MGMA® 2015
Business of Care Delivery® Conference
March 29-31 | Austin
Welcome

To improve quality outcomes and the patient experience while reducing costs, providers and payers are looking to redesign healthcare delivery. This requires that practices take an integrated and collaborative approach, including building stronger physician/administrator teams and creating innovative relationships with employers, payers and other providers.

The MGMA 2015 Business of Care Delivery® Conference will offer medical group practices the tools they need to successfully evolve their organizations to embrace the new patient-centric, collaborative care models. All aspects of the conference are intended to drive change for the future. You’ll learn from innovators and thought leaders, challenge ideas through discussion and debate, and share best practices.

Plan to join your colleagues March 29-31 in Austin to collaborate and grow in a peer-to-peer learning environment.

The MGMA 2015 Business of Care Delivery Conference is a can’t-miss event for administrative and clinical teams that recognize the need to move toward patient-centric, value-based systems of care and need the know-how to make the journey.

Register today and discover how to transform your organization through collaboration.

Table of contents

Conference overview ..................................................  5
Schedule at a glance ..................................................  10
Preconferences ........................................................  11
Conference schedule .................................................  14
Exhibitors ..............................................................  27
Registration fees and information  ..................................  28
CONFERENCE SITE
Explore this luxurious Texas wilderness escape, nestled between Austin and Bastrop, Texas. The Hyatt Lost Pines Resort features comfortable rooms, luxurious amenities and on-site recreation adjacent to more than 1,100 acre wilderness area of McKinney Roughs Nature Park. In your free time, schedule a visit to the spa or a round of golf at the championship course, or just relax by the pool. From horseback riding to river kayaking excursions, strolls along the peaceful grounds or visits to the nature preserve, there is something for everyone! At the end of the day, go stargazing and find a brand-new appreciation of the Austin area.

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 care delivery and reimbursement models.
EDUCATION OVERVIEW

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

The MGMA 2015 Business of Care Delivery Conference’s education program will feature practical tools, case studies and sessions from practice teams that have successfully moved to new delivery 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.

CONTENT AREAS

Empower and engage
Focused on empowering and engaging patients, physicians and payers in the successful transition of care delivery from the fee-for-service model to a patient-centric, value-based system of care delivery.

Collaborate and integrate
Focused on collaboration and integration models that enable practices to fully participate in patient-centric, value-based systems of care delivery.

Optimize operations
Focused on the essential knowledge, processes and design necessary to prepare for patient-centric, value-based systems of care delivery and reimbursement.

Technology toolbox
Showcases real-world solutions and innovations that are available to assist in tackling core areas of healthcare, such as improving outcomes, creating better patient experiences, improving efficiencies and reducing costs. These are interactive, hands-on, demonstrative sessions. The emphasis will be on case studies and client examples of technology products or software solutions that focus on population health, telehealth, care coordination and other areas associated with the changing healthcare delivery landscape.

LEARNING LEVELS

Basic
Designed to provide a general understanding of a topic or a knowledge area

Intermediate
Designed to develop a working knowledge of a topic or a 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

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 ideas, solutions and best practices.

PREREQUISITES

Basic
No prerequisites

Intermediate
A fundamental knowledge of medical group practice management

Advanced
A working knowledge of medical group practice management

Overview
No prerequisites

ADVANCE PREPARATIONS

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

DELIVERY METHOD

Face to face
**SPEAKERS**
MGMA reserves the right to change speakers or modify conference content.

**CONTINUING EDUCATION CREDIT**
Credit hours:*  ACMPE: 11.75 | CEU: 11.75 | CPE: 14 | CNE: TBD

MGMA 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. The content offered at this conference is relevant to the “Specialized Knowledge and Applications” field of study for accountants. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website, www.learningmarket.org.

This activity has been submitted to the Colorado Nurses Association for approval to award contact hours. The Colorado Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

*Subject to change.

**NETWORKING**
The MGMA 2015 Business of Care Delivery Conference provides a perfect opportunity to collaborate with leaders and colleagues who are shaping the future of healthcare. Take advantage of multiple networking opportunities to meet or catch up with peers, expand your network of contacts and have a lively exchange of views, experience, knowledge and ideas.

**MEMBER COMMUNITY**
Using the Member Community’s MGMA 2015 Business of Care Delivery 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.

**DINNER DISCUSSION GROUPS**
Continue or expand discussion over dinner with a small group of your peers. We’ll make the dinner reservations, you cover your dinner expense. These groups are also a great opportunity to meet new people. Watch for sign-up information in the online event discussion group and plan to sign-up in advance.

