STRATEGY & APPLICATION
FINANCIAL MANAGEMENT AND PAYER CONTRACTING CONFERENCE

MCGMA CONNECT
2018 CONFERENCE SERIES
CONTENTS

Conference overview ................................................. 5
Preconferences ........................................................... 11
Conference schedule .................................................... 16
  Sunday, March 4 ......................................................... 16
  Monday, March 5 ......................................................... 17
  Tuesday, March 6 ......................................................... 30
Exhibit Hall ................................................................. 36
Registration fees and information ................................. 40
STRATEGY & APPLICATION

The MGMA Financial Management and Payer Contracting Conference is where medical practice management professionals go to build and enhance the financial education that is essential for leading their organization. Join us for the 2018 conference to enhance your knowledge and improve your practice’s performance.

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.
PREPARE YOURSELF AND YOUR PRACTICE

Financially stable practices require strong revenue-cycle management, optimal physician compensation plans, effective contract analysis and negotiation and more. Today’s healthcare landscape also requires that practice administrators understand and prepare for a value-based payment environment. To be successful, you must invest time and resources to address the administrative burden, costs and payment challenges that practices face. This conference focuses on the issues unique to the medical practice and provides you with tangible solutions to ensure a return on the investment.

LESSONS FROM THE PAST. TOOLS FOR TODAY.
INSIGHT FOR THE FUTURE.

• Best practices for collecting payment at time of service
• Methods for using data to improve practice performance
• Business implications of value-based contracts
• New techniques and strategies for improving performance
• The latest physician compensation planning trends

FOR OVER 90 YEARS, MGMA HAS BROUGHT TOGETHER THE PROFESSION’S LEADERS

Interact and share contracting, reimbursement and risk-sharing challenges with colleagues from around the country. Together, you’ll learn what you need to transition to value-based contracts and how your practice can successfully manage risk and reduce costs while maintaining high-quality outcomes.

Register today at mgma.org/fmpc18 or phone toll-free 877.275.6462, ext. 1888.
CONFERENCE OVERVIEW

CONFERENCE VOLUNTEERS
Our thanks to these conference planning volunteers:
• Scott Shollenbarger, CPA
• Cheris Craig, MBA, FACMPE
• Tim Hester, JD, MHA

CONFERENCE SITE
HYATT REGENCY GRAND CYPRESS
One Grand Cypress Boulevard
Orlando, FL 32836
888.421.1442

Located one mile from Walt Disney World® Resort, the Hyatt Regency Grand Cypress is a 1,500-acre paradise. You’ll be delighted with the diverse dining options and exclusive amenities, including a private lake, lagoon-style pool, golf, tennis and miles of tropical nature trails for bicycling and jogging. Make time to enjoy the 21-acre lake by paddleboat, kayak or sailboat, or fish for Largemouth Bass and Bluegill from a Keys-style flat boat. A beautiful 1,000-foot white sand beach also awaits you.

EDUCATION OVERVIEW
The MGMA 2018 Financial Management and Payer Contracting Conference sessions were selected to provide timely and practical education on the most important financial management and payer contracting topics that impact today’s medical practices.

By taking advantage of up-to-date and relevant knowledge and tools, attendees will be better positioned to successfully manage the changes that characterize the current healthcare environment.

Because financial management and payer contracting elements are often found in all aspects of medical practice management, the content of the sessions will cover financial and payer contracting issues and topics found in all domains of the Body of Knowledge for Medical Practice Management, 3rd Edition.

WHO SHOULD ATTEND
• Practice professionals new to the field or with an interest in growing their financial management and/or payer contracting knowledge
• Chief financial officers (CFOs)
• Certified public accountants, financial management or payer contracting consultants, and other positions reporting to CFOs
CONFERENCE OVERVIEW

CONTENT AREAS

Billing and Coding
These sessions focus on the concepts, operations and tools to optimally manage medical practices’ coding and billing functions.

Business Intelligence
These sessions focus on how to capture and compare data and turn it into actionable items for improving the performance of the medical practice.

Compensation and Productivity
These sessions focus on the ways effective compensation plans incentivize quality, encourage productivity and appropriate utilization to support a practice’s strategic goals in various ownership structures.

