

South Carolina Medical
Group Management Association



The Healthcare Masquerade

ANNUAL CONFERENCE
August 29 - August 31, 2018

Charleston Marriott
170 Lockwood Blvd.
Charleston, SC 29403

MGMA[®]
SOUTH CAROLINA

Contact *Cindy Ott*, Executive Director,
at 803-387-7864 for details or go to www.scmgma.com

OPENING KEYNOTE SPEAKER



David Glickman

Wednesday, August 29, 2018, 4:30 p.m.

“The Phantom of the Practice: A Dose of Healthcare Humor”

If “laughter is the best medicine,” then this speaker should be covered by every insurance. David Glickman has been a professional speaker and entertainer for over 20 years and has presented over 2,000 speeches and shows.

He’s worked with Steve Martin, he’s been the opening act for Ellen DeGeneres, and he even performed at Gloria Estefan’s birthday party.

As a keynote speaker, he holds the designation of Certified Speaking Professional and has been inducted into the Speaker Hall of Fame.

Prior to his career on stage, David worked for many years in the healthcare industry. He says he can credit his years in healthcare for driving him into comedy. Now, he will be with us at our Annual Conference presenting “The Phantom of the Practice: A Dose of Healthcare Humor.”

GENERAL SESSION SPEAKERS



Drew Voytal, MPA

Thursday, August 30, 2018, 8:00 a.m.

“MGMA Government Affairs Update”

As a Government Affairs Analyst, Drew provides data insights, program management and evaluation to the MGMA Government Affairs team. He works closely with each staff member to help policymakers in Washington D.C. understand the real-world impacts of federal healthcare policies and regulations on medical groups. Drew holds a Master of Public Administration with a Healthcare Administration focus and a bachelor’s degree in Political Science, both from Western Michigan University.

Learning Objectives:

- Learn about new or pending federal policy changes
- Understand how legislative and regulatory initiatives affect your daily work
- Identify resources available to assist you

Session Description:

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 be directed to clarifying resources. Specific topics include 2018 implementation details for the Medicare Quality Payment Program, as well as payment policy changes finalized under the 2018 Medicare Physician Fee Schedule, among a host of other timely issues.

GENERAL SESSION SPEAKERS



Katie Lawrence, MHA, CMPE
Thursday, August 30, 2018, 11:00 a.m.

“Fired Up: Leading Teams in an Era of Burnout”

Katie Lawrence, MHA, CMPE, has more than a decade of experience in healthcare leadership and change management. For the last 9 years, Katie has worked for Greenville Health System (GHS), where she currently holds the title of Director of Ambulatory Optimization and Integration. Katie has implemented innovative practice models, worked with a team to improve quality metrics, and led various initiatives to optimize GHS’s use of the electronic medical record. Katie’s undergraduate degree is in Economics and Spanish from Furman University, where she graduated Summa Cum Laude and Phi Beta Kappa. She also achieved the First Honor Graduate designation while receiving her Masters in Health Administration from the Medical University of South Carolina. Katie is a Certified Medical Practice Executive through the American College of Medical Practice Executives.

Learning Objectives:

- Utilize a series of simple techniques to assist employees and physicians reduce their own risk of burning out
- Discuss how leaders can work toward burnout prevention and reduction
- Discuss common language around self-awareness and candid conversations in the workplace

Session Description:

Attendees will learn solid techniques improve their own responses to the increased demands on themselves and on their teams. They will learn how to implement activities that can change the culture of the work environment, and they’ll acquire a vocabulary to share with their staff and teams around candor and how one ‘shows up’ in the workplace. Leaders will leave the session better able to engage their teams in conversations around burnout and better able to empower their teams to respond to increased demands more effectively. They will walk away with a toolkit and vocabulary that will enable their teams to move forward, toward the transformation of health care.



Jennifer Pitcher and Anne Edwards, NR Paramedic
Thursday, August 30, 2018, 1:45 p.m.

“Active Shooter in Healthcare—Now What?”