**MGMA BOOTH AND BOOKSTORE**
Maximize your conference experience by exploring the resources in the MGMA booth and bookstore. 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
### SUNDAY, MARCH 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am-6:00 pm</td>
<td>Registration open</td>
</tr>
<tr>
<td>9:00 am-3:30 pm</td>
<td>Preconference programs (separate registration and fee required)</td>
</tr>
<tr>
<td>12:00-4:00 pm</td>
<td>Field trip to Dell Children’s Hospital and “Specially for Children” (separate registration and fee required)</td>
</tr>
<tr>
<td>1:00-6:00 pm</td>
<td>MGMA bookstore and MGMA DataDive demonstrations open</td>
</tr>
<tr>
<td>4:00-4:15 pm</td>
<td>Welcome</td>
</tr>
<tr>
<td>4:15-5:30 pm</td>
<td>Opening general session; Designing a Healthcare System to Keep People Healthy</td>
</tr>
<tr>
<td>5:30-6:30 pm</td>
<td>Opening networking reception with exhibitors</td>
</tr>
</tbody>
</table>

### MONDAY, MARCH 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am-5:15 pm</td>
<td>Registration, MGMA bookstore and MGMA DataDive demonstrations open</td>
</tr>
<tr>
<td>7:00-8:00 am</td>
<td>Continental breakfast with exhibitors</td>
</tr>
<tr>
<td>8:00-9:00 am</td>
<td>General session: Starting from Scratch: Building a New Kind of Healthcare System</td>
</tr>
<tr>
<td>9:00-9:15 am</td>
<td>Break</td>
</tr>
<tr>
<td>9:15-10:15 am</td>
<td>Concurrent sessions – 100 series, Technology Toolbox sessions</td>
</tr>
<tr>
<td>10:15-10:30 am</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-11:30 am</td>
<td>Concurrent sessions – 200 series, Technology Toolbox sessions</td>
</tr>
<tr>
<td>11:30 am-1:00 pm</td>
<td>Networking lunch with exhibitors</td>
</tr>
<tr>
<td>1:00-2:00 pm</td>
<td>Concurrent sessions – 300 series, Technology Toolbox sessions</td>
</tr>
<tr>
<td>2:00-2:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>2:15-3:15 pm</td>
<td>Dessert and Demos</td>
</tr>
<tr>
<td>3:15-5:30 pm</td>
<td>Deep Dive sessions, Technology Toolbox sessions</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>Optional dinner discussion groups (sign up in advance; dinner at your own expense)</td>
</tr>
</tbody>
</table>

### TUESDAY, MARCH 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am-12:30 pm</td>
<td>Registration, MGMA bookstore and MGMA DataDive demonstrations open</td>
</tr>
<tr>
<td>7:00-8:00 am</td>
<td>Continental breakfast with exhibitors</td>
</tr>
<tr>
<td>8:00-10:15 am</td>
<td>Deep Dive sessions</td>
</tr>
<tr>
<td>10:15-10:30 am</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-11:30 am</td>
<td>Concurrent sessions – 400 series</td>
</tr>
<tr>
<td>11:30-11:45 am</td>
<td>Break</td>
</tr>
<tr>
<td>11:45 am-12:45 pm</td>
<td>Closing general session: Make the Right Choice: Leading Teams During Change with Passion and Success</td>
</tr>
</tbody>
</table>

**Lean Leadership: Less Process, More Improvement**

**Credit hours:** ACMPE: 5 | CEU: 5 | CPE: 6 | CNE: TBD

**Capacity:** 60

**Optimizing Operations**

Intermediate | Traditional and Interactive

Bill Schuler, MD, director of educational services, and Todd Masten, executive director, both of Safer Healthcare, Denver

This is not just theory; it’s real-world application for healthcare professionals who must address the challenges facing practices today. Participants will leave this workshop with the knowledge, skills and tools needed to improve processes and make sustainable change.

This session was created for individuals and teams that want to learn and apply the key components of lean improvement in healthcare settings. This course “explains by doing” how the tools and methods of lean are based on a simple philosophy and thought process. Focus and emphasis is placed on the intersection of people, process and culture. Special attention is paid to ensure that participants leave with an understanding of how to start using lean methods and tools immediately upon returning to their healthcare organizations with an eye toward meaningful, sustainable and lasting change.

This session will provide you with the knowledge to:

- Summarize the philosophy that drives Lean improvement
- Evaluate opportunities for Lean improvement
- Apply key skills and tools for immediate progress toward process improvement

*Subject to change.
This session will provide you with the knowledge to:

• Identify how process-oriented thinking is the foundation of any improvement approach, whether clinical or administrative
• Recognize the futility and unintended destructive effects of common analyses such as bar graphs, trend lines, rankings, “traffic lights” and variance-from-goal reports
• Utilize the deceptive power of “plotting the dots”
• Recognize and make the crucial distinction between “common” and “special” causes of variation and employ dramatically different strategies for dealing with each
• React appropriately to variation, even when it seems out of control, and see how the fallacy of trying to hide it – e.g., rolling averages – are actually invalid and deceptive

*Subject to change.