Financial Management
These sessions focus on the concepts, operations and tools necessary to manage a broad scope of financial duties including accounting principles, audits, budgets, cost of care, financing, fee schedules, investments, purchasing theft prevention and valuation.

Government Affairs
These sessions provide essential knowledge about the transition of Medicare physician payments.

Payer Contract Analysis and Negotiation
These sessions focus on concepts, operations and tools necessary for effective analysis and negotiation in both fee-for-service and value-based contracts.

LEARNING LEVELS

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

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.

DELIVERY METHOD

Group live

SPEAKERS

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

CONTINUING EDUCATION CREDIT

Sunday, March 4
Preconference program clock hour range*:
ACMPE Credit: 2.25-5.75 | CPE Credit: 2.5-6.5
CEU Credit: 2.25-5.75
Conference maximum clock hours*:
ACMPE Credit: 9 | CPE Credit: 10.5 | CEU Credit: 9

Earn ACMPE, CPE and CEU credits for attending sessions.

*Subject to change.

American College of Medical Practice Executives (ACMPE):
A cumulative total of 50 ACMPE Continuing Education 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 January 1, 2016 and concludes December 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.

One ACMPE credit is earned for every 60 minutes of educational contact, rounded down to the nearest 0.25.
CONFERENCE OVERVIEW

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.

- 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. One CEU credit is earned for every 60 minutes of educational contact, rounded down to the nearest 0.25.

COMPLAINT RESOLUTION POLICY
Please contact the MGMA Service Center toll-free at 877.ASK.MGMA (275.6462) for issues or concerns with this conference.

CANCELLATION POLICY
If for any reason MGMA must cancel this program, MGMA will notify participants by email of the cancellation no less than 30 days prior to the expected start of the program. Full registration fees will be refunded within 90 days of the cancellation.

QUESTIONS
For additional information regarding continuing education credit offered at the conference, visit mgma.org/fmpc18, email us continuinged@mgma.org or call 877.275.6462, ext. 1836.
CONFERENCE OVERVIEW

NETWORKING
What could be better than enjoying the sunshine and spending some quality time with friends and colleagues? Take advantage of multiple networking opportunities to meet or catch up with your peers; expand your network of contacts; and have a lively exchange of views, experience, knowledge and ideas. Make plans now to participate in these networking activities:

SUNDAY, MARCH 4
5:00-6:00 pm  Welcome Reception with Exhibitors

MONDAY, MARCH 5
7:30-8:30 am  Networking Breakfast with Exhibitors
10:45-11:30 am Networking Break in the Exhibit Hall
12:30-1:30 pm  Networking Lunch with Exhibitors
2:30-3:15 pm  Networking Break in the Exhibit Hall
5:00-6:30 pm  Dinner Discussion Groups
(sign up required, space limited)

TUESDAY, MARCH 6
7:30-8:00 am  Networking Breakfast with Exhibitors
9:00-10:00 am  Networking Break in the Exhibit Hall

DINNER DISCUSSION GROUPS
Continue or expand discussion on financial management or payer contracting topics 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 MGMA Member Community’s event discussion group and plan to sign up in advance.

THE DINNER DISCUSSION GROUPS WERE A NICE TOUCH. IT WAS LIKE GETTING AN EXTRA SESSION — ANOTHER CHANCE TO INTERACT WITH COLLEAGUES ON SPECIFIC TOPICS OF INTEREST TO ALL AND LEARN FROM EACH OTHER. THE LEADER KEPT THE DISCUSSION MOVING BY ASKING QUESTIONS AND ENGAGING OTHERS."

– LEISA KIMBROUGH, MANAGER, PAYER RELATIONS SPECTRUM HEALTH MEDICAL GROUP, GRAND RAPIDS, MI
CONFERENCE OVERVIEW

MGMA MEMBER COMMUNITY
Use the MGMA Member Community’s MGMA 2018 Financial Management and Payer Contracting Conference discussion group to 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 BOOTH AND BOOKSTORE
Visit the MGMA booth to explore resources and solutions at your fingertips. Discover what MGMA has to offer to help you manage your practice and become a leader in healthcare.

- Have an opinion about healthcare? Share it via MGMA Stat. Stop by the MGMA booth to find out more.
- Text the keyword "FMPC18" to 33550 to share your opinions in our free weekly polls.

