

# CiP17

## COLLABORATE

MGMA/AMA COLLABORATE IN PRACTICE CONFERENCE  
APRIL 9-11, 2017 | SHERATON GRAND CHICAGO





# PARTNERING FOR PRACTICE TRANSFORMATION

This collaborative conference emphasizes successful and practical approaches to help you achieve a quadruple-aim focus: Enhancing patient experience, improving population health, reducing costs and improving the work life of healthcare workers.

## ABOUT MGMA

Advancing medical practice leadership since 1926. The Medical Group Management Association (MGMA) helps create successful medical practices that deliver the highest quality patient care. As the leading association for medical practice administrators and executives since 1926, MGMA helps improve members' practices through exclusive member benefits, education, resources, news, information, advocacy and networking opportunities, and produces some of the most credible and robust medical practice economic data and data solutions in the industry. Through its industry-leading ACMPE board certification and Fellowship programs, MGMA advances the profession of medical practice management. Through its national membership and 50 state affiliates, MGMA represents more than 33,000 medical practice administrators and executives in practices of all sizes, types, structures and specialties. MGMA is headquartered in Englewood, Colo., with a Government Affairs office in Washington, D.C.

## ABOUT THE AMA

The American Medical Association (AMA) has promoted scientific advancement, improved public health and protected the patient/physician relationship since its establishment in 1847. The AMA is the premier national organization dedicated to empowering the nation's physicians to continually provide safer, higher-quality, and more efficient care to patients and communities. For more than 165 years the AMA has been unwavering in drawing upon its unique position and knowledge to improve the health of the nation and help people live longer, healthier lives. The AMA, which is also transforming medical education and advancing initiatives that enhance practice efficiency, professional satisfaction and improve the delivery of care, is headquartered in Chicago with a powerful advocacy office in Washington, D.C.



# TEAM-BASED, PATIENT-CENTERED CARE IS A COLLABORATIVE EFFORT THAT INCLUDES:

- Enhancing patient experience
- Improving population health
- Reducing costs
- Improving the work life of healthcare workers

These performance indicators are best for the practice and best for the patient. This quadruple-aim focus is the center of the conference and will help you begin a transformation into a team-based, patient-centered care model. This model has been paramount to the success of great institutions such as the renowned Mayo Clinic and Cleveland Clinic.

During this conference you will interact with one another and gain different perspectives. Together, you will learn how to communicate effectively across job descriptions and translate key learnings into actionable changes to realize your goals!

Register today at [mgma.org/CiP17](http://mgma.org/CiP17) or call toll-free 877.275.6462, ext. 1888.

### TABLE OF CONTENTS

Conference highlights.....	4
Conference overview.....	6
Conference schedule.....	9
General sessions .....	10
Session descriptions .....	11
Exhibit Hall schedule.....	14
Registration fees and information .....	15
Hotel information.....	16

# CONFERENCE HIGHLIGHTS

At the Collaborate in Practice Conference you won't have to worry about choosing which sessions to attend or managing scheduling conflicts. In the spirit of collaboration, we will all work together. After you register, we will place you in a designated track. Each track will move through the conference together and will attend each session, ensuring a unified conference experience.

## ■ Collaborate on Leadership

- Mohamad Kasti, MS, MBB, MCA, founder and chief executive officer, CTI Physician Leadership Institute, Tampa, Fla.

## ■ Collaborate with Technology & Analytics

- Alejandro Reti, MD, chief medical officer, Optum Analytics, Boston
- Derek Kosiorek, CPEHR, CPHIT, principal, MGMA Health Care Consulting Group, Englewood, Colo.
- Facilitator: Mike Biselli, president, Catalyst HTI, Denver

## ■ Collaborate with Integrated Partnerships

- Brian Betner, attorney, Hall, Render, Killian, Heath & Lyman, PC, Indianapolis
- Warren Skea, PhD, principal, PriceWaterhouseCoopers LLP, Dallas

## ■ Collaborate with Transformation

- Anne-Laura Cook, MD, FACP, MHCM, executive director, population health and innovation, Brookwood Baptist Health, Birmingham, Ala.
- Kate Balsley, MPH, program administrator, Center For Health Information Partnerships, Chicago
- Stacy Lloyd, MPH, senior practice development specialist, AMA, Chicago
- Allison Winkler, MPH, senior practice development specialist, professional satisfaction and practice sustainability, AMA, Chicago
- Ashley Cummings, MBA, program administrator, professional satisfaction and practice sustainability, AMA, Chicago

## ■ Collaborate with Colleagues

- Christina Maslach, PhD, professor of psychology emerita, professor of the graduate school, University of California Berkeley, Berkeley, Calif.

## ■ Collaborate with Patients

- Aram Alexanian, MD, ambulatory optimization physician champion, Novant Health, Charlotte, N.C.
- Lauren Miller, MS, operational engagement project manager, Novant Health, Charlotte, N.C.