This session will provide you with the knowledge to:

• Describe a PCMH and what it takes to become one
• Determine if PCMH certification/recognition is an appropriate goal for your practice
• Recognize the value that PCMH status could bring for your patients, staff, providers and finances

*Subject to change.
Sunday, March 29

7:00 am-6:00 pm  Registration open

9:00 am-3:30 pm  Preconference programs (separate registration and fee required)

1:00-4:00 pm  Field Trip to Dell Children’s Hospital and ‘Specially For Children (separate registration and fee required)

1:00-6:00 pm  MGMA bookstore and MGMA DataDive demonstrations open

4:00-4:15 pm  Welcome

4:15-5:30 pm  Opening general session: Designing a Healthcare System to Keep People Healthy

5:30-6:30 pm  Opening networking reception with exhibitors

7:00 am-6:00 pm  Registration open

9:00 am-3:30 pm  Preconference programs (separate registration and fee required)

1:00-4:00 pm  Field Trip to Dell Children’s Hospital and ‘Specially For Children (separate registration and fee required)

1:00-6:00 pm  MGMA bookstore and MGMA DataDive demonstrations open

4:00-4:15 pm  Welcome

4:15-5:30 pm  Opening general session: Designing a Healthcare System to Keep People Healthy

5:30-6:30 pm  Opening networking reception with exhibitors

4:15-5:30 pm  Opening general session: Designing a Healthcare System to Keep People Healthy

Empower and Engage
Overview | Traditional

Jeffrey Brenner, MD, executive director, Camden Coalition of Healthcare Providers, NJ

The healthcare industry strives to reduce costs and improve outcomes through appropriate utilization. In his keynote address, Brenner will detail his pioneering “hotspotting” work that has garnered significant attention and praise. The basis of his work is identifying the sickest patients and designing health delivery systems to keep them from frequenting the emergency room. His efforts have both lowered healthcare costs and improved care. He will discuss this research and encourage attendees to apply these ideas in their own communities.

This session will provide you with the knowledge to:

- Describe the methodology used to locate high-utilization patients in a community
- Identify strategies to manage population health in high-risk populations

5:30-6:30 pm  Opening networking reception with exhibitors
Monday, March 30

7:00 am-5:15 pm  Registration, MGMA bookstore and MGMA DataDive demonstrations open

7:00-8:00 am  Continental breakfast with exhibitors

8:00-9:00 am  General session: Starting from Scratch: Building a New Kind of Healthcare System

9:00-9:15 am  Break

Concurrent sessions – 100 series

9:15-10:15 am  Working Smarter, Not Harder

10:15-10:30 am  Break

Concurrent sessions – 200 series

10:30-11:30 am  What Does Payment Transparency Mean For Your Organization?

11:30 am-1:00 pm  Networking lunch with exhibitors

Concurrent sessions – 300 series

1:00-2:00 pm  A Payer’s Perspective on Aligning Incentives and Outcomes

2:00-2:15 pm  Break

2:15-3:15 pm  Dessert and Demos

Deep Dive sessions

3:15-5:30 pm  Creating a More Engaged Patient

Monday, March 30

7:00 am-5:15 pm  Registration, MGMA bookstore and MGMA DataDive demonstrations open

7:00-8:00 am  Continental breakfast with exhibitors

8:00-9:00 am  General session: Starting from Scratch: Building a New Kind of Healthcare System

9:00-9:15 am  Break

Concurrent sessions – 100 series

9:15-10:15 am  Working Smarter, Not Harder

10:15-10:30 am  Break

Concurrent sessions – 200 series

10:30-11:30 am  What Does Payment Transparency Mean For Your Organization?

11:30 am-1:00 pm  Networking lunch with exhibitors

Concurrent sessions – 300 series

1:00-2:00 pm  A Payer’s Perspective on Aligning Incentives and Outcomes

2:00-2:15 pm  Break

2:15-3:15 pm  Dessert and Demos

Deep Dive sessions

3:15-5:30 pm  Creating a More Engaged Patient

7:00 am-5:15 pm  Registration, MGMA bookstore and MGMA DataDive demonstrations open

7:00-8:00 am  Continental breakfast with exhibitors

8:00-9:00 am  General session: Starting from Scratch: Building a New Kind of Healthcare System

9:00-9:15 am  Break

Concurrent sessions – 100 series

9:15-10:15 am  Working Smarter, Not Harder

10:15-10:30 am  Break

Concurrent sessions – 200 series

10:30-11:30 am  What Does Payment Transparency Mean For Your Organization?

