South Carolina Medical Group Management Association
Annual Conference

“PILOTHING THROUGH TURBULENCE: CREATING THE FIRST CLASS EXPERIENCE”

ANNUAL CONFERENCE
August 30 - September 1, 2017

Charleston Marriott
170 Lockwood Blvd.
Charleston, SC 29403

Contact Cindy Ott, Executive Director,
at 803-387-7864 for details or go to www.scmgma.com
Jay Rifenbary
“No Excuse! – Incorporating Core Values, Accountability and Balance into Your Life & Career”

Jay is a professional speaker, trainer and consultant. For over 20 years he has provided expertise in the areas of core values personal and professional development, servant leadership, and communication training to organizations, associations and schools across North America, Europe and Asia. Based on a foundation of core values this exciting program teaches, validates and supports the importance of key principles and skills such as self-responsibility, organizational accountability, integrity, professionalism, personal respect, forgiveness, and attitude as they pertain to one’s personal and professional success, and the success of others. Ultimately, this contributes to the productivity of the individual resulting in a higher level of performance, leading to a more balanced and fulfilling career and life. Objectives of this session are:

--Identify a foundation of core values applicable to the enhancement of both your personal and professional life
--Implement forgiveness personally and professionally to enhance communication and performance
--Develop the character qualities to become a principled leader in all areas of your life

Suzanne Falk
“MGMA Government Affairs Legislative Update”

As Associate Director of MGMA Government Affairs, Suzanne serves as a liaison with MGMA members and works closely with her D.C. colleagues to convert member feedback into direct advocacy with policy makers. In her role, she takes the lead in coordinating Association grassroots efforts, frequently speaks at MGMA state and national meetings, and answers technical questions on a multitude of complex federal policy topics on a daily basis. Suzanne graduated with honors from the University of Maryland with a degree in government and holds a Master of Public Policy from Georgetown University, where she specialized in healthcare and domestic economic policy. She has been with MGMA since 2012, prior to which she was with a U.S. Congressman from Maryland.

This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and are directed to clarifying resources. Specific topics include: the new Medicare Quality Payment Program, ACA repeal efforts, payment changes under the final 2017 Medicare Physician Fee Schedule, and key compliance updates. Objectives of this session are:

--Identify how legislative and regulatory initiatives affect your daily work
--Learn about new or pending policy changes
--Describe the resources available to assist you
Doug Bowling & Chris Brunson
“The CRM’s Ability to Move Patient Engagement and Improve Health”

Doug Bowling currently serves as the President for Strategic Development for PEC360, a Charleston, South Carolina based Customer Relationship Management (CRM) software company, specializing in physician practice development. Prior to joining PEC360 in February of 2017, Bowling served a dual role as the corporate vice president and chief strategy officer of Roper St. Francis Healthcare for 13 years and as the chief executive officer for the Roper St. Francis Physician Partners for 8 years.

Chris Brunson is an entrepreneur with over 20 years experience. Chris has owned and operated multiple successful businesses. His most successful ventures were based on the creative use of CRM technology and supporting business processes. While discussing the dynamics of CRM technology with several physicians in early 2008, Chris realized the healthcare industry was not using CRM technology to manage patient communication even though patient engagement is one of healthcare’s highest priorities. Soon after, Chris began the development of a Patient Relationship Management (PRM) platform that he would use to support what is today called a Patient Engagement Center (PEC). Objectives of this session are:
--Discuss history and utility of the CRM
--Discuss CRM application in Population Health Management
--Discuss CRM application for fee-for-service and value-based reimbursement

Gary Life
“Creating Better Teams by Embracing Accountability”

Gary’s journey in healthcare began in Indianapolis with Indiana University Health as a Guest Relations/Volunteer Coordinator for their three downtown Indianapolis hospitals with 1300 beds, 65 Guest Relations Associates and 1300 volunteers. He joined Tidelands Health in January 2015 as the Manager of Service Excellence and Patient/Family Engagement. He lives in the historic district of Georgetown, SC and enjoys performing and directing at local theatres. Gary previously worked for Walt Disney Company where he spent 8 years doing a myriad of jobs from parade performer, actor with the EPCOT acting company and training coordinator eventually moving into a training and facilitation role and moved to New York City with Disney as a corporate facilitator where he spent 7 years.

Objectives of this session are:
--Define why exceptional service matters
--Discuss experience vs. satisfaction
--Describe the tactics and best practices of engagement of the patient, the family, and the community
GENERAL SESSION SPEAKERS

Friday, September 1, 2017, 9:00 a.m.
GENERAL SESSION V
Russ Cobb

Mr. Russ Cobb has been the President of Healthcare Solutions Group at Blackbaud Inc. since October 13, 2016. Prior to joining Blackbaud, Mr. Cobb spent the last five years with Allscripts Healthcare Solutions, Inc. in various executive marketing roles, including Vice President of global marketing & communications. Mr. Cobb’s discussion centers around the new healthcare value continuum driven by indepth philanthropic donations.