## Preconference

### SATURDAY, APRIL 8

1:00-5:00 pm MACRA Readiness Workshop Preconference

## MACRA Readiness Workshop

### Intermediate | Interactive

*Ellen Burkett, MD, internal medicine physician, SouthPark Internal Medicine, P.C., Highlands Ranch, Colo.*

*Doral Jacobsen, MBA, FACMPE, chief executive officer, Prosper Beyond, Inc., Asheville, N.C.*

*Nanci Robertson, BSN, MHA, Prosper Beyond, Inc., Asheville, N.C.*

*Amber Winkler, MHA, PCMH CCE, Prosper Beyond Inc., Asheville, N.C.*

MACRA is a game changer; with preparation and planning healthcare organizations can chart a clear path to success in the Quality Payment Program (QPP). By taking a proactive approach healthcare organizations can optimize both quality and financial performance in MACRA's QPP. Using a combination of Quality and Resource Use Reports (QRURs) and other practice specific data, this workshop will allow a healthcare organization to better understand MACRA, know where they currently stand, what actions to take, and identify measures to report under each QPP category. Attendees will receive a Comprehensive MACRA Toolkit (electronic) that's packed with resources, including specific tools for each MIPS category along with many other useful resources.

- Examine the practice specific potential economic impact of the QPP relative to MIPS and AAPM paths
- Analyze practice specific performance in the Value Modifier program in cost and quality composites
- Discover tactical steps to take in 2017 to position for success in the QPP as outlined in the MACRA action plan

# CONFERENCE HIGHLIGHTS

## Preconference (continued)

### SUNDAY, APRIL 9

9:00 am-12:00 pm Change Management Preconference

#### Change Management

##### Intermediate | Interactive

*Pamela Ballou-Nelson, RN MSPH PhD, senior consultant, MGMA Health Care Consulting Group, Englewood, Colo.*

*Kristen Stine, MSOD, Content and Product Development Leader, HealthTeamWorks, Lakewood, Colo.*

Effective change leadership is critical to meet the changing models of healthcare required to sustain success in value based payments. This 3-hour preconference workshop will support managers and clinical leaders with key tools and takeaways to assess your leadership style and support effective change leadership on multiple levels. *Brunch will be included.*

- Examine the need and know how to refocus your style when faced with significant need for change
- Analyze how to design and implement a change framework at your organizational level
- Discover ways to respond effectively to different perspectives while still achieving alignment and organizational change

## WHO SHOULD ATTEND

### Practice administrators

Understand your evolving role in developing care-delivery systems, technology and staffing models that are patient centric, quality focused and financially sound.

### Physicians, clinical leaders and nurses

Discover the value of partnering with practice administrators to ensure better patient care and outcomes.

### Practice leadership teams

Harness the power of collaborative learning to develop strategies to successfully propel your practice into the future of evolving reimbursement and care-delivery models.

# CONFERENCE OVERVIEW

## EDUCATION OVERVIEW

How will your organization transform for success? What next steps should you take to transition care and payment models?

The MGMA/AMA 2017 Collaborate in Practice Conference's education program will feature practical tools, case studies and sessions from practice teams that have successfully moved to new delivery and leadership team models. Whether you're beginning the journey or have already made the transition and need ways to improve, the education sessions will provide leading-edge knowledge and strategies to ensure that your practice is successful in the new value-based environment.

The sessions will also reflect activities identified in the six domains of the Body of Knowledge for Medical Practice Management, 3rd Edition:

- Operations management
- Financial management
- Human resource management
- Organizational governance
- Patient-centered care
- Risk and compliance management

Using the Body of Knowledge ensures that MGMA's educational programming is highly relevant and useful for addressing medical practices' day-to-day challenges. To learn more, visit [mgma.org/bok](http://mgma.org/bok).

## CONFERENCE PLANNING COMMITTEE

*Ashley Cummings, MBA — AMA, Program Administrator, Professional Satisfaction and Practice Sustainability*

*Halee Fischer-Wright, MD, MMM, FAAP, CMPE — MGMA, President*

*Joan Hablutzel, MBAHA, CMPE — MGMA, Sr. Content Manager, Professional Development*

*Laura Jacobs, MA, MS — AMA, Client Account Manager, Enterprise Communications and Marketing*

*Lisa Lipinski — Manager of Physician Education Resources, AMA*

*Maria Nienhaus — AMA, Events Coordinator, Professional Satisfaction and Practice Sustainability*

*Amber Ryan, Med — AMA, CME Program Committee*

*Michael Tutty, PhD — AMA, Group Vice President of Physician Satisfaction and Practice Sustainability*

*Tracy Watrous, CMPE — MGMA, Vice President, Organizational Content Development*

## LEARNING LEVELS

**Intermediate** – Designed to develop a working knowledge of a topic or knowledge area, or build on a basic curriculum.

**Advanced** – Designed to develop in-depth expertise in a topic or knowledge area.

**Overview** – Designed to provide a general review of a subject area from a broad perspective; appropriate for professionals at all organizational and knowledge levels.

## PREREQUISITES

**Overview and Basic** – No prerequisites.

**Intermediate** – A fundamental knowledge of medical group practice management.

**Advanced** – A working knowledge of medical group practice management.

## ADVANCE PREPARATION

No advance preparation is required for any education session unless specified.

## LEARNING FORMATS

### Traditional

Traditional sessions feature either a speaker sharing his or her knowledge in a lecture-style presentation or a panel of speakers with a moderator facilitating discussion. Traditional sessions include limited question-and-answer time with the audience.