Jennifer Pitcher is the Executive Director of MESH Coalition. Jennifer works closely with the coalition’s stakeholders to build a resilient healthcare infrastructure in support of the whole community. She is involved in many working groups such as Healthcare Emergency Managers, and Behavioral Healthcare. She previously served as the Director of Human Resources and the Director of Public Health Preparedness and Emergency Response for the Indiana State Health Department. Jennifer resides in Indianapolis, IN. Ms. Anne Edwards, NR Paramedic, serves as Director of Intelligence and Emergency Operations at the MESH Coalition in Indianapolis, Indiana. Recognized as a national model for healthcare coalitions, MESH is a public - private partnership that supports readiness and builds resilience in and among healthcare, public health, Ms. Edwards is faculty and facilitator of disaster medicine education, training and exercises, including instruction in START triage and mentor to Disaster Medicine Fellows and Senior students from Indiana University Schools of Medicine and Nursing, respectively and for Marian University Schools of Nursing and Osteopathic Medicine.

Learning Objectives:

- Discuss how Active Shooter plans can be made more robust
- Discuss how building relationships and partnerships before an incident can improve outcomes
- Discuss tools in the emergency management/preparedness toolbox

Session Description:

This session will look at incorporating the four phases of emergency management: mitigation, preparedness, response and recovery in an active shooter scenario. This dynamic presentation will motivate attendees to think outside of the box around cutting-edge tools and techniques that will bolster their current plans and procedures. Additionally, we will look at what plans need to be in place after an incident has occurred with all staff cross-trained in procedures moving forward.



THE HEALTHCARE PANEL

Friday, August 31, 2018, 9:00 a.m.

"The Healthcare Panel with Questions and Answers"



Sharon Poston, CMPE, RT-R, CNNT, CPC, CEO, Facilitator

Sharon Poston has been a member of SCMGMA for over 25 years. Although she has chaired many committees and held many offices on the state and local level, her passion is legislation and has served as the MGMA Legislative Chair for about 10 years. She has also served as the Chair of the Southern Section of the national MGMA, which comprises 13 states. She has over 40 years of medical practice experience not only as a practice administrator, but also as a radiologic technologist, a certified nuclear medical technologist, a certified medical practice executive, and most recently as the CEO/Administrator of Williamsburg Regional Hospital. Sharon has left a profound effect on those who have worked with her.

THE PANELISTS



Ann Thomas Burnett, BA - Vice President, BlueCross BlueShield of South Carolina

Ann is currently the vice president of Provider Network Innovations and Partnerships for BlueCross BlueShield of South Carolina. Ann is responsible for new payment reform initiatives which pay providers for quality and value versus volume. Her primary responsibility is focused on the ongoing development of new payment methods and contract negotiations with integrated delivery systems and independent practices throughout South Carolina. Her work is concentrated on pilots such as: ACO development, bundled payments, patient centered medical homes, and hospital and physician quality payment programs. She has also served as vice president of Health Network Services of BlueChoice HealthPlan of South Carolina. This included network development and contractual negotiations with physicians, hospitals, ancillary providers, a pharmacy benefit manager and all other network contractual arrangements for the commercial and Medicaid networks. Ann has worked at BlueCross in excess of 20 years. Ann is on the board of Trinity Housing Corporation, the American Red Cross and the Gibbes Museum. Ann also served as chair of the 2009–2010 BlueCross United Way of the Midlands workplace campaign that raised in excess of \$2 million for the Columbia area community. Ann is married to Carey Parker Burnett, Sr.; one son, Parker.



March Seabrook, MD, President of the South Carolina Medical Association

Dr. Seabrook is the current President of the South Carolina Medical Association. A native of Anderson, South Carolina, Dr. Seabrook graduated from Wofford College in 1982 and graduated from the University of South Carolina School of Medicine in 1986. He completed his Internal Medicine Residency and then his Gastroenterology Fellowship in 1991 and began private practice with Consultants in Gastroenterology, where he is today. Dr. Seabrook was one of the founders and first President of the South Carolina Gastroenterology Association (SCGA) and began an ongoing relationship with the University of South Carolina - Center for Colon Cancer Research (CCCR). Dr. Seabrook initiated a program providing colonoscopy screening at no cost to uninsured individuals in his office. This has now developed into a statewide network called the SC Colon Cancer Prevention Network under the direction of the CCCR. The SCGA and the CCCR have partnered with other organizations including Blue Cross Blue Shield and more than half of gastroenterologists in South Carolina are now involved in this program.

THE PANELISTS

Will Harms, MD



Dr. Harms is currently Vice President, Medical Affairs, for Blue Cross Blue Shield of South Carolina. He has been with the Plan for six years and his role includes technology assessment and medical policy development, support for National Account marketing, provider relations, and oversight of medical management. Dr. Harms spent the previous 15 years at Blue Cross Blue Shield of Illinois where he had a similar role. Since 1990, Dr. Harms has held positions with Rush Prudential Health Plan, Blue Cross Blue Shield of Oklahoma, and Columbia Presbyterian Hospital. He is currently on the board of directors of several entities including South Carolina Telehealth Alliance, Palmetto Care Connection, South Carolina Cancer Alliance and SCBIO.



Drew Voytal, MPA, Government Affairs Analyst
Medical Group Management Association
See Drew's bio under General Sessions Speakers



Anne Margaret McCraw, BA, CEO – Chief Executive Officer of Midlands Orthopedics and Neurosurgery

Anne Margaret has spent 20 years navigating the intricacies of orthopaedic practice management. She is a life-long learner who treasures innovation, collaboration and efficiency. She wants healthcare to work better. Toward that end, AnnMargaret diligently seeks to solve real-life private practice problems, inspire innovation and equip others to do the same.



Ellis Knight, MD, MBA, FACP, FACHE, FHM – Senior Vice President and CEO, The Coker Group

Mac Knight is senior vice president and chief medical officer of Coker Group. With over 30 years in the healthcare arena, he has developed significant experience and knowledge in this industry. Before joining Coker, Dr. Knight served in several executive roles for Palmetto Health in Columbia, South Carolina. There, he oversaw Palmetto Health's employed physician network, ambulatory services division (rehab, lab, home health, hospice care and imaging) and helped to develop and manage their clinically integrated network.

Earlier, he was Palmetto Health Richland Hospital's vice president for medical affairs.

Dr. Knight graduated from Stanford University with a Bachelor of Arts degree in Human Biology and received his Doctor of Medicine degree, cum laude, from the University of Oregon Health Science Center's School of Medicine. He earned a Master of Business Administration from the University of Massachusetts at Amherst. Mac holds fellowships in the American College of Physicians, the Society of Hospital Medicine, and the American College of Healthcare Executives.

BREAKOUT SESSIONS

Angela Vitali, BA, RN, MHA and Ed Ford, DNP, BSN, MBA
Thursday, August 30, 2018,
9:45 a.m.
“MIPS: An Up-to-Date Review and What May Be Next”



Angela Vitali is a registered nurse from Tideland Health with 16 years of experience in healthcare. She has worked in an assisted living facility, hospital medical/surgical unit, and outpatient quality. She was the head nurse of a 30 bed medical/surgical unit with specialties in oncology and stroke care for over 7 years. Angela has been in the outpatient quality department for 2 years now and focuses on MIPS and HEDIS programs for the providers at Tideland Health. She received a bachelor's degree from Indiana University of Pennsylvania and masters in healthcare administration from Capella University.

Ed Ford is a registered nurse with 30 years of experience in Medical/Surgical, OR, Risk Management, and Physician Practice Quality, and Information/Analytics. Ed previously lead the MU/PQRS implementation and informatics platform development for a 400+ provider ACO in North Carolina. Ed received his BS in Biology from Moravian College, his Nursing Doctorate from Case Western Reserve University, and his MBA from Cleveland State University. His knowledge of EMR technology, ACA quality programs, QI and lean methodology, has been a natural fit for his role as Implementation Project Manager for the Tideland Health physician group. Ed has received green, bronze, and silver certification of Lean.

LEARNING OBJECTIVES:

- Gain an understanding of the MIPS program including the four components of MIPS and how they are scored including requirements for achieving incentive payments from the program.
- Explain MIPS and its components to their providers and office staff regarding the role of practice workflows for proper utilization of their EMR to achieve successful reporting.
- Discuss “lessons learned” and tips for successfully navigating MIPS requirements, workflows and EMR functionality to avoid penalties and achieve scores with the potential to secure payment incentives.

SESSION DESCRIPTION:

The session will provide a high-level overview of the MIPS requirements for 2018 including providing specific information on the four components that make up the MIPS scoring for providers. MIPS 2019 changes will be discussed if the interim rules are published by CMS in time for this presentation.

Shannon Chambers, CPC, CRCA
Thursday, August 30, 2018
9:45 a.m.
“Rural Health Basics: Enhanced Reimbursement”



Shannon serves as Director of Provider Solutions for the South Carolina Office of Rural Health. She supports the 86 rural health clinics across the state with regards to compliance, billing/coding, and education. Shannon is a certified professional coder as well as a certified rural health/community health coder and biller. She is an AHIMA certified ICD-10 as well.

Continued...