PREVIEW WEBINAR
PRECONFERENCE AND CONFERENCE SCHEDULE
SUNDAY, MARCH 4
**SCHEDULE AT A GLANCE**

**SUNDAY, MARCH 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15 am-6:00 pm</td>
<td>Registration Hours</td>
</tr>
<tr>
<td>9:00 am-3:30 pm</td>
<td><strong>PRE101 The Payer Contracting Process: Negotiating and Managing Like a Pro</strong></td>
</tr>
<tr>
<td>9:00 am-3:30 pm</td>
<td><strong>PRE102 To Sell or Not To Sell: Analyzing the Current Environment for Independent Physician Practices</strong></td>
</tr>
<tr>
<td>12:30-3:30 pm</td>
<td><strong>PRE103 From Data to Action: Benchmarking for Better Results in your Practice</strong></td>
</tr>
<tr>
<td>3:45-5:00 pm</td>
<td>Opening General Session</td>
</tr>
<tr>
<td>5:00-6:00 pm</td>
<td>Welcome Reception with Exhibitors</td>
</tr>
</tbody>
</table>
PRECONFERENCE

SUNDAY, MARCH 4
9:00 am-3:30 pm

PRE101 The Payer Contracting Process: Negotiating and Managing Like a Pro
Credit hours: ACMPE Credit: 5.75 | CPE Credit: 6.5 | CEU Credit: 5.75
Capacity: 100

Preconference
Intermediate | Traditional
Penny Noyes, CHC, president, Health Business Navigators, Bowling Green, Ky.

Tackling a project to get contracts in better order can be incredibly daunting, with many obstacles that can cause practices to derail and fail. Attendees at this preconference will glean insider tips from an expert who spent 18 years on the payer side of the industry. The session will provide practical approaches to overcome these challenges and stay on track. This comprehensive program addresses gathering contracts and subsequent amendments and related contract fee schedules, inventorying and analyzing findings, creating a renegotiation strategy and timeline, sending proper notice to renegotiate or terminate, modeling and analyzing offers and counteroffers, negotiating and/or managing contract provisions, closing the deals and maintaining contractual relationships going forward. Attendees will receive a contract inventory tool to help launch their project when they return to the office. While basic enough for the beginner, this in-depth start-to-finish approach to payer contracting will benefit the seasoned practice administrator as well.

This session will provide you with the knowledge to:
• Manage current payer and network agreements
• Create a renegotiation strategy and timeline
• Identify strategies to improve contract terms

9:00-9:15 am
Welcome

9:15-10:45 am
Traditional Lecture

10:45-11:00 am
Networking Break

11:00 am-12:15 pm
Traditional Lecture

12:15-1:00 pm
Lunch

1:00-3:30 pm
Traditional Lecture
PRECONFERENCE

SUNDAY, MARCH 4 (continued)
9:00 am-3:30 pm

PRE102 To Sell or Not To Sell: Analyzing the Current Environment for Independent Physician Practices

Credit hours: ACMPE Credit: 5.75 | CPE Credit: 6.5 | CEU Credit: 5.75
Capacity: 100

Preconference
Intermediate | Traditional

Christine Abell, CPA, CMPE, principal, CliftonLarsonAllen LLP, Phoenix
Steve Stang, CPA, partner, CliftonLarsonAllen LLP, Charlotte, N.C.
Claire Pearson, CPA, principal, CliftonLarsonAllen LLP, Denver
Wallis Stromberg, shareholder, Hall Render Killian Heath & Lyman PC, Denver

Healthcare reform has created a set of complex requirements and challenges that physician practices are finding difficult to deal with on their own. As physician practices address these challenges, they are sometimes faced with the difficult decision of going forward, maintaining their independence or joining forces with a larger organization. This in-depth session will explore the market forces driving practices to consider selling or merging, and provide strategies and tools to help determine whether selling or remaining independent makes the most sense for your practice. The discussion will address cultural, financial and legal aspects that must be considered when evaluating your options.