### Interactive

An expert facilitator guides participants through interactive learning formats such as hot-topic discussions; round-table discussions; or case study applications designed to foster sharing of ideas, solutions and best practices.

# CONFERENCE OVERVIEW

## CONTINUING EDUCATION CREDIT

### Preconference program clock hours:

**ACMPE: 3-3.75 | AAPC: 4 Core A and all specialties except CIRCC, CDEO, CPEDC and CPMS | CME: 3-3.75 | CNE: 3-3.75  
CPE: 3.5-4.5 | CEU: 3-3.75**

### Conference maximum clock hours:

**ACMPE: 12 | CME: 12.25 | CNE: 12.25 | CPE: 14.5 | CEU: 12**

*Earn ACMPE, AAPC, CME, CNE, CPE and CEU Credits for attending sessions.  
Subject to change.*

**Continuing Nurse Education (CNE):** This continuing nursing education activity was approved by the Western Multi-State Division, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Arizona, Colorado, Idaho, and Utah Nurses Associations are members of the Western Multi-State Division of the American Nurses Association.



### American College of Medical Practice Executives (ACMPE):

A cumulative total of 50 ACMPE CE credit hours is among the requirements for advancement to Certified Medical Practice Executive (CMPE) status. You may receive credit for continuing education taken up to one month prior to your nominee acceptance date.

Once you have advanced to CMPE or Fellow status, you must earn and submit 50 hours of qualifying credit hours every three years to maintain your designation. All members are on the same three-year cycle; the current cycle began Jan. 1, 2016, and concludes Dec. 31, 2018. MGMA will calculate a prorated requirement for CMPEs who advance after the beginning of a cycle.

Be sure to check your transcript regularly to see how many hours you still need to fulfill.



**AAPC:** This program has the prior approval of AAPC for continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.



**Continuing professional education (CPE):** MGMA-ACMPE is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [nasbaregistry.org](http://nasbaregistry.org).

- In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.
- This program is in the Specialized Knowledge and Applications field of study.
- The type of instruction is group-live.
- National Registry of CPE Sponsors ID: #103652

**Continuing education units (CEU):** Generic CEU certificates of attendance are available to registered attendees for each session that they attend.

**Continuing Medical Education (CME) for MD or DO:** The American Medical Association designates this live activity for a maximum of 18.75 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

# CONFERENCE OVERVIEW

## SPEAKERS

MGMA reserves the right to change speakers or modify conference content.

## CONFERENCE EVALUATIONS

Before the end of the conference, a link to the conference evaluation survey will be emailed to the address that we have in our system for you. If you have no email address on file, please provide your information at the conference registration area. The evaluation survey will remain open until April 21, 2017.

We appreciate your time and effort in completing the survey as your feedback helps us improve our event. If you want to share a comment immediately with MGMA or AMA staff, please complete a comment card at the conference registration area.

## MGMA MEMBER COMMUNITY

Using the MGMA Member Community's MGMA/AMA 2017 Collaborate in Practice Conference discussion group, attendees can start conversations before the conference and keep discussions, connections and learning going long after the conference has ended. Share resources and materials that could benefit fellow attendees. Stay in touch or start a work group, certification study group or support network. Use this online tool as an extended educational and networking benefit of your attendance.

## MGMA AND AMA RESOURCE BOOTHS AND BOOKSTORES

Maximize your conference experience by exploring the resources in the MGMA and AMA booths and bookstores. Meet with our staff experts, discover proven solutions to help you manage your practice and learn about the latest healthcare issues.

We also invite you to:

- Pick up our newest books and resources
- Demo new tools developed by MGMA's Data Solutions team and see the latest in MGMA's DataDive online survey reports
- Learn about board certification and Fellowship through ACMPE
- Ask questions about your membership or learn how to become a member
- Get help finding your way around the conference or obtain an answer to a general question

## MGMA Stat

Join MGMA *Stat* and receive free data and helpful resources when you participate in weekly healthcare polls. Text CIP17 to 33550 to join. For more information, stop by the MGMA booth or visit [mgma.org/polls](http://mgma.org/polls).



# CONFERENCE SCHEDULE

## SATURDAY, APRIL 8

1:00-5:00 pm **MACRA Readiness Workshop Preconference**

## SUNDAY, APRIL 9

8:00 am-6:00 pm Registration open

9:00 am-12:00 pm **Change Management Preconference**

1:00-2:00 pm **A Series Sessions**

2:00-2:15 pm Break

2:15-3:15 pm **B Series Sessions**

3:15-3:30 pm Break

3:30-3:45 pm Opening Remarks from Michael Tutty, PhD, MHA and Halee Fischer-Wright, MD, MMM, FAAP, CMPE

3:45-5:00 pm **General Session: MGMA/AMA Washington Discussion**

5:00-6:30 pm Exhibit Hall Grand Opening and Networking Reception

## MONDAY, APRIL 10

7:00 am-3:30 pm Registration open

7:00-8:00 am Breakfast in the Exhibit Hall

8:00-9:00 am **General Session: Relationship-Based Care: Healthcare That Really Puts the Patient in the Center**