11:30 am-1:00 pm  Networking lunch with exhibitors

Concurrent sessions – 300 series

1:00-2:00 pm  A Payer’s Perspective on Aligning Incentives and Outcomes

2:00-2:15 pm  Break

2:15-3:15 pm  Dessert and Demos

Deep Dive sessions

3:15-5:30 pm  Creating a More Engaged Patient
Monday, March 30

NEW MODELS FOR ALIGNING VALUE-BASED INCENTIVES WITH PHYSICIANS, SYSTEMS AND PAYERS

Collaborate and Integrate
Basic | Traditional

Patrick Adams, MBA, president, Humana MSO, Dallas

Find out how Humana is using new models to partner with physicians and systems to assist with the transition patient-centric, physician-focused population health and coordinated care models. Relying on the industry’s best practices, including dyad leadership structures and management service organizations, this payer offers innovative ways to partner with physician groups to align incentives, improve quality outcomes, and reduce costs.

This session will provide you with the knowledge to:
• Describe partnership models among payers, systems, and physicians.
• Outline best practices for transitioning to patient center model
• Identify how physician-payer partnerships can improve quality outcomes and reduce costs

TECHNOLOGY TOOLBOX: KYRUUS AND UNITEDHEALTHCARE

Technology Toolbox
Basic | Demonstration

Presentation 1: Kyruus will demonstrate a product that will leverage big data to better measure the variation across physician practice styles, and creates solutions to help maximize the value of every physician in the context of healthcare delivery networks.

Presentation 2: UnitedHealthcare will demonstrate two technology tools that address service and payment: the Optum Cloud Dashboard – a solution designed to improve efficiencies and patient care by providing real-time information that once may have only been resolved through paper or a phone call; and MemberPayments – a tool that allows UnitedHealthcare members to make direct payments to providers through myuhc.com or mobile devices.

This session will provide you with the knowledge to:
• Explore new, innovative solutions that are delivering improved value to practices
• Identify real-life perspectives on how the innovation works

10:15-10:30 am
BREAK

10:30-11:30 am

WHAT DOES PAYMENT TRANSPARENCY MEAN FOR YOUR ORGANIZATION?

Empower and Engage
Intermediate | Traditional

Joan Hablutzel, MBA-HA, CMPE, senior industry analyst, MGMA, Englewood, Colo.

Significant discussion has centered on how payment and reimbursement transparency can help patients and employers choose their healthcare providers. How does this affect your practice? How can payment transparency help you stay competitive in the marketplace? This session will look at the different websites and tools available to assist in determining how a practice compares to others in a specific area and across the country.

This session will provide you with the knowledge to:
• Utilize and understand the websites and tools available for price transparency reference
• Examine how reimbursements compare to others in the market
• Discuss the pros and cons of price transparency for the consumer and the practice

TECHNOLOGY TOOLBOX: STROLL HEALTH AND DRCHRONO

Technology Toolbox
Basic | Demonstration

Presentation 1: Stroll Health will demonstrate a product that will empower physicians to make value-based referrals for their patients using a point of care transparency app. The demonstration will showcase Stroll’s clinical application, explore the value-based care path, and discuss the future of shared decision making.

Presentation 2: drchrono will give an overview of the modern-day physician’s black bag: use of an iPad®, Google Glass, and other cutting-edge tools and apps as well as an overview of the drchrono EHR.

This session will provide you with the knowledge to:
• Explore new, innovative solutions that are delivering improved value to practices
• Identify real-life perspectives on how the innovation works

Monday, March 30

FACILITY PLANNING AND INTERIOR DESIGN FOR PATIENT FLOW

Optimize Operations
Basic | Traditional

Audrey Wenneske, AIA, architect, Polkinghorn Group Architects, Inc., Austin, Texas

Balancing desires, budgets and settings with evidence-based design principles will create a healthcare environment that is functional, esthetically pleasing and improves efficiency for patients and staff. Achieving these results requires research, space planning, cost estimates, bid specifications, scheduling and coordinating work, and purchasing and installing goods and materials whether in a renovated space or new construction.

This session will provide you with the knowledge to:
• Identify the considerations needed in developing a patient-centric design
• Outline steps of the planning and design process
• Examine the impact of esthetic and structural changes in your environment
### Concurrent sessions – 300 series

#### 1:00-2:00 pm

**A PAYER’S PERSPECTIVE ON ALIGNING INCENTIVES AND OUTCOMES**

**Collaborate and Integrate**
Intermediate | Traditional

Robert Kropp, MD, MBA, CHIT, regional medical director, Aetna, Hartford, Conn.

