VMGMA Fall Conference
September 20-22, 2015
Norfolk Waterside Marriott  Norfolk, VA
President’s Welcome

As you consider how best to allocate your educational dollars, we hope you will consider the Virginia Medical Group Management Association Fall Conference at the beautiful downtown Norfolk Waterside Marriott. Join other state administrators and healthcare professionals to share challenges and solutions to help increase your skill-set and to remain a high performance practice.

The Fall Conference will continue to offer dual track opportunities. Track 1 will feature operational and practice management topics to include Transitional and Chronic Care Management Billing Requirements, HIPAA-HITECH Backup & Disaster Recovery, Payor Contracting, Optimizing Patient Flow and much more. Track 2, on Monday only, allows members to achieve a Lean Six Sigma White Belt with Owen Dahl. We are also proud to announce that on Tuesday morning Virginia Lieutenant Governor Ralph S. Northam will present on pertinent state healthcare issues.

As always, a special thank you to our members, corporate sponsors and affiliate members for their support and value they bring to the Virginia Medical Group Management Association. Without their continued support, resources and knowledge, we would be unable to provide the educational opportunities to our members that we do. I look forward to seeing you in Norfolk.

We Are Excited To Offer a Hands-On Workshop!

Susan Childs, FACMPE
Evolution Healthcare Consulting
Rougemont, NC
Currently NCMGMA ACMPE Forum Rep.
Past MGMA ACMPE Advancement Chair & Eastern Section Forum Coordinator

What Will This Session Be Like?

* This interactive study session defines and utilizes resources and tools that support your successful preparation for CMPE certification.
* Top tips for essay and objective exams will be shared.
* Sample essays and questions will be graded based on actual criteria used by ACMPE graders.
* Attendees will develop a personalized plan on how best to approach certification in the timeframe that best suits their needs.

All materials needed for the session will be provided. Bring a charged laptop and “practice” for both the objective and essay examinations.

Pre-registration required!

Virginia Healthcare Update

Lieutenant Governor Ralph S. Northam
Practicing Pediatric Neurologist, Children’s Hospital of the King’s Daughters Norfolk, VA

As a Virginia State Senator from 2008-2013, Dr. Northam scored numerous major legislative accomplishments. These included helping to prohibit smoking in restaurants, protecting young athletes who have had sustained concussions, improving the health of the Chesapeake Bay and shielding our first responders from communicable diseases. He was elected Virginia’s Lieutenant Governor on November 5, 2013. Join the Lieutenant Governor and your colleagues for a discussion of current Virginia healthcare issues.
Track 1: Practice Management

Understanding Transitional Care & Chronic Care Management Billing Requirements
Susanne Talebian, CHBC, CPC-I, CPC, CCS-P, PCS, CMOM, RMM, CUA, AHIMA ICD10CM/PCS Certified Trainer
Healthcare Business Solutions, Ltd.
Sterling, VA

Transitional Care Management (TCM) services are for an established patient whose medical decision making (MDM) during transition from hospital to another setting requires moderate or high complexity level of MDM.

Chronic Care Management (CCM) services are for patients with two or more chronic conditions that are expected to last at least 12 months or until death of the patient, and that place the patient at a significant risk of death, acute exacerbation/decompensation or functional decline.

The complex and sometimes confusing billing requirements for TCM and CCM regarding contact with patient, rendering services in a specific time frame, medical record documentation requirements and proper billing of other services during this period, will be clearly explained.

From Patient to Plaintiff
A. William Charters, Esquire
Goodman, Allen & Filetti, PLLC
Norfolk, VA

Ever had patients or their families that are overbearing, non-compliant, confrontative? Ever made a mistake and don’t know exactly how to convey that information to a patient? Have patients that you would really rather were someone else’s? What happened to the relationship between health care providers and their patients? Thoughts, the law and practical strategies on how to keep them from going “From Patient to Plaintiff.”
HIPAA-HITECH: Backup & Disaster Recovery
Donny Reyes, Director
Eastern Data
Virginia Beach, VA

Exactly what do you need to do to ensure your patients and practice are protected?

The disaster recovery plan is often one of the most missed or incomplete elements in network risk assessments. Just having a backup job running that backs up patient data is not simply enough. In order to successfully pass an OCR audit, it is critical that a practice have a fully tested and documented HIPAA compliant disaster recovery (DR) plan. There are several essential components of a DR plan that are outlined in HIPAA-HITECH regulations (CFR 164.308(7)) but to translate these requirements into practical implementation is often the most difficult challenge when also trying to balance available resources.

