for this conference. If you require an overnight hotel room, for convenience, we do recommend booking a room at our host hotel at the best available rate. You can book directly with the hotel online at: <http://www3.hilton.com/en/hotels/ohio/hilton-columbus-polaris-CMHPOHF/index.html> or by calling (614) 885-1600.



WHO SHOULD ATTEND

Join your peers! Attending the Ohio MGMA Fall conference will be a network of healthcare executives and professionals, both new and experienced, in the field of practice management: chief executive officers, chief operating officers, chief financial officers, practice administrators/managers, business operations managers, physicians, faculty and students interested in healthcare management.

EARN 5.5 ACMPE CONTINUING EDUCATION CREDIT HOURS

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program. Ohio MGMA will supply, upon request, a certificate of attendance for this conference to use for submission for potential CEUs from additional accreditation bodies.

EDUCATION OVERVIEW

The sessions included in the conference were selected to provide timely and practical education on the most important topics that have an impact on today's medical practices. By taking advantage of up-to-date and relevant knowledge and tools, attendees will become better positioned to manage a medical practice in today's changing healthcare environment. The content of the sessions will cover the issues and topics found in all domains of MGMA's Body of Knowledge.

CANCELLATION AND SUBSTITUTION POLICY

Cancellations received on or before August 28 are subject to a \$50 processing fee. Cancellations must be sent by email to main@ohiomgma.com. Cancellations after August 28 and no-shows will not be refunded. Substitutions from within the same group are acceptable. Please email main@ohiomgma.com if you plan a substitution to avoid issues during conference check-in.

WHAT TO WEAR

Business casual attire is appropriate for our conferences. We do suggest bringing a light coat or jacket to maintain your comfort as meeting room temperatures tend to fluctuate through the day.



Registration Form



Discounted member registration rates are a benefit of membership. To qualify, you must be a member, current in your membership dues at time of registration. Membership will be verified.

To apply for membership with Ohio MGMA visit www.ohiomgma.com.

Vendors offering or selling products and services to medical practices are ineligible to register for this conference as an attendee, at attendee rates. Please refer to our exhibit and sponsorship options if you are interested in attending.

More conference information, rates and registration at www.ohiomgma.com.

Registration fees cover all educational sessions, meals and breaks listed on conference agenda.

REGISTRATION FEES on or before AUGUST 28

Ohio Members	\$159
Ohio MGMA Members additional attendees from same group	\$129
Non-Member	\$259
Non-Member additional attendees from same group	\$229
Student Members of Ohio MGMA	\$25

REGISTRATION FEES after AUGUST 28

Ohio Members	\$199
Ohio MGMA Members additional attendees from same group	\$169
Non-Member	\$299
Non-Member additional attendees from same group	\$269
Student Members of Ohio MGMA	\$50

Organization Name: _____

Organization Address: _____

of FTE Physicians in Organization: _____

Registrant 1 (check one)

- Add or Renew Ohio MGMA Active Membership for \$99
 Ohio MGMA Member Ohio MGMA Student Member Non-Member
 Ohio MGMA Member Additional Attendee NonMember additional attendee

Name: _____ Title: _____

Email _____ Phone: _____

Are you a new 2018 member? Yes No Are you a first time attendee? Yes No

Registrant 2 (check one)

- Add or Renew Ohio MGMA Active Membership for \$99
 Ohio MGMA Member Ohio MGMA Student Member Non-Member
 Ohio MGMA Member Additional Attendee NonMember additional attendee

Name: _____ Title: _____

Email _____ Phone: _____

Are you a new 2018 member? Yes No Are you a first time attendee? Yes No

Registrant 3 (check one)

- Add or Renew Ohio MGMA Active Membership for \$99
 Ohio MGMA Member Ohio MGMA Student Member Non-Member
 Ohio MGMA Member Additional Attendee NonMember additional attendee

Name: _____ Title: _____

Email _____ Phone: _____

Are you a new 2018 member? Yes No Are you a first time attendee? Yes No

Please indicate any special dietary needs or special assistance required for anyone in your group to attend this conference:

Amount Enclosed (refer to fees above) \$ _____

Make checks payable to **Ohio MGMA** and mail to:

Ohio MGMA, P.O. Box 790, Sherwood, OR 97140

Easy online registration with your credit card at: www.ohiomgma.com

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P.O. Box 790
Sherwood, OR 97140

Ohio MGMA Fall Conference Featured Keynote Speaker



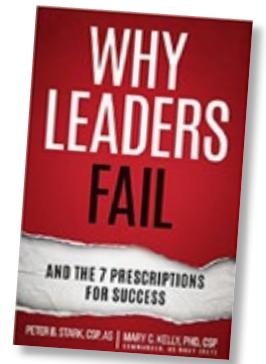
**Commander Mary Kelly PhD,
CSP, US Navy (Ret)**

Ohio MGMA is excited to welcome Keynote Speaker Mary Kelly. Mary will deliver a two part leadership presentation:

Why Leaders Fail and the 7 Prescriptions for Success which will cover:

- Insight into behaviors that may be sabotaging the loyalty of their direct reports
- Understanding about why their top talent may not be performing up to their potential
- Tools to align team goals with organizational mission
- Awareness of how they are perceived by their direct reports, peers, and supervisors
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Register by August 28 at www.ohiomgma.com