This session will provide you with the knowledge to:
- Determine preparation, tax implications, valuation, legal and cultural considerations elements of a practice purchase offer
- Differentiate strategies for selling a practice
- Outline the steps to take to prepare for a sale

9:00-9:15 am
Welcome

9:15-10:45 am
Traditional Lecture

10:45-11:00 am
Networking Break

11:00 am-12:15 pm
Traditional Lecture

12:15-1:00 pm
Lunch

1:00-3:30 pm
Traditional Lecture
SUNDAY, MARCH 4 (continued)

12:30-3:30 pm

PRE103 From Data to Action: Benchmarking for Better Results in your Practice

Credit hours: ACMPE Credit: 2.25 | CPE Credit: 2.5 | CEU Credit: 2.25
Capacity: 100

Preconference
Intermediate | Traditional

Frank Cohen, MBB, MPA, director, analytics, Doctors Management LLC, Knoxville, Tenn.
Ryan Lawler, Junior Data Analyst, MGMA, Englewood, Colo.

The race to provide more value is driving all practice executives to be in a constant state of process improvement. To improve something, it is necessary to know what it is, where it is, and how it got there. Measurement and benchmarking are only the first steps in the process. Practice administrators must be able to understand all the contextual factors, conduct analysis, apply interpretation and presentation, implement data-driven (and people-driven) decisions, and perform follow-up on high-priority value-added projects. The ability to track, interpret, communicate and utilize key performance indicators for performance improvement will set you and your practice on a path to success. If you don’t value it, you won’t change it, and if you don’t measure it, you can’t manage it.

This session will provide you with the knowledge to:
- Determine metrics to track in medical practice
- Analyze and interpret data to identify high-value process improvement initiatives
- Predict outcomes of process improvement initiatives

12:30-12:45 pm
Welcome

12:45-2:00 pm
Traditional Lecture

2:00-2:15 pm
Networking Break

2:15-3:30 pm
Traditional Lecture
SUNDAY, MARCH 4 (continued)

3:45-5:00 pm

**General Session: Taking Control: Overcoming Challenges to Achieve**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

*Overview |

*Traditional

Isaac Lidsky, JD, speaker, author, and entrepreneur, Orlando, Fla.

In every moment, you choose who you are and how you want to live your life. With this empowerment comes responsibility, complete and inescapable. When you’re beset by challenges, you’re tempted to plead with your heroes, blame your villains and surrender to your limitations. This is a temptation to relinquish your choice, to abdicate your control. Isaac will inspire you to make a better choice. Your heroes, villains and limitations are fictions you perceive as reality. Choose to see through them. Choose to let them go.

This session will provide you with the knowledge to:

- Outline personal defense mechanisms that cede control
- Recognize that empowerment is a choice
- Describe strategies to overcome challenges

5:00-6:00 pm

**Welcome Reception with Exhibitors**

Come celebrate the kickoff of the conference! Enjoy hors dourves and cocktails while mingling with your colleagues and our conference exhibitors. Learn about the latest products, resources and tools from industry experts.

“This conference really helped me grasp, at a far deeper level, the importance of leveraging the practice and communicating properly in contract negotiations. [I] feel this, in itself, will more than pay for the conference. I learned so much and couldn’t wait to get home and dive in to make the applicable changes. Wonderful conference and exactly what I needed in this difficult time of being a practice administrator.”

— Shari Bascom, Administrator, Urology Associates of North Central Ohio, Mansfield, Ohio
CONFERENCE SCHEDULE
MONDAY, MARCH 5
## SCHEDULE AT A GLANCE

### MONDAY, MARCH 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 am-4:15 pm</td>
<td>Registration and Exhibit Hall Hours</td>
</tr>
<tr>
<td>7:30-8:30 am</td>
<td>Networking Breakfast with Exhibitors</td>
</tr>
<tr>
<td>8:30-9:30 am</td>
<td><strong>Concurrent Sessions - 100 Series</strong></td>
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<tr>
<td>9:30-9:45 am</td>
<td>Networking Break in the Exhibit Hall</td>
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<tr>
<td>9:45-10:45 am</td>
<td><strong>Concurrent Sessions - 200 Series</strong></td>
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<tr>
<td>10:45-11:30 am</td>
<td>Networking Break in the Exhibit Hall</td>
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<tr>
<td>11:30 am-12:30 pm</td>
<td><strong>Concurrent Sessions - 300 Series</strong></td>
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<tr>
<td>12:30-1:30 pm</td>
<td>Networking Lunch with Exhibitors</td>
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<tr>
<td>1:30-2:30 pm</td>
<td><strong>Concurrent Sessions - 400 Series</strong></td>
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<tr>
<td>2:30-3:15 pm</td>
<td>Networking Break in the Exhibit Hall</td>
</tr>
<tr>
<td>3:15-4:15 pm</td>
<td><strong>Concurrent Sessions - 500 Series</strong></td>
</tr>
<tr>
<td>5:00-6:30 pm</td>
<td>Dinner Discussion Groups</td>
</tr>
</tbody>
</table>
MONDAY, MARCH 5