9:00-9:30 am Break in Exhibit Hall

9:30-10:30 am **C Series Sessions**

10:30-11:00 am Break in Exhibit Hall

11:00 am-12:00 pm **D Series Sessions**

12:00-12:30 pm Round Table Discussions

12:30-1:30 pm Lunch in Exhibit Hall

1:30-3:30 pm **OPTION 1 - General Session: Collaborate for Quality Documentation**

**OPTION 2 - Field Trip to MATTER**

3:30-5:00 pm Hosted Happy Hour - Sheraton Grand Chicago

## TUESDAY, APRIL 11

7:30 am-12:00 pm Registration open

7:30-8:00 am Breakfast

8:00-9:00 am **General Session: Healthcare, Remixed**

9:00-9:15 am Break

9:15-10:15 am **E Series Sessions**

10:15-10:30 am Break

10:30-11:30 am **F Series Sessions**

11:30 am-12:00 pm Round Table Discussions

# GENERAL SESSIONS

## MGMA/AMA WASHINGTON DISCUSSION

### Overview | Traditional

Anders Gilberg, MGA, senior vice president, Government Affairs, MGMA, Washington, D.C.

Richard Deem, senior vice president, advocacy, AMA, Chicago

What critical discussions are happening in Washington as the healthcare landscape shifts from a fee-for-service model to value-based payments? Leading government affairs experts from MGMA and the AMA will provide their thoughts and highlight current advocacy efforts within the value-based reform landscape. Join the discussion regarding pay for performance, transparency and value-driven healthcare.

### This session will provide you with the knowledge to:

- Discuss regulatory and legislative changes affecting medical groups
- Identify recent changes in Medicare reimbursement and program policies

## RELATIONSHIP-BASED CARE: HEALTHCARE THAT REALLY PUTS THE PATIENT IN THE CENTER



### Overview | Traditional

Rushika Fernandopulle, MD, MPP, co-founder and chief executive officer, Iora Health, Cambridge, Mass.

Fernandopulle is the co-founder and CEO of Iora Health, a fast growth company that is redefining what healthcare should look like. They've built a different kind of health system that puts the focus

on relationships with the patient — and also with everyone they work with. The culture of service and relationships has enabled Iora to build a national network of primary care practices that serve distinct patient populations that deliver high impact — clinical outcomes and satisfaction rates that defy the industry standards, with much better economics than typical primary care practices. In this session, Fernandopulle will talk through the tough choices made at distinct times of Iora's evolution to ensure that the focus on the patient and the importance of the culture did not get lost in the day-to-day.

### This session will provide you with the knowledge to:

- Understand what it takes to develop a patient-centered culture that deliver results
- Take your first steps to shifting from volume-based to value-based care

## COLLABORATE FOR QUALITY DOCUMENTATION

### Intermediate | Traditional

Susan Whitney, CPC-I, senior content manager, MGMA, Englewood, Colo.  
Brian Boyce, BSHS, CPC, CPC-I, CRC, CTPRP, chief executive officer, IonHealthcare, Richmond, Va.

MIPS, APM, Triple Aim, Practice Transformation, Value-based Payments... the list goes on. There's no doubt about it, the landscape of healthcare reimbursement is changing. If any model is going to truly be successful it will rely on data. Data that is reliant on improved documentation efforts and accurate ICD-10 coding. They go hand-in-glove. This presentation will bring clinicians "back to the basics of documentation and coding" and its vital importance to surviving any emerging payment models. We will look at case studies of good, bad and ugly documentation techniques, reviewing template issues and cookie-cutter documentation scenarios. We will also delve deeper into the world of Hierarchical Condition Category (HCC) coding and how to put the "MEAT" into documentation for quality outcomes.

### This session will provide you with the knowledge to:

- Deconstruct current EHR's flaws and identify gaps in documentation
- Outline and address the documentation requirements that define MEAT (Monitor, Evaluate, Address, Treat)
- Examine HCC logic and learn how to properly assign HCC codes to a claim based on documentation

## FIELD TRIP TO MATTER

### Overview | Interactive

Visit *MATTER*, Chicago's healthcare startup incubator, to see how healthcare ideas are being turned into industry-changing solutions, meet start-up companies harnessing technology to improve healthcare, and learn how to assess the impact of future digital technology on your practice. [matterchicago.com](http://matterchicago.com)

### This session will provide you with the knowledge to:

- Understand future innovations developing in healthcare
- Articulate how practices can influence technology development
- Identify steps to review and apply technology to your practice

# GENERAL SESSIONS / SESSION DESCRIPTIONS

## HEALTHCARE, REMIXED



### Overview | Traditional

*Zubin Damania, MD, founder, Turntable Health and ZDogMD, Las Vegas*

Dr. Damania delves into the ethical challenges of delivering compassionate healthcare in our severely dysfunctional medical system, while proposing collaborative ways to revitalize it. He examines, through humor and storytelling, the hope that the future of medicine is a bright one provided that all of us work together for the common goal.