In this session, all participants will be given a practical walk-through and outline of all the essential ingredients to put together a solid disaster and recovery plan that they can fully understand and explain. Also, with so many current options with regards to backup, it is difficult to know which solution adequately satisfies requirements. In this session, several types of backup and disaster recovery will be reviewed in layman’s terms and the advantages and disadvantages of each. Essential DR factors, such as Recovery Point Objectives (RPO) and Recovery Time Objectives (RTO), will be thoroughly explained so you can determine exactly what type of backup best fits your organization’s needs.

Payor Contracts
Marcia Brauchler, MPH, FACMPE, CPHQ, CPC, CPC-H, CPC-I
Founder & President
Physicians’ Ally, Inc.
Littleton, CO

What are your peers doing with their payor contracts? Walk through numerous, actual contract negotiations from real-life practices’ success stories. Learn to advocate for your practice, using proven techniques from a veteran contract negotiator. Most physician practices focus on cutting expenses instead of improving the revenue to the practice from non-governmental payors. A little focused effort on negotiating payor contracts can create much-needed money for the practice. You can do it! Negotiating your payor agreements can be the difference your practice needs for maintaining profits and independence in these complex times of health exchanges, increasing regulation and pressure to contain costs system-wide.

Leading Change Through Physician Partnerships: The AMA Practice Transformation Series For Working Smarter, Not Harder
Ellie Rajcevich, MPA, Sr. Practice Development Advisor
American Medical Association
Chicago, IL

The AMA’s Professional Satisfaction and Practice Sustainability strategy group is committed to meeting the needs of practicing physicians and their teams and helping them find solutions to causes of dissatisfaction in their practice. As leaders face constant pressure to do more with less, they feel immense pressure to address these serious issues for their physicians and staff. Employing the tactics recommended in the AMA’s STEPS Forward™ modules will increase satisfaction, enabling the provision of higher quality care, greater engagement and enhanced patient satisfaction.

The field-tested solutions presented will empower the practice team to change the way they provide care. Attendees will be introduced to practical, ready-to-use tactics and tools that help care teams function more efficiently and effectively, enabling them to provide better care to patients. They will also leave with an actionable toolkit, resources, preliminary steps to promote change and guiding principles that will support them through their desired transformation.
<table>
<thead>
<tr>
<th>9/20</th>
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<th>ACMPE Credits</th>
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<td>SUN</td>
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|      | 5:00 - 6:30 pm | WELCOME RECEPTION  
Sponsored by MagMutual Insurance Company/Nixon Uniform Service & Medical Wear | 2.0           |              |

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<th>9/21</th>
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| MON  | 7:00 - 8:15 am | BREAKFAST  
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo |          |          |          |               |              |
|      | 8:15 - 8:20 am | VMGMA President’s Message |          |          |          |               |              |
|      | 8:20 - 9:15 am | Washington Update Jennifer McLaughlin |          |          |          | 1.0           | 1.0          |
|      | 9:15 - 10:15 am | Infection Control For Medical Offices Christine Wisnom |          |          |          | 1.0           | 1.0          |
|      | 10:15 - 10:45 am | BREAK  
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo |          |          |          |               |              |
|      | 10:45 - 12:00 pm | Transitional & Chronic Care Management Billing Requirements Susanne Talebian |          | From Patient To Plaintiff A. William Charters | HIPAA-HITECH: Backup & Disaster Recovery Donny Reyes | Payor Contracts Marcia Brauchler | 1.25 | 1.5 |
|      | 12:00 - 1:15 pm | LUNCH  
Sponsored by McPhillips, Roberts & Deans, PLC |          |          |          |               |              |
|      | 1:15 - 2:30 pm | AMA: Leading Change Through Physician Partnerships Ellie Rajcevich |          | Payor Contracts Marcia Brauchler | HIPAA-HITECH: Backup & Disaster Recovery Donny Reyes | Reorient Your Practice From Thinking Patient to Thinking Consumer Rosemare Nelson | 1.25 | 1.5 |
|      | 2:30 - 3:00 pm | BREAK  
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo |          |          |          |               |              |
|      | 4:15 - 4:30 pm | Session Transition |          |          |          |               |              |
|      | 4:30 - 5:30 pm | Specialty Breakouts |          |          |          |               |              |
|      | 6:00 - 7:00 pm | COCKTAILS  
Sponsored by MagMutual Insurance Company/Nixon Uniform Service & Medical Wear |          |          |          |               |              |
|      | 7:00 - 8:00 pm | DINNER  
Sponsored by Professionals Advocate Insurance Company |          |          |          |               |              |
|      | 8:00 - 9:00 pm | ENTERTAINMENT  
Sponsored by Kaufman & Canoles |          |          |          |               |              |