As the healthcare industry transitions from a fee-for-service to value-based care model, many practices are wondering how these changes will affect them. Whether employed or independent, practices must focus not only on the immediate needs of the patient in front of them, but also on managing the health and healthcare of an entire population, including high-cost, high-risk and low-engagement patients. This session will offer a large payer’s perspective on how to align incentives with goals regarding outcomes and cost savings and how to reward a focus on the whole patient and the entire population, rather than the volume of services provided.

**LEARNING TO FLY: BUILDING A NEW PRIMARY CARE MODEL FROM THE GROUND UP**

**Optimize Operations**
Intermediate | Traditional

Rushika Fernando, MD, founder and chief executive officer, Iora Health, Cambridge, Mass.

Get serious about changing the way you deliver care. In this in-depth case study, learn how Iora Health has and is reinventing, from the ground up, the delivery of primary care. Discover how implementing processes and a culture centered on population health improves outcomes while lowering costs.

- Classify key drivers and benefits of focusing on population health
- Leverage challenges and possible solutions to adoption and/or implementation of a true population health model
- Analyze how changing a culture can change a delivery model

**TECHNOLOGY TOOLBOX: SMART SCHEDULING AND RXVANTAGE**

**Technology Toolbox**
Basic | Demonstration

**Presentation 1:** Smart Scheduling will demonstrate a product that will improve practice efficiency and revenues. Predictive analytics are used to identify patients who are likely to cancel or miss their appointments. Improved patient access, reduced cancellations, and increased practice revenues are the result.

**Presentation 2:** RxVantage will demonstrate a product that will improve and streamline a practice’s relationship with pharmaceutical and other medical sales representatives by improving the efficiency of requesting samples and communicating with medical representatives. The technology also features a centralized directory of patient assistance programs and copayment cards.

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

- Analyze the challenges facing our healthcare system in order to take the first step to make the changes necessary to succeed in an increasingly value-based environment.
- Discover how payer-provider collaborations are helping to shape and build a more effective and affordable health care system
- Explore how the right mix of programs, technologies and services to enable a more coordinated and efficient delivery of care.

#### 2:00-2:15 pm

**BREAK**

#### 2:15-3:15 pm

**DESSERT AND DEMOS**

This is your chance to see and hear how MGMA’s vendor partners can assist you in transitioning to new models of care delivery, optimizing operations or improving the patient experience in your practice.

#### 3:15-5:30 pm

**CREATING A MORE ENGAGED PATIENT**

**Empower and Engage**
Intermediate | Traditional/Interactive

Melissa Stratman, chief executive officer, Coleman Associates, Boulder, Colo.

Do you want to improve your patients’ engagement in their own healthcare? This session will explore common operational barriers and clever solutions that have been tested and implemented nationally. Learn how to fix operational problems that create barriers for your patients to call or come for an appointment, eliminate frustrating wait times and teach your staff how to strengthen the relationship between your patients and your practice.

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

- Assess and use two key tools that will help you establish a culture of continual improvement
- Integrate the use of a change management worksheet and use it to guide the transformation of your care
- Assess and use two key tools that will help you establish a culture of continual improvement within your practice.

#### 6:00-7:00 pm

**LUNCH WITH EXHIBITORS**

**Monday, March 30**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 am-1:00 pm</td>
<td>Lunch with Exhibitors</td>
</tr>
<tr>
<td>1:00-2:00 pm</td>
<td>A PAYER’S PERSPECTIVE ON ALIGNING INCENTIVES AND OUTCOMES</td>
</tr>
<tr>
<td>2:00-2:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>2:15-3:15 pm</td>
<td>Dessert and Demos</td>
</tr>
<tr>
<td>3:15-5:30 pm</td>
<td>Creating a More Engaged Patient</td>
</tr>
</tbody>
</table>

**Register at mgma.org/BOCD2015 or phone toll-free 877.275.6462, ext. 1888**
EXPLORING CARE DELIVERY MODELS ACROSS IDNs

Optimize Operations
Basic | Traditional
Steve Inacker, president of hospital sales and services, Cardinal Health, Waukegan, Ill.

The acute-centric model of care delivery is giving way to a new view of what a health system can be: an interconnected network of acute and non-acute sites that provide a consistent patient experience across the sites of care. This session will explore how the care delivery model has changed over the years and how we focus specifically on integrated delivery networks (IDNs), which are increasingly moving away from “sick care” to prevention and wellness.