### This session will provide you with the knowledge to:

- Recognize the need to collaborate in order achieve a goal
- Exemplify what it means to deliver compassionate healthcare

## Collaborate on Leadership

### Intermediate | Traditional

*Mohamad Kasti, MS, MBB, MCA, founder and chief executive officer, CTI Physician Leadership Institute, Tampa, Fla.*

The unique dynamics of an ever-changing healthcare environment has given rise to the healthcare dyad leadership model. The key to successful implementation of this model lies in the partners' ability to harness the leadership potential of both the MBA (the business realm) and the MD (the clinical realm). Kasti will provide an overview of dyad leadership and how to successfully implement it using a client case study and offering an assessment for participants to gauge the current status of their organization's dyad leadership.

### This session will provide you with the knowledge to:

- Examine challenges faced by other health systems, the solutions they chose, outcomes, and lessons learned
- Analyze the risks and benefits of implementing a dyad leadership model
- Simulate how to implement and measure effectiveness of a high-performing dyad leadership model

## Collaborate with Technology & Analytics

### Advanced | Interactive

*Alejandro Reti, MD, chief medical officer, Optum Analytics, Boston*

*Derek Kosiorek, CPEHR, CPHIT, principal, MGMA Health Care Consulting Group, Englewood, Colo.*

*Facilitator: Mike Biselli, president, Catalyst HTI, Denver*

This lively discussion will present two expert opinions about timely issues tied to the use of technology and analytics in the healthcare arena. You'll hear perspectives about critical issues your groups face every day such as EHR interoperability, next generation tools, creating cultures and work process geared toward analytics and decision support as well as the application of tech and analytics in patient care. Learn how technology and analytics can become a physician engagement vehicle to improve both quality care and financial performance. This interactive discussion will spur participant questions which will also be addressed to ensure relevant feedback to answer your group's current questions.

### This session will provide you with the knowledge to:

- Determine your group's cultural readiness for change related to technology and analytics
- Interpret the current technology landscape and tools applicable for your group
- Transform the technology and analytics discussion from a significant physician dissatisfaction into an arena for physician engagement

# SESSION DESCRIPTIONS

## Collaborate with Integrated Partnerships

### Intermediate | Traditional

*Brian Betner, attorney, Hall, Render, Killian, Heath & Lyman, PC, Indianapolis*

*Warren Skea, PhD, principal, PriceWaterhouseCoopers LLP, Dallas*

Changes in healthcare are requiring practices and physicians to examine and think about partnerships and new models of care that were considered “unthinkable” in the past. Many realize that long term success in both delivering high quality care and financial viability is going to require becoming part of a partnership either by joining an organization or creating new forms of partnership and integration.

#### **This session will provide you with the knowledge to:**

- Differentiate between different vertical integration options
- Outline how your organization can benefit and move forward with vertical partnerships
- Utilizing experiences demonstrated by the panel, derive a plan that fits your organization

## Collaborate with Colleagues

### Intermediate | Traditional

*Christina Maslach, PhD, professor of psychology emerita, professor of the graduate school, University of California Berkeley, Berkeley, Calif.*

This session will start with a general overview of the current research evidence on burnout. Maslach will frame the issue in terms of social factors that contribute to burnout, and discuss various social solutions that can be used to improve the daily work experience and reduce the risk of burnout.

#### **This session will provide you with the knowledge to:**

- Examine risk factors for burnout and incorporate goals to reduce social and environmental factors that can lead to burnout
- Participate in small group discussions about shared sources of burnout
- Evaluate possible collaborative actions to reduce burnout and promote engagement with work

## Collaborate with Transformation

### Intermediate | Traditional

*Anne-Laura Cook, MD, FACP, MHCM, executive director, population health and innovation, Brookwood Baptist Health, Birmingham, Ala.*

*Kate Balsley, MPH, program administrator, Center for Health Information Partnerships, Chicago*

*Stacy Lloyd, MPH, senior practice development specialist, AMA, Chicago*

*Allison Winkler, MPH, senior practice development specialist, professional satisfaction and practice sustainability, AMA, Chicago*

*Ashley Cummings, MBA, program administrator, professional satisfaction and practice sustainability, AMA, Chicago*

Collaborating with a team including physicians, administrators, nurses, clinical support and business support staff is critical as the focus increasingly turns to patient experience. Organizations seeking to improve patient experience often confuse it with patient satisfaction and fail to examine how the critical components of quality and safety play a role. The reverse is also true. Looking only at safety and quality initiatives will often overlook patient perceptions and expectations. These silos must be removed in order to improve patient experience. Learn from an organization on how they focused on being a high reliability organization to improve culture, communication amongst teams and patients, and quality of care. Hear how addressing competing initiatives by creating collaborative teams improved results and better engaged care teams.

#### **This session will provide you with the knowledge to:**

- Participate in discussions around integrating collaboration into an organization's culture
- Integrate the mindset in your organization that care is going to be delivered in partnership of the entire care team, patients, and their families
- Characterize what it means to be a high reliability organization and the steps required to get there

# SESSION DESCRIPTIONS

## Collaborate with Patients

### Intermediate | Traditional

*Aram Alexanian, MD, ambulatory optimization physician champion, Novant Health, Charlotte, N.C.*

*Lauren Miller, MS, operational engagement project manager, Novant Health, Charlotte, N.C.*

Patients want to be able to communicate with their physicians asynchronously, at his or her convenience. Patients want convenience. Booking appointments, requesting prescriptions, obtaining referrals and other transactions shouldn't require a phone call to an already busy office. Patients want information, ideally tailored to their needs. They want access to their test results and medical records. Although many physicians, administrators and medical groups can feel threatened by all this, engaging the patient as a partner in his or her own care can be gratifying, improve patient satisfaction and may even lead to better outcomes.

### This session will provide you with the knowledge to:

- Analyze the current state of patient engagement, new approaches to connecting patients to their care
- Discover new innovations in patient engagement that will work within changing payment models and demographics
- Prepare steps in your organization to improve patient engagement beyond the traditional patient portal

## Round Table Discussions

### Intermediate | Interactive

Join your colleagues for an interactive peer-learning session segmented by practice size, ownership, and specialty that will give you the opportunity to discuss the topics, tools and ideas presented throughout the sessions at the conference. Come prepared to discuss how the tools and topics relate to your practice or business and bring any questions that you may have as you digest everything you have learned.

- Summarize key solutions and tools to implement in your practice
- List new strategies to address significant issues in your practice
- Identify colleagues who you can contact after the conference to continue problem-solving and networking

### Monday Round Table Facilitators

*Lance Mueller, MS, manager, healthcare quality professional satisfaction, AMA, Chicago*

*Michael Tutty, PhD MHA, group vice president, AMA, Chicago*

*Derek Kosiorek, principal, MGMA Health Care Consulting Group, MGMA, Englewood, Colo.*

*Andrew Swanson, CMPE, vice president, business development and consulting, MGMA, Englewood, Colo.*

### Tuesday Round Table Facilitators

*Lindsey Goeders, senior policy analyst, physician professional satisfaction and practice sustainability, AMA, Chicago*

*Andrew Swanson, CMPE, vice president, business development and consulting, MGMA, Englewood, Colo.*

# EXHIBIT HALL AND NETWORKING EVENTS

**COME IN SEARCH OF SOLUTIONS.  
LEAVE WITH THE KNOWLEDGE YOU NEED TO SUCCEED.**

The MGMA/AMA 2017 Collaborate in Practice Conference exhibitors are your source for information about the products and services you need to help your organization move forward.

Dedicate time during the conference to visit the Exhibit Hall. Speak with industry experts who can help you find answers to your daily challenges and enable you to make informed decisions about your practice's current and future needs.

For a list of companies attending the conference, visit [mgma.org/collaborate17](http://mgma.org/collaborate17).

## EXHIBIT HALL SCHEDULE

### SUNDAY, APRIL 9

5:00-6:30 pm	Exhibit Hall Opening and Networking Reception
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### MONDAY, APRIL 10

7:00 am-1:00 pm	Exhibit Hall Open
7:00-8:00 am	Continental breakfast in the Exhibit Hall
9:00-9:30 am	Refreshment Break in the Exhibit Hall
10:30-11:00 am	Refreshment Break in the Exhibit Hall
12:30-1:30 pm	Lunch in the Exhibit Hall
1:00-1:15 pm	Game card prize drawing (must be present to win)
3:30-5:00 pm	Hosted Happy Hour with Exhibitors in the Fountainview Room (Exhibit Hall Closed)

## THANK YOU TO OUR EXECUTIVE PARTNERS



# REGISTRATION FEES AND INFORMATION

Merge the business and science of healthcare. Register for CiP17 today: [mgma.org/CiP17](http://mgma.org/CiP17).

## Early-bird pricing

Register early and save with early-bird pricing! Register on or before March 10 and receive \$200 off your conference or preconference registration.

## Team discounts

MGMA and AMA offers discounts when collaborating for registration! Register two or more people from your organization, and we will take off \$100 each registration. Click [here](#) to take advantage of this offer.

## AMA Members

In order to receive the AMA member rate code, please email AMA staff at [collaborate@ama-assn.org](mailto:collaborate@ama-assn.org) with the subject "AMA member code for CiP17".

CONFERENCE REGISTRATION	ON OR BEFORE FRIDAY, MARCH 10	AFTER FRIDAY, MARCH 10
MGMA/AMA Member	\$599	\$799
Conference Registration + MGMA Membership	\$897	\$1,097
MGMA/AMA Nonmember	\$928	\$1,128

## MACRA READINESS WORKSHOP PRECONFERENCE - SATURDAY, APRIL 8 (1:00-5:00 PM)

MGMA/AMA Member	\$399
MGMA/AMA Nonmember	\$599

## CHANGE MANAGEMENT PRECONFERENCE - SUNDAY, APRIL 9 (9:00 AM-12:00 PM)

MGMA/AMA Member	\$199
MGMA/AMA Nonmember	\$299

**Please note:** All registrations mailed or faxed will be processed as quickly as possible. However, please allow at least 10 business days for processing mailed registrations and three business days for faxed registrations. MGMA recommends online conference registration for the fastest service.

Registering online is easy and secure. Your registration must be received or postmarked by Friday, March 20, 2017 to be eligible for the standard registration fee and ensure that your name appears on the attendee roster. Names of any registrants received after this date, whether by phone, fax, mail or online, might not appear on the final roster.

**Questions?** Please contact [service@mgma.org](mailto:service@mgma.org) or 877.275.6462, ext. 1888. Please include "MGMA/AMA 2017 Collaborate in Practice Conference" in the subject line of your email message.

## CANCELLATION POLICY

All registration cancellations must be received in writing at the MGMA Service Center, 104 Inverness Terrace East, Englewood, CO 80112-5306, or faxed to 303.784.6110 no later than Thursday, April 6, 2017, and are subject to a \$150 processing fee. No credit or partial or full refund will be made for failure to attend after this date. Cancellations by telephone will not be accepted. All hotel cancellations must be made directly with the hotel. Your hotel reservation confirmation will provide details on making changes or canceling your lodging reservation. If for any reason MGMA must cancel one of its programs or turn you away due to limited attendance, your registration fee will be refunded in full. However, you are responsible for your own airline and hotel reservations. MGMA cannot be held accountable for any cancellation charges caused by program cancellation or attendance limitations. Please call the MGMA Service Center toll-free at 877.275.6462, ext. 1888, if you must send someone in your place. If the new attendee has a different MGMA status, the registration fee will be adjusted accordingly. For more information on administrative policies such as complaint or refund, please call the MGMA Meetings and Conferences Department toll-free at 877.275.6462, ext. 1875.

# HOTEL INFORMATION

## Sheraton Grand Chicago

301 E North Water St.  
Chicago, IL 60611  
312.464.1000

**Check-in:** 3:00 pm  
**Checkout:** 11:00 am

## RESERVATIONS

1.877.242.2558

[starwoodmeeting.com/Book/MGMA](http://starwoodmeeting.com/Book/MGMA)

Standard guest rooms are \$189 per night for single or double occupancy plus a 17.4% tax for applicable lodging and sales taxes (taxes subject to change).

Located in the heart of downtown Chicago, the Sheraton Grand Chicago hotel, one of the finest hotels in Chicago, is ideally situated on the Chicago River, within walking distance of Navy Pier, Magnificent Mile shopping, Millennium Park, the Loop business district and all of the other local favorites that make Chicago a one of a kind destination.

## RESERVE YOUR ROOM EARLY!

MGMA/AMA has reserved a block of rooms until **Sunday April 2, 2017** or until sold out, whichever comes first. After this date, reservations at the group rate will be accepted on a space-available basis only. Please note, if the room block fills prior to the cut-off date, MGMA/AMA may not be able to procure more rooms at the group rate. We recommend you make your reservations online at [starwoodmeeting.com/Book/MGMA](http://starwoodmeeting.com/Book/MGMA) or call toll-free, 1.877.242.2558. When calling, identify yourself as attending the MGMA/AMA 2017 Collaborate in Practice Conference. You will be required to provide your arrival date, number of nights, occupancy and the room type requested to check rates and availability. All reservations must be guaranteed with a credit card.

A 48-hour cancellation notice is required prior to your arrival date to receive a refund of your deposit. If you cancel your confirmed reservation within 48 hours, including reservations made within three days of your arrival, you will be charged the first night's room rate. If you wish to cancel your reservation, please call 1.877.242.2558.

## SUPPORT YOUR ASSOCIATION

When booking your stay within the MGMA/AMA hotel block, you are supporting the Associations by helping us avoid fees that result from significant sections of the room blocks being reserved but left unfilled or canceled at the time of the conference. If MGMA/AMA do not achieve a minimum number of overnight accommodations, the price of service will increase registration fees for future programs. Without your support, MGMA/AMA face huge financial penalties for unused sleeping rooms.



# HOTEL INFORMATION

## GROUND TRANSPORTATION

MGMA/AMA recommends flying into Midway Airport (MDW), or O'Hare International Airport (ORD).

### Midway Airport (MDW)

**Travel distance:** Approximately 12 miles

**Taxi:** Fare estimated to be between \$25 and \$40 depending upon traffic, weather and number of passengers. Travel time is approximately 20-30 minutes.

**CTA rail system:** The Orange Line runs from Midway Airport. The nearest stop from the hotel is at Clark & Lake — only 1.2 miles or a 5 minute taxi ride away from the hotel.

### O'Hare International Airport (ORD)

**Travel distance:** Approximately 18 miles

**Taxi:** Fare estimated to be between \$35 and \$50 depending upon traffic, weather and number of passengers. Travel time is approximately 45-60 minutes.

**CTA rail system:** The Blue Line runs from O'Hare International Airport. The nearest stop from the hotel is at Clark & Lake — only 1.2 miles or a 5 minute taxi ride away from the hotel.

### Shuttle Fare Discount

**ShuttleFare.com** is offering a \$5 discount off airport shuttle transportation to and from Airport and your Hotel.

To book reservation click airport link: [Shuttlefare.com](http://Shuttlefare.com)

**Coupon Code = MGMA17**

(enter code on bottom right of checkout page before submitting payment)

Once you complete your reservation an email confirmation will be sent to you and this will be your travel voucher for your airport transportation. It will also include instructions on where to meet your shuttle when you arrive at the airport as well as any important phone numbers for the day of travel.

**Shuttlefare customer service:** For reservation changes or questions contact customer service at 800.851.4528 or email [customerservice@shuttlefare.com](mailto:customerservice@shuttlefare.com). Monday-Friday 8:00 am-8:00 pm EST, Saturday and Sunday 9:00 am-8:00 pm EST.

For additional ground transportation options, please [click here](#).

## AIRLINE DISCOUNTS

### Delta Air Lines

**Fares offered:** Up to 10% discount on applicable fares

**Meeting promotional code:** **NMNX**

**Travel dates:** April 6, 2017-April 14, 2017

**Origin:** Any Delta Air Lines city

**Destination:** Chicago, IL (ORD)

Reservations and ticketing is available via [delta.com](http://delta.com) or by calling our Delta Meeting Network Reservations at 800.328.1111, Monday-Friday, 7:00 am-7:00 pm CDT. As of May 2016 there is no Direct Ticketing Charge when booking by phone. When booking online, select Select Book Your Flight and this will bring you to the Book A Flight page. Enter the meeting Event Code ID **NMNX** in the box provided on the Search Flights page.

### Southwest

Beginning on November 15, 2016 MGMA/AMA conference attendees will receive a discount and **50% bonus Rapid Reward points** from Southwest Airlines through our SWABIZ® account. Southwest Airlines is offering an **8% discount off Anytime & Business Select® fares** and a **2% discount off select Wanna Get Away® fares** for travel to and from the conference. Book your travel between November 15, 2016 and March 31, 2017 to take advantage of the discounted rates. **(Discounts are available for travel April 7, 2017 through April 13, 2017.)**

**Click here** to take advantage of the discounted rates and book now!

By flying Southwest Airlines, as a MGMA/AMA traveler, you will also receive the following benefits:

- 50% bonus Rapid Reward points for your travel to and from the convention with Rapid Rewards # added to your reservation. To enroll in the Rapid Rewards program, visit [southwest.com/corporaterapidrewards](http://southwest.com/corporaterapidrewards)
- No baggage fees (first two bags)
- No change or cancellation fees
- No peak travel or fuel surcharges
- Consistently ranked the "Best in Customer Service" by DOT

To take advantage of this offer, please [click here](#)!

# HOTEL INFORMATION

## AIRLINE DISCOUNTS (continued)

### United Airlines

**Fares offered:** Up to 13% discount when booked online on applicable fares

**Meeting promotional code:** ZX8T307194

**Travel dates:** April 6, 2017-April 14, 2017

**Origin:** Any United Air Lines city

**Destination:** Chicago, IL (ORD)

Reservations and ticketing is available via [united.com](http://united.com). When booking online, enter your Z code — ZX8T307194 in the offer code box on Search Flights page.

## PARKING

### Sheraton Grand Chicago – Valet Parking Directions

#### Standard Rates:

Less than 1 hour:	\$28.00
1 to 2 hours:	\$30.00
2 to 6 hours:	\$37.00
6 to 12 hours:	\$40.00
12 to 24 hours:	\$67.00

*\*In and Out Privileges Available for Overnight Guests Only*

### Sheraton Grand Chicago – Self-Parking Directions

**CiP17 guests receive a \$20 self-parking discount on the standard rate:**

Less than 1 hour:	\$28.00
1 to 2 hours:	\$30.00
2 to 6 hours:	\$37.00
6 to 12 hours:	\$40.00
12 to 24 hours:	\$67.00

*\*In and Out Privileges Available for Overnight Guests Only*

### Self Park Operated by SP, off-site near the Sheraton Grand Chicago

300 E. North Water Street, Ogden Plaza

Standard Rate: \$14/day

## ATTIRE

Business casual attire is appropriate for all conference functions, including receptions. Meeting room temperatures vary. We recommend wearing layers and bringing a light sweater or jacket for your comfort.

## SPECIAL ASSISTANCE

MGMA/AMA takes steps to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids or services. If you need any auxiliary aids or services identified in the Americans with Disabilities Act, please either fill out the form located at the **conference home** or contact the MGMA Meetings and Conferences Department at [meetings@mgma.org](mailto:meetings@mgma.org) prior to your arrival. Please include the conference name in your message.

## DIETARY RESTRICTIONS

MGMA/AMA plan a variety of meal functions throughout the conference for all participants to enjoy. If you have a dietary restriction that will impact your ability to participate in group meal functions while at the Sheraton Grand Chicago, please either fill out the form located at the **conference home** or the MGMA Meetings and Conferences Department at [meetings@mgma.org](mailto:meetings@mgma.org) prior to your arrival. Please include the conference name in your message. We appreciate advance notice.

## PHOTO CONSENT

During the MGMA/AMA 2017 Collaborate in Practice Conference, MGMA or AMA representatives may take photographs or video recordings of attendees. MGMA/AMA may use these materials for its editorial or marketing purposes. Attendees acknowledge that their image, likeness or voice may appear in these materials. By attending the MGMA/AMA 2017 Collaborate in Practice Conference, attendees consent to MGMA or AMA's use of their image, likeness or voice for MGMA or AMA's editorial or marketing purposes in connection with any materials in which attendees appear.