LEARNING OBJECTIVES:

- Discuss the differences in a Rural Health Clinic vs. a fee for service physician practice
- Discuss Rural Health Clinic requirements
- Discuss correct revenue codes applicable for billing Rural Health Clinic services to Medicare and Medicaid

SESSION DESCRIPTION

What is a Rural Health Clinic? Why is it different? This session will provide an overview of Rural Health Clinics related to requirements, policy and procedures, and coding/billing.

Linda Klingman BA MEd MS
Thursday, August 30, 2018

4:00 p.m.

“Good Practice Management Makes Termination Less Painful”



Linda Klingman is Principal at HR Coastal, a Human Resources consulting firm that provides compliance and Human Resources expertise to small businesses in the Lowcountry and nationwide. With over 25 years of experience, she has worked with small to global companies, with 12 years in healthcare.

Linda earned a BA in English and MEd at the University of Pittsburgh and an MS in Human Resources Management at LaRoche College. She also holds SPHR and SHRM-CP certification and has taught at colleges and universities in PA, WV, NJ, and SC.

LEARNING OBJECTIVES:

- Discuss which managerial actions may result in litigation
- Discuss documentation principles to minimize legal and financial issues
- Discuss a termination checklist for solid grounds for termination

SESSION DESCRIPTION:

This interactive session examines scenario gone wrong and explores effective approaches to use up to and after a termination. It also provides a how-to guide to follow when you decide to take the route to termination.

Cameron Cox, FACMPE
Thursday, August 30, 2018

4:00 p.m.

“The Science of Management: A Scientific Approach to Decision Making”



LEARNING OBJECTIVES:

- Define what management science is
- Discuss what tools and formulas are available in management science
- Identify optimization points in a defined problem using management science

SESSION DESCRIPTION:

Using a scientific approach in healthcare has always made sense. Clinicians and practitioners do this daily in fact. Practice management can also utilize the same principles that are found in the common scientific approach to problem solving or decision making. This multi-faceted presentation will feature two or three real examples that all healthcare practices face and apply management science techniques to these problems using actual tools and formulas. Attendee participation is encouraged.

PRECONFERENCE ACMPE SESSIONS

Wednesday, August 29, 2018, 1:00 p.m.



Samantha Stallings, FACMPE, MHA
"Pathway to Fellowship"

Samantha Stallings is the ACMPE Forum Rep for SCMGMA and is a Senior Operations Analyst at Lexington Medical Center. 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 and has been in the Operations Analyst role since the role's inception. Samantha has served as the Fundraising Chair, Insurance and Legislation Chair and the ACMPE Chair for the Midlands SCMGMA Chapter. She is also the Chair of the Lexington Medical Center Foundation's Women of Hope Council, an active member of the Foundation's Universal Employee Fund Council, and is an active member in the Junior League of Columbia. Samantha is a certified Fellow with the American College of Medical Practice Executives.

LEARNING OBJECTIVES:

- Describe the foundation and value of obtaining Fellowship
- Discuss the steps to becoming a Fellow
- Discuss the 2019 Program Criteria Changes

SESSION DESCRIPTION:

The designation of being a Fellow of the American College of Medical Practice Executives (FACMPE) is the highest distinction at MGMA. The pursuit and completion of this program will greatly enhance your personal and professional growth. This designation will set you apart in the College and will award you respect from your peers!



Ken Shranko FACMPE MBA
"Pathway to Certification"

Ken Shranko is the current Governor-Elect for SCMGMA as well as the President and Treasurer of the SCMGMA-Florence Chapter. Ken is an Associate Vice President / Contract Administrator at McLeod Physician Associates in Florence and prior to that was an Associate Vice President / Regional Practice Manager. Ken completed his Bachelor's Degree in Accounting from the University of Akron in 1994. He went on to receive his MBA from Ashland University which he completed in the summer of 2002. Ken achieved certification as a Certified Medical Practice Executive (CMPE) in the American College of Medical Practice Executives in 2010 and went on to earn his Fellowship (FACMPE) in 2013

LEARNING OBJECTIVES:

- Discuss WHY work towards ACMPE Certification
- Discuss HOW to work towards ACMPE Certification
- Review sample test questions to assess current knowledge

REGISTRATION FORM

Last Name: _____ First Name: _____ Middle Initial: _____

Credentials: ___ FACMPE ___ CMPE ___ CPC ___ MHA ___ MBA ___ RN _____ OTHER

(Check all that apply)

Practice Business Name: _____

Mailing Address: _____

City/State/Zip: _____

Email Address for confirmation: _____

Office Phone: _____ Cell Phone: _____

SECURE ONLINE PAYMENT SITE: www.sc-mgma.org or email your registration form with credit card info to:

selenamgma@scmgma.com or scmgmaconfmembership@scmgma.com

DO NOT EMAIL CREDIT CARD INFO TO ANY OTHER SITE.