Objectives of this session are:
--Discuss maximizing consumer potential and the combined lifetime value of the patient and constituent
--Discuss consumer behavior and media channels
--Discuss targeting, attracting, engaging and marketing patient and non-patient consumers

HEALTHCARE PANEL SPEAKERS

Friday, September 1, 2017, 10:15 a.m.
GENERAL SESSION VI
The Healthcare Panel
Sharon Poston, CMPE, RT-R, CNMT, CPC, CEO
Panel Facilitator

Sharon Poston has been an active member of MGMA at the local, state, and national levels for many years. She has served on the national MGMA Steering Committee for 2013-2014 and as Chair of the Southern Section of MGMA, comprised of 13 states. She has served as Southern Section Member at Large and has been South Carolina’s MGMA Legislative Liaison for many years in addition to participating on the state’s Council of Governors (COG). Sharon has over 40 years of practice management experience. She holds many certifications, including Radiologic Technologist, a Certified Nuclear Medicine Technologist, and a Certified Medical Practice Executive. She has held the titles of Practice Manager, Regional Practice Director, Chief Operating Officer, Radiation Safety Officer, Compliance Officer and presently Chief Executive Officer/Administrator of Williamsburg Regional Hospital. Her level of participation in the association and the healthcare industry over the years has left a profound effect on those who have worked with her. Sharon actively communicates with MGMA Government Affairs and has earned the respect of healthcare leaders across the country, including past Governor of South Carolina Nikki Haley.

Suzanne Falk, MGMA Government Affairs
(View bio under general session speakers page 2)
HEALTHCARE PANEL SPEAKERS

**Richard Osman, MD, President of the SC Medical Association**

Dr. Richard Osman became President of the SC Medical Association in May 2017 and is a board-certified ENT-Otolaryngologist in Myrtle Beach, South Carolina and is affiliated with multiple hospitals in the area, including Conway Medical Center and Grand Strand Regional Medical Center. He received his medical degree from the University of Illinois College of Medicine and has been in practice for more than 20 years.

**Larry Kerr, JD, MD**

Dr. Kerr is a consultant located in Columbia, SC specializing in healthcare related litigation, physician peer review issues and risk management strategies. After graduating from the Medical College of Georgia in 1981, Dr. Kerr completed a residency in internal medicine at Palmetto Health Richland/University of South Carolina School of Medicine. Dr. Kerr is board certified in Internal Medicine and practiced in South Carolina for 17 years prior to receiving a law degree in 2001 from the University of South Carolina School of Law. As a member of the South Carolina Bar, Dr. Kerr has practiced law with a focus on the defense of medical malpractice litigation and on cases involving significant and complicated medical issues and damages.

**Ruth Levy, JD**

Ruth Levy is a healthcare attorney helping physician groups, hospitals and other healthcare providers prevent and address fraud and abuse claims. With regard to federal law issues, she counsels clients on healthcare fraud and abuse regulations with specific focus on the Stark Law, the Anti-Kickback Statute and the False Claims Act. In the state-specific realm, Ruth litigates Medicaid appeals and Certificate of Need issues, as well as other administrative disputes against state agencies in the Office of Administrative Hearings. She represents physicians, health clinics and other providers in front of regulatory agencies such as the Medical Board, the Nursing Board and The Joint Commission.
**PRECONFERENCE SPEAKERS**

**Wednesday, August 30 1:00 p.m. – 2:00 p.m.**  
“Pathway to Fellowship”  
Joan Cundey, FACMPE

Joan began her career as a registered cardiovascular and echocardiography technologist. Her imaging and associate degree were obtained from the Medical College of Georgia and Augusta College in Augusta, Georgia. She has 16 years of cardiac cath lab experience, over twenty years of echo/vascular experience, and twenty-five years of medical practice administration experience in a progressive cardiovascular practice. Joan has served as president and vice-president of the SCMGMA Aiken Chapter. Her positions on the state board of SCMGMA include Chair of the Nominating, Membership and Bylaws Committees, Secretary, Treasurer, Governor-Elect, Governor, and currently Co-Chair of Website Communications Committee. Joan received her fellowship in the American College of Medical Practice Executives in 2015. Objectives of this session are:

-- Finalize your topic and paper type (Exploratory; Historical; Focus)  
-- Set outline parameters and writing schedule; Review “A, B, C's” of writing professionally  
-- Discuss the expectations, protocols and resources of MGMA

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**Wednesday, August 30 1:00 p.m. – 2:00 p.m.**  
“Pathway to Certification”  
Samantha Stallings, CMPE