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| TUES | 7:30 - 8:30 am | BREAKFAST  
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo |          |          |          |               |              |
|      | 8:30 - 9:00 am | Va. Healthcare Update Lt. Gov. Northam |          |          |          | 0.5           | 0.5          |
|      | 9:00 - 9:30 am | Vendor Thank You |          |          |          |               |              |
|      | 9:30 - 10:45 am | HIPAA-HITECH: Backup & Disaster Recovery Donny Reyes |          | Who Can Enter Orders Into The EMR For MU? Donald Balasa | Strategic Planning Owen Dahl | Payor Contracts Marcia Brauchler | 1.25 | 1.5 |
|      | 10:45 - 11:00 am | BREAK  
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo |          |          |          |               |              |
|      | 11:00 - 12:15 pm | Transitional & Chronic Care Management Billing Requirements Susanne Talebian |          | Who Can Enter Orders Into The EMR For MU? Donald Balasa | Physician Relations Owen Dahl | Maximize Access & Engage Your Patients Rosemare Nelson | 1.25 | 1.5 |

TRACK 1 TOTAL = 10.75 10.0
### Track 2 Program at a Glance, Monday, September 21

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<td>8:20 - 9:15 am</td>
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**BREAKFAST**
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo

**LUNCH**
Sponsored by McPhillips, Roberts & Deans, PLC

**BREAK**
Sponsored by LabCorp/Professional Risk Associates/RCM&D/SunTrust/Wells Fargo

**TRACK 2 TOTAL = 6.0 6.0**

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**SAVE THE DATE**

**VMGMA Spring Conference**
March 20-22, 2016
**Hilton Richmond Hotel & Spa**
Richmond, VA
Track 1: Practice Management
Track 2: Lean Six Sigma Yellow Belt with Owen Dahl

**Featuring**
Bruce Weinstein, Ph.D. The Ethics Guy
Author of *The Good Ones: Ten Crucial Qualities of High-Character Employees*
Optimize Patient Flow By Optimizing Technology
Rosemarie Nelson, Principal Consultant
MGMA Health Care Consulting Group
Jamesville, NY
Meaningful use of an EHR, PQRS, ACOs, and P4P aren’t just hoops created for providers to jump through to delay payment. Programs like these and others are carrots that have been developed to improve quality, safety, efficiency and to reduce health disparities. We can’t improve until we measure and IT tools provide the opportunity to measure and manage key attributes. Unfortunately most IT tools, including EHRs and patient portals, are underutilized in physician practices. Learn how your practice can put technology to work for you to optimize patient flow and the care you provide to your patients.

Objectives:
• Discover tricks of better performing practices in managing preventive care and routine screening.
• Learn how to use prompts and queues for real-time reminders.
• Uncover the value the patient portal delivers in operational efficiency while helping your providers meet care goals.

Maximize Access and Engage Your Patients
Rosemarie Nelson, Principal Consultant
MGMA Health Care Consulting Group
Jamesville, NY
Too often practices under utilize technology. Easily available tools can make a real difference in patient engagement and outcomes. Measure your patient engagement and patient satisfaction to achieve efficient operations, high ratings and earn available incentives.

Objectives:
• Identify the tools and applications available to engage patients.
• Discover how better performing practices improve patient access and increase patient satisfaction.
• Evaluate how best to evaluate and measure your patients’ satisfaction.

Who Can Enter Orders Into The EHR For Meaningful Use?
Donald A. Balasa, JD, MBA
CEO, Legal Counsel
American Association of Medical Assistants
Chicago, IL
Effective January 1, 2013, only “credentialed medical assistants” (or licensed health care professionals) are permitted by the Centers for Medicare and Medicaid Services (CMS) to enter orders into the computerized provider order entry (CPOE) system for calculating meaningful use for all stages of the Electronic Health Records (EHR) Incentive Programs. Eligible professionals who allow non-credentialed medical assistants to enter orders cannot count such entry toward meeting the meaningful use thresholds.