CHECK ALL THAT APPLY

___ SC MGMA MEMBER

___ Full Conference (Includes ACMPE Preconference) \$295

___ ACMPE Preconference Only

___ Pathway to Fellowship ___ Pathway to Certification \$50

___ Life Member full conference \$75

___ MGMA MEMBER NOT SCMGMA

___ Full Conference (Includes ACMPE Preconference) \$325

___ ACMPE Preconference Only

___ Pathway to Fellowship ___ Pathway to Certification \$75

___ NON-MEMBER

___ Full Conference (Includes ACMPE Preconference) \$375

___ ACMPE Preconference Only

___ Pathway to Fellowship ___ Pathway to Certification \$75

___ Full Time Student or employed as an intern or in a fellowship program \$75

___ GUEST OR SPOUSE OF ATTENDEE

(Does not qualify as an active member)

___ Full Conference (includes all events) \$100

___ Breakfast only @ \$15 per day Thursday__\$15 __Friday__\$15

___ Receptions @ \$20 per day Wednesday__\$20 Thursday__\$20

___ Thursday night masquerade ball \$30

___ NEW MEMBERS JOINING NOW (NO RENEWALS) plus CONFERENCE

___ Active Member Plus Conference (includes discount) \$375

___ Affiliate Member Plus Conference (Includes discount) \$550

___ Student Member Plus Conference (Includes discount) \$100

TOTAL ENCLOSED _____

PAYMENT OPTIONS

Check Enclosed. Return only the registration page with a check.

Please charge my credit card. I authorize SCMGMA to charge my credit card as provided.

Return both registration page and payment page.

VISA

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DISCOVER

Credit Card Number: _____

Expiration: ___/___/___ CID: _____ (three digit code on the back of Visa, Mastercard, and Discover cards and four digit code on the front of American Express cards)

Name as it appears on credit card PRINTED CLEARLY: _____

Signature of card holder: _____

WHERE TO MAIL OR EMAIL YOUR REGISTRATION FORM:

You may register online at www.scmgma.com and click on the "News and Events" tab for all conference information. Or if you prefer, mail your registration form to Cindy Ott, Executive Director, SCMGMA, 1195 St. Matthews Road, PMB 313, Orangeburg SC 29115. Or email to our secure site with credit card info to scmgmaconfmembership@scmgma.com

OTHER IMPORTANT CONFERENCE INFORMATION

HOTEL ACCOMMODATIONS: The SCMGMA has secured a block of rooms for the annual conference at a rate of \$169.00 per night plus applicable taxes. You may go to www.scmgma.com and click on the "News and Events" tab to register for the conference as well as make your hotel accommodations. **Note: This room block will expire on Tuesday, August 7, 2018 at 5:00 p.m.**

HOTEL PHONE NUMBER: 843-723-3000 to call directly

HOTEL ADDRESS: Charleston Marriott, 170 Lockwood Boulevard, Charleston SC 29403

WHAT YOU GET WITH YOUR HOTEL RESERVATION:

Free self parking; Valet parking \$10

Free in sleeping room and meeting room wireless internet access

Rate includes daily shuttle tickets to/from waterpark

Complimentary access to fitness center

Group rate is good three days pre/post event

ACMPE AND AAPC CREDIT: All sessions are approved for ACMPE credit and AAPC credit.

THURSDAY EVENING "COME HAVE A BALL": This year we are having a masquerade party. As always, casual dress is preferred, but any masquerade attire is acceptable. There will be a contest for the individual or chapter who makes the best mask. SCMGMA will provide basic masks, but if you prefer, bring or make your own. Only hand-made masks may be entered in the contest for cash prizes. Mike Lockaby will be "*thrilling*" you with your favorite dance tunes and there will be lots of food and fun. See registration form for list of guest fees.

REFUNDS:

Refunds will not be made after August 15, 2018. Any requests should be submitted via email to scmgmaconfmembership@scmgma.com to the attention of Cindy Ott, Executive Director by this date.