This session will provide you with the knowledge to:

• Describe the growing connectivity between acute and non-acute sites of care and how this impacts patients across the care continuum
• Identify opportunities to help IDN-affiliated practices become more efficient
• Examine how data and analytics can help growing IDNs develop and manage formularies, drive supply chain efficiencies and assist monitoring patient care on a longitudinal basis

TECHNOLOGY TOOLBOX: AUGMEDIX, AVANTAS, THRIVE 4-7 AND SWIFTPAYMD

Technology Toolbox
Basic | Demonstration
Presentation 1: Augmedix is software for Google Glass specifically for medical care providers. Its mission is to rehumanize the patient-provider interaction by minimizing the amount of time the doctor spends on the EHR. This demonstration will showcase how Augmedix software eliminates the documentation burden and increases efficiency and satisfaction in healthcare.

Presentation 2: Avantas will demonstrate its online staff scheduling tool, Smart Square, which eliminates paper schedules, provides transparency across practice sites, and enables analytics-driven decision making. Smart Square simplifies schedule creation and improves efficiency and productivity.

Presentation 3: Thrive 4-7 (Thrive For Seven Dimensions of Wellness) is dedicated to developing person-focused health platforms that positively impact individuals, the healthcare industry and their partners. Learn how they are transforming the way people think about health through unique methods of thinking, innovative technologies and visionary leadership.

Presentation 4: SwiftPayMD will demonstrate its mobile physician charge capture app and medical billing software, which helps improve the financial performance of a practice. SwiftPayMD makes charge capture fast and simple by capturing new patient information with the snap of your device’s camera, selection of codes by speaking — not typing — and the ability to submit charges in real time.

This session will provide you with the knowledge to:

• Explore new, innovative solutions that are delivering improved value to practices
• Identify real-life perspectives on how the innovation works

6:00 pm
OPTIONAL DINNER DISCUSSION GROUPS
(SIGN UP IN ADVANCE: DINNER AT YOUR OWN EXPENSE)
This session will provide you with the knowledge to:

- Characterize the tools and staffing needed to implement a PCMH outpatient model
- Determine what the employer, provider and health plan bring to the model
- Examine the success and opportunities to improve

**CASE STUDIES IN INNOVATIVE CARE MODELS**

**Collaborate and Integrate**

Denise Duyken, CMPE, administrator, Rocky Mountain Primary Care, Westminster, Colo.; Karrie Decker, OTLR, MHS, executive director of Presbyterian’s home and transition service line, Presbyterian Healthcare Services, Albuquerque, N.M.

This session will showcase two innovations in models of care. First, Hospital at Home® provides safe, high-quality, hospital-level care to older adults in the comfort of their homes. Hear how this model was created and has been implemented at Presbyterian Healthcare Services. Second, Incorporating Behavioral Health into Primary Care helps to meet patients’ needs for mental health services, which can have an important influence on the successful management of other health issues. By co-locating a provider in their primary care offices, a small Colorado practice has been able to ease the process of appointments and introductions, reduce barriers and fears, and improve patient compliance.

This session will provide you with the knowledge to:

- Describe operational and strategic elements of providing hospital services in an in-home setting
- Identify impact on cost and quality of delivered health services in a community
- Explain the operational details of incorporating mental health providers into the practice
- Identify the benefits to patients, providers and practices of in-house behavioral services

**VARIABLE STAFFING AND TEAM-BASED APPROACH TO CARE – STAFFING MODELS THAT WORK**

**Optimizing Operations**

Jenny Korth, CMPE, senior consultant, Avantas, Omaha, Neb.

In response to changing reimbursement models and shrinking profit margins, many practice sites are challenged with finding ways to do more with less. The answer, however, lies in how to be more efficient with the resources that you already have and ensure that staffing levels are in alignment with the workload levels each shift each day. The presenter will describe variable staffing models and how they apply within medical groups as well as how to understand the cultural impact, change management and planning, and data needed to develop and implement a variable staffing grid. In this interactive session, participants will walk through a specific case study and apply the concepts to develop a business case framework for the adoption and implementation of new staffing models within their own organizations.

This session will provide you with the knowledge to:

- Examine current state indicators and challenges that require organizations to change staffing models
- Analyze how to sustain the gains, utilizing key performance indicators and continuous improvement
- Develop a business case, including the return on investment calculation, to present to practice leaders
- Prepare to instill a culture able to adjust to future regulatory, organizational, and cultural changes

**10:15-10:30 am BREAK**
Tuesday, March 31

**Concurrent sessions – 400 series**

**10:30-11:30 am**

**HOT-TOPIC DISCUSSION GROUPS**

Join your colleagues for an interactive peer-learning session that will give you the opportunity to discuss important topics, trends and challenges. Come prepared with questions and concerns regarding practice management issues. Topics planned for discussion include:

- Characteristics of success for groups in a value-based environment
- Building strong physician/administrator teams
- PCMH challenges
- Specialty practice challenges

This session will provide you with the knowledge to:

- Summarize key solutions used by other specialty practice executives
- List new strategies to address significant issues in your practice
- Identify colleagues whom you can contact after the conference to continue problem-solving

**11:45 am-12:45 pm**

**CLOSING GENERAL SESSION: MAKE THE RIGHT CHOICE: LEADING TEAMS DURING CHANGE WITH PASSION AND SUCCESS**

Engage and Empower
Overview | Interactive
Joel Zeff, workplace expert, speaker, author and humorist, Dallas

This hilarious, fun-filled, interactive session will provide the perfect capstone for your Business of Care Delivery conference experience. Zeff will help attendees take what they’ve learned at the conference and share with their teams by teaching some key skills for creating opportunity and ownership. This allows the team to work creatively, effectively, and passionately during stressful transitions and transformations. During this session, attendees will laugh, have fun, and be motivated, inspired, and energized.

This session will provide you with the knowledge to:

- Describe three keys to leading change
- Improve teamwork
- Celebrate work and create a positive environment for transition

**11:30-11:45 am**

**BREAK**

**11:45 am-12:45 pm**

**CLOSING GENERAL SESSION: MAKE THE RIGHT CHOICE: LEADING TEAMS DURING CHANGE WITH PASSION AND SUCCESS**

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

MGMA 2015 Business of Care Delivery Conference exhibitors are your source for information about the products and services you need to help your organization move forward.

Talk 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/BOCD2015.

**EXHIBITOR SCHEDULE**

**SUNDAY, MARCH 29**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30-6:30 pm</td>
<td>Opening networking reception with exhibitors</td>
</tr>
</tbody>
</table>

**MONDAY, MARCH 30**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00-8:00 am</td>
<td>Continental breakfast with exhibitors</td>
</tr>
<tr>
<td>11:30 am-1:00 pm</td>
<td>Networking lunch with exhibitors</td>
</tr>
<tr>
<td>2:15-3:15 pm</td>
<td>Dessert and Demos</td>
</tr>
</tbody>
</table>

**TUESDAY, MARCH 31**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00-8:00 am</td>
<td>Continental breakfast with exhibitors</td>
</tr>
</tbody>
</table>

**MGMA THANKS ITS EXECUTIVE PARTNERS**

- GE Healthcare
- Navicure
- New York Life

**Register at mgma.org/BOCD2015 or phone toll-free 877.275.9462, ext. 1888 | 27**
REGISTRATION FEES

<table>
<thead>
<tr>
<th>Conference</th>
<th>March 29-31</th>
<th>National MGMA member</th>
<th>Conference registration and national MGMA membership</th>
<th>MGMA nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Register on or before Feb. 20</td>
<td>Register after Feb. 20</td>
<td>$599</td>
<td>$878</td>
<td>$928</td>
</tr>
<tr>
<td>$799</td>
<td>$1,078</td>
<td>$1,128</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preconferences</th>
<th>Sunday, March 29</th>
<th>Lean Leadership: Less Process, More Improvement (Capacity: 60)</th>
<th>Data Sanity: The Surprising Catalyst for Unprecedented Organizational Excellence (Capacity: 75)</th>
<th>PCMH Fundamentals (Capacity: 75)</th>
<th>Field trip to Dell Children’s Hospital and ‘Specially for Children (Capacity: 75)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>Non-member</td>
<td>$399</td>
<td>$399</td>
<td>$399</td>
<td>$399</td>
</tr>
<tr>
<td>$599</td>
<td>$599</td>
<td>$599</td>
<td>$599</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Member rates are a benefit of membership. To qualify, you must be a member at the time of registration. For additional information on registration categories, visit mgma.org/BOCD2015. Please note: registration fees do not include housing costs.

REGISTRATION INSTRUCTIONS

Registering online is easy and secure. Visit mgma.org/BOCD2015. Your registration must be received or postmarked by Friday, Feb. 20, 2015, to be eligible for the standard registration fee and to ensure that your name appears on the attendee roster. Names of any registrations received after this date (whether by phone, fax, mail or online) may not appear on the final roster. Don’t forget to enter code BOCD15BR when registering online.

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.

Questions? Please contact meetings@mgma.org. Include the name of this conference in your message.

FULL PROGRAM REGISTRATION FEE

Your registration fee includes tuition for all education sessions, continental breakfasts, luncheons, refreshment breaks and receptions where applicable. Please see the registration fee section for additional information and pricing. Register online at mgma.org/BOCD2015.

DEADLINE FOR PROGRAM REGISTRATION

The deadline for online registration is Wednesday, March 25, 2015. After that date, you must register in person at the event.