This presentation will address which medical assistants can enter orders into the CPOE system for meaningful use, and what the consequences are for eligible professionals who do not meet the order entry Core Objective. Attendees will also learn how medical assistants without formal medical assisting education or a credential can meet the CMS requirement.
Track 1: Practice Management

Physician Relations
Owen Dahl, Principal
Owen Dahl Consulting
The Woodlands, TX
A fascinating topic for all levels of management. Stop and think about your relationships with your physicians. What are their drivers, their issues, changes they are facing? How can you better relate to them to insure continued success of your practice, retention of those who are senior and those who are new? How can you improve, but just as important, how can you work with your staff to improve these relationships?
Objectives:
• To better understand how to work with and support physicians;
• To find common ground with physicians;
• To provide ideas and tools to improve working relationships;
• For groups to improve retention of physician members.

Strategic Planning
Owen Dahl, Principal
Owen Dahl Consulting
The Woodlands, TX
Is a strategic look one month, one year, or longer? Are you stuck in one direction or are there others that may work? When do you discuss? How do you discuss? When do you act on the plans made? These are key questions that we will address in the process of encouraging the participant to reflect on their practice and the future.
Objectives:
• Background on planning and strategy;
• Options for you;
• How to proceed;
• Examples of how things work.

Track 2: Lean Management, Monday, September 21

Lean Six Sigma – White Belt
Certificate (25 Spaces Available; Must Pre-register)
Owen Dahl
MGMA Consultant
The Woodlands, TX
Program Objectives:
• Understand the fundamentals of Lean Management and Six Sigma Management.
• Participant will be able to identify new processes for improvement in patient flow and overall practice systems.
• Participant will understand a structured approach to achieve a value in customer relationships and financial performance for the practice.
Program Content & Agenda:
• Lecture and discussion, introducing the principles;
• Case study analysis and presentation;
• Project identification, development and application to the work environment.
Certificate:
• Participants will receive a certificate of completion for the Lean Six Sigma Program – MGMA White Belt Certificate.

Entertainment
Join us after dinner on Monday evening for a three block walk to the offices of Kaufman & Canoles for a craft beer tasting and views of the Norfolk harbor from the 21st floor.

Specialty Breakouts
You asked . . . . we delivered!
Join us Monday afternoon for a networking opportunity to discuss current “specialty specific” practice issues.
This is a great way to meet and share information with your peers in a relaxed atmosphere.
Conference Registration

**VMGMA Fall Conference Registration**

Available online: www.vmgma.org

Click on the Fall Conference brochure to begin. Members may bring non-members from their practice at member rate. One registration form per person is required.

**Register by September 8, 2015 and SAVE.**

VISA, MasterCard, Discover or checks payable to “VMGMA” accepted. Checks should be mailed to VMGMA, P.O. Box 263, Sandston, VA 23150.

**CANCELLATION POLICY**

Cancellation of program registration must be postmarked by September 8, 2015 and is subject to a $50 processing fee. No refund will be made after this date. If sending a substitute, please notify VMGMA. If the substitute is of a different VMGMA status, the registration fees will be adjusted. If it is necessary to cancel the program, we will maintain a credit balance or refund the registration fee. VMGMA cannot be held responsible for any travel cancellation fees.

**QUESTIONS?**

Contact the VMGMA office at 804.328.3344 or email VMGMA@comcast.net.

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### VMGMA MEMBERS

(Registration Fees BY Sept 8, 2015)

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### NON-MEMBERS

(Registration Fees AFTER Sept 8, 2015)

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Hotel Reservations

**Norfolk Waterside Marriott**

235 E. Main Street, Norfolk, VA 23510

Cost: $119/night single or double + taxes

Reservations may be made with Marriott Reservations at 1 (800) 228-9290 or 1 (757) 627-4200. Mention the Virginia Medical Group Management Association when calling to receive the group discount.

**Cutoff: September 8, 2015** or if block fills (whichever comes first)

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**VMGMA Fall Conference Approved Credits**

**ACMPE Credits**

- Sunday - 2.0
- Monday, Track 1 - 5.75
- Monday, Track 2 - 6.0
- Tuesday - 3.0

Credits approved by the American College of Medical Practice Executives.

**AAPC Credits**

- Monday, Track 1 - 6.5
- Monday, Track 2 - 6.0
- Tuesday - 3.5

Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

**PHOTOGRAPHY**

By registering for this event, you give the Virginia MGMA permission to publish photographs that may include your image.
VMGMA 2015 Corporate Sponsors

DIAMOND

GOLD

SILVER

BRONZE