Samantha Stallings is the ACMPE Forum Rep for SCMGMA and is a Senior Operations Analyst at Lexington Medical Center, a 428 bed hospital with a network that includes over 70 physician practices located in West Columbia, South Carolina. She completed the Practice Administrator Fellowship at Lexington Medical Center after obtaining her Masters in Healthcare Administration from the University of South Carolina. She worked as a Practice Manager for both OB/GYN and Internal Medicine specialties. Samantha has served as the Fundraising Chair for the SCMGMA, Lexington Chapter. She is also a certified member of the American College of Medical Practice Executives. Objectives of this session are:

-- Discuss WHY to work towards ACMPE certification  
-- Discuss HOW to work towards ACMPE certification  
-- Review the NOW-sample questions to ascertain current knowledge
Thursday, August 31, 2017, 9:45 a.m.
Breakout Session 101
Aneesah Deen-Carlos
“Not Everyone Gets A Trophy: Be A Strong, Highly Engaged Manager”

Aneesah Deen-Carlos is the Associate Director of Staff Training & Organization Development at Lexington Medical Center. Aneesah is responsible for all staff orientation, soft skills training and management development programs at Lexington Medical Center. She specializes in helping teams manage change and work to their highest potential to achieve high levels of service standards.

This session is a wise and humorous look at the challenges of training and managing the newest generation of employees. Managers will learn how to help their youngest and oldest employees EARN their trophies.

Objectives of this session are:
--Spell out your structure and boundaries
--Discuss unbundling complex tasks so they understand the process
--Analyze what you’re doing while doing it
--Discuss how to earn what they want

Thursday, August 31, 2017, 9:45 a.m.
Breakout Session 102
Steve Adams
“Coding for MIPS, MACRA and Payment Reform”

Steve Adams is a Certified Professional Coder for both office (CPC, PCS) and hospitals (CPC-H, FCS) with more than 25 years experience in military, multispecialty, hospital, and the private sector practice of medicine. He has both training and knowledge as a technician, educator, lecturer, and medical group practice manager.

The two things that will determine your reimbursements starting in 2019 are MIPS Score and Risk Adjustment Factor Score (RAF). The problem is everyone wants to talk about these two items but don’t tell you what you need to do about them. This session will show you what to do to ensure your top MIPS and RAF scores are awesome in 2019. Objectives of this session are:
--Discuss quality measures and improvement activities
--Discuss RAF scores for the top diagnoses
--Discuss ICD-10CM codes that have been around for 20 years that you never use

Thursday, August 31, 2017, 9:45 a.m.
Breakout Session 103
Rebecca Lowman
“Emerging Trends in Medical Liability: Risk Reduction Strategies”

Rebecca (Becky) Summey-Lowman serves MagMutual policyholders in South Carolina and Georgia, designing and conducting risk management/patient safety programs and other risk management services to assist physicians and staff with loss/claims prevention and patient safety strategies.

This session will include an overview of the emerging trends in medical liability in the outpatient setting. We will use closed claim examples and lessons learned to illuminate the blind spots, discuss the central role that patients play in reducing liability, and offer strategies for improved collaboration among the healthcare team. Objectives of this session are:
--Recall trends in medical professional liability based on closed claims data
--Identify issues commonly associated with medical liability claims in an outpatient setting
--Identify practical and evidenced-based strategies for enhancing patient safety and reducing medical liability risks

Thursday, August 31, 2017, 4:00 p.m.
Breakout Session 201
Renee Alexander
“Create a Culture of Accountability: Strategies for Working with Your Difficult Employees”

Renee Alexander is a Greenville, SC native. Her areas of expertise include employee relations, conflict resolution, organizational coaching and leadership and curriculum/training design and facilitation. She has been a high school English and journalism teacher, a Human Resources Manager and is currently an Organization Development Consultant for Greenville Health System. Dealing with difficult employees can cost you time, money, energy and productivity. Join me for a lively discussion about the various types of difficult employees and what it means to create a culture of accountability. Turn your trouble into triumph!

Objectives of this session are:
--Identify the most common types of difficult employees
--Discuss various strategies to manage each type and create a culture of accountability
--Identify one (or more) strategies to help you effectively manage difficult employees

Thursday, August 31, 2017, 4:00 p.m.
Breakout Session 202
Roger Phillips
“HIPAA Simplified”

Roger Phillips, Partner, Medtide Medical, has more than 25 years of experience as an entrepreneur and executive in the healthcare industry. As Senior Partner in Medtide Medical, he oversees the development, day to day operations and recently the sale of The Outpatient Surgery Center of Hilton Head. He consults with several physician groups throughout the coastal area on operations, billing and reimbursement, MCO contracting, and inventory management. His firm is involved in the development and management of outpatient care facilities ranging from urgent care centers to oncology care. He has extensive experience in the healthcare industry spanning payer, provider, and ambulatory settings.