TEAM REGISTRATIONS

MGMA offers discounts to more than one individual registering from an organization. Discounts are not available when registering online. The first registration in the group will be at full price, with all other registrations applying the following discounts:

- **Group of two to three people**
  $100 off each registration fee after the first fully-paid registrant

- **Group of four to six people**
  $125 off each registration fee after the first fully-paid registrant, starting with the fourth person in the group

- **Group of seven or more people**
  $150 off each registration fee after the first fully-paid registrant, starting with the seventh person in the group

To receive the group discount rate, all individuals of the party must register together using a paper registration form or by calling the MGMA Service Center at 877.275.6462, ext. 1888. Group discounts cannot be combined with any other discount or promotion, including the registration plus membership package and do not apply to preconferences.

PRECONFERENCE PROGRAM CAPACITIES

Due to the interactive nature of the programs, the preconferences at the MGMA 2015 Business of Care Delivery Conference will have limited capacities. Sign up early to reserve your spot. If you are placed on a waiting list, this does not ensure you will be able to attend the program. Individuals on the waiting list will only be given a spot in the program if someone cancels their registration.

COMPLAINT AND RESOLUTION POLICY

Please contact the MGMA Service Center at 877.275.6462, ext. 1888 to report any issues or concerns with this event.

CANCELLATION POLICY

All registration cancellations must be received in writing to the MGMA Service Center, 104 Inverness Terrace East, Englewood, CO 80112-5306 or faxed to 303.643.4439 no later than Wednesday, March 25, 2015, 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 to or cancelling 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 need to 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 a complaint or refund, please call the MGMA Meetings and Conference toll-free at 877.275.6462, ext. 1875.
HOTEL INFORMATION
Hyatt Lost Pines Resort
575 Hyatt Lost Pines Road
Lost Pines, Texas 78612
Check in: 4:00 pm
Check out: 11:00 am

RESERVATIONS
888.421.1442
mgma.org/bocd2015-hotel

Enter your arrival date, number of nights, occupancy and the room type requested to check rates and availability. Identify yourself as an attendee of the MGMA 2015 Business of Care Delivery Conference to receive the discounted group rate.

All reservations must be guaranteed with a credit card, and a deposit equivalent to one night’s room and tax will be charged to your card at the time of reservation. Cancellations must be received 24 hours prior to scheduled arrival to avoid forfeiture of your deposit.

Reserve your room early!
MGMA has reserved a block of rooms at the discounted rate of $229 (per room, per night, plus tax - currently 13.75% and subject to change) until Friday, March 13, 2015, 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 may not be able to procure more rooms at the group rate.

SUPPORT YOUR ASSOCIATION
When booking your stay within the MGMA hotel block, you’re supporting the Association 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 does not achieve a minimum number of overnight accommodations, the price of service will increase registration fees for future programs. Without your support, MGMA faces huge financial penalties for unused sleeping rooms.

PHOTO CONSENT
During the MGMA 2015 Business of Care Delivery Conference, MGMA representatives may take photographs or video recordings of attendees. MGMA 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 2015 Business of Care Delivery Conference, attendees consent to MGMA’s use of their image, likeness or voice for MGMA’s editorial or marketing purposes in connection with any materials in which attendees appear.

TRANSPORTATION
SuperShuttle
SuperShuttle provides transportation to and from the Hyatt Regency Lost Pines and the Austin-Bergstrom International Airport 24 hours a day. At the airport, follow the signs from the baggage claim area to the SuperShuttle ticket counter, located near baggage carousel No. 1. Please call 800.258.3826 for specific pricing or visit www.supershuttle.com for online reservations. SuperShuttle recommends 24 hours’ advance notice for trips from the hotel to the airport.

Taxis
Taxis are available on the baggage claim level at the airport. Most taxis can accommodate up to four passengers. The cost before gratuity is approximately $45 one way. Please check for minimum rates. Taxis from the hotel to the airport or downtown Austin should be scheduled 24 hours in advance.

Private town cars and car rentals
Private town cars to the Austin-Bergstrom International Airport can be arranged through R&R Limo. You can make reservations by calling 512.947.7433 or emailing book@rrlimobus.com. Prepayment with a credit card is required.

Car rentals are available through Enterprise Rent-A-Car. If you wish to pick up a car at the airport, call the airport Enterprise office at 512.530.8100.

Please see the concierge for information on transportation options and costs between the hotel and downtown Austin.

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

SPECIAL ASSISTANCE
MGMA 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 contact the Meetings and Conferences Department at meetings@mgma.org prior to your arrival. Please include the conference name in your message.

DIETARY RESTRICTIONS
MGMA plans 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 Hyatt Lost Pines Resort, please contact the Meetings and Conferences Department at meetings@mgma.org prior to your arrival. Please include the conference name in your message. We appreciate advance notice.
Don’t forget to enter code **BOCD15BR** when registering online!