7:30 am-4:15 pm

Registration and Exhibit Hall Hours

7:30-8:30 am

Networking Breakfast with Exhibitors

8:30-9:30 am

CONCURRENT SESSIONS - 100 SERIES

CON101 Patient Payment Options to Improve Cash Flow and Efficiency
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Financial Management
Basic | Traditional

Patrick O'Boyle, founding partner, MSP Consulting, Overland Park, Kan.

All sizes of healthcare businesses must know how to evaluate and manage their patient payment. This session will cover the importance of making payment options for patients as convenient as possible to increase the likelihood of them paying in full. An optimized payment solution that allows for multiple methods of payment will streamline processes when collecting payments. During this session, attendees will learn a variety of multi-channel patient payment methods, such as credit-card-on-file, web payment self-service, and phone-in payments, among others.

This session will provide you with the knowledge to:
- Identify patient payment options
- Identify opportunities to reduce accounts receivable and the amount of uncollected payments
- Analyze cost reduction tips for utilizing credit cards

CON102 The Evolving Federal Payment Landscape
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Government Affairs
Overview | Traditional

Jennifer McLaughlin, JD, senior associate director, Government Affairs, MGMA, Washington, D.C.

The Medicare Access and CHIP Reauthorization Act (MACRA) charted new value-based territory for Medicare physician reimbursement – both in traditional fee-for-service and alternative payment models (APMs). At the outset of the second year of the Merit-Based Incentive Payment System (MIPS) and APMs, this session will review key program requirements and steps practice leaders should take to be successful in this new payment structure. This session will also take a timely look at critical healthcare issues moving through Congress and the Administration and discuss their impact on medical groups. Finally, attendees will learn about MGMA’s ongoing advocacy efforts to shape these Medicare payment programs and reduce the regulatory burden on physician practices.

This session will provide you with the knowledge to:
- Assess the current regulatory and political landscape in Washington for medical practices
- Evaluate where MIPS and alternative payment models fit in the broader context of Medicare physician payment reform
- Identify MGMA resources that will help navigate your practice to success in an evolving reimbursement environment
MONDAY, MARCH 5 (continued)

8:30-9:30 am

CON103 Weird, Vague and New Stuff in Provider Payer Agreements: Why it is in There and What to Do About it?
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Payer Contract Analysis and Negotiation
Intermediate | Traditional
Penny Noyes, CHC, president, Health Business Navigators, Bowling Green, Ky.

Thinking about merging with another practice? Referring to an OON specialist or facility? Think your fee schedules can't be changed without your signature? Know whether 2% sequestration reduction is implied in your contract rates? Wanting to limit the number of patients from a low-paying plan? Think you can bill patients for non-covered services in Med Advantage plans if you use the CMS ABN? Need to do anything on your end if you negotiated an annual escalator or COLA? These are just a few issues and questions that will be addressed as we explore some contract provisions that often go unnoticed but can dictate the terms of your payer agreements. We will paint the scenarios, and then find the applicable contract provision, payer payment policy, applicable state or federal law, and/or payer interpretation or guideline that will help you understand how to identify and manage these often detrimental provisions.

This session will provide you with the knowledge to:
- Identify unusual, vague or obscure contract provisions that can be detrimental
- Determine the adverse impact of these provisions
- Outline ways to improve contract language

CON104 Preparing the Practice for Value-based Compensation: Part 1
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Compensation and Productivity
Basic | Traditional
Tamm Kritzer, RHIA, principal, CliftonLarsonAllen LLP, Austin, N.M.
Curt Mayse, MBA, FACMPE, CPC, principal, CliftonLarsonAllen LLP, St. Louis

As the healthcare industry migrates from compensation based on volume to one based on value, organizations are left struggling to define exactly what ‘value’