In this session, Roger will present simple solutions for ensuring HIPAA compliance. He will cover IT security, safeguards and how to administratively handle certain patient confidentiality issues. Objectives of this session are:
--Discuss proactive measures to ensure confidentiality
--Discuss the importance of documentation
--Discuss keeping simple solutions

Thursday, August 31, 2017, 4:00 p.m.
Breakout Session 203
Ed Ford
“Understanding MACRA/MIPS: A Survival Guide for Managers”

Ed Ford is a registered nurse with 30 years experience in Medical/Surgical, OR, Risk Management, and Physician Practice Quality. He currently serves as implementation project manager for Tidelands Health Physician Group. He has achieved Green, Silver, and Bronze certification in Lean. This session will provide a general overview of the current quality reporting requirements of the Medicare and CHIP Reauthorization Act (MACRA). The focus will be on the specific components of the Medicare Incentive Payment System (MIPS/APM) reporting options for 2017, suggestions for meeting the requirements and the expected evolution of the Quality Payment Program (QPP). Updates for 2018 reporting requirements will also be presented if MACRA final rule updates are issued prior to presentation preparation. This session is intended to be interactive with questions and idea sharing to assist all attendees to succeed with MACRA/MIPS. Objectives of this session are:
--Discuss components, reporting requirements, and scoring methodology of MACRA/MIPS
--Discuss strategies to minimize the burden of MACRA/MIPS on practice operations
--Discuss MACRA/MIPS evolution and 2018 reporting requirements (if available)
REGISTRATION FORM

Last Name: ______________________ First Name: _________________ Middle Initial (Optional) _______

Credentials (check all that apply): _____FACMPE _____CMPE _____NOMINEE _____CPC
_____ MHA/MBA _____ OTHER:_________________

Practice Business Name: ____________________________________________________________

Mailing Address: ________________________________________________________________

City/State/Zip Code: ____________________________________________________________

Phone: __________________________________ Cell: _________________________________

Email for confirmation: __________________________________________________________

*To expedite your registration, pay online at www.sc-mgma.org or email your registration
form with credit card info to our secure site at scmgma2017@scmgma.com or selenamgma@scmgma.com PLEASE DO NOT EMAIL YOUR CC INFO TO ANY OTHER EMAIL ADDRESS.

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<td>Note: Affiliate members may not market their product in exhibit hall unless exhibiting.</td>
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PAYMENT INFORMATION
Payment Method____ Check ____ Credit Card
I authorize SCMGMA to charge the credit card as provided below:
_____VISA ____MasterCard _____American Express_____Discover
Credit Card Number:______________________________
Expiration:_______________ CID:_____________ (Visa/MasterCard: three digit code on back of
card) (American Express: four digit code on front of card)

Signature of Card Holder:_________________________________________________________________________________

Name as it appears on card:_________________________________________________________________________

Mail your registration form and payment to SCMGMA, 1195 St. Matthews Road, PMB 313, Orangeburg S.C., 29115 or email to cindyott63@gmail.com. Register online at www.sc-mgma.org

REFUND POLICY: Refunds will not be made after August 15, 2017. However, substitution is permitted. Call 803-387-7864 if this should be necessary.
MAG MUTUAL FLIGHT PARTY, Wednesday, August 30, 2017
Come fly with us on Wednesday evening August 30, 2017 from 7:00 p.m. – 10:00 p.m. for our flight party. Dinner and dancing provided by our MAG Mutual Insurance Company flight attendants. Our own DJ Mike Lockaby will be playing all of your favorite dancing tunes.

MEDICAL PRACTICE EXECUTIVE OF THE YEAR
MAG Mutual Insurance Company is providing a $2,500 cash prize to the Medical Practice Executive of the Year. Be sure to complete your application and submit it by Friday, August 15, 2017 at 5:00 p.m. Applications are found online or you may request one from Cindy Ott at (803)387-7864 or cindyott63@gmail.com.

EXHIBITORS
Again this year, we have a great variety of exhibitors. Please make an effort to visit their booths and thank them for supporting our annual conference. Without them, there would not be a conference!

DOOR PRIZES
You should utilize your name badge/exhibitor bingo card when you visit the exhibit booths. Have each exhibitor sign your bingo card so that you will be eligible for the grand door prize drawing which will be held at the end of the conference on Friday. Be sure to bring your business cards so that you will be eligible for the exhibitor door prizes. Only one prize per attendee please; let’s give everyone a chance!

ANNUAL BUSINESS MEETING
The SCMGMA Annual Business meeting for active members will be held on Friday, September 1, 2017 immediately following the Healthcare Panel presentation. The grand door prize will be given away at the end of the business meeting. Be sure to have at least 60% of your bingo card initialed by our exhibitors so that you will be eligible to participate in the drawing! You Must Be Present To Win!

Questions? • Call Cindy Ott at (803) 387-7864 or email cindyott63@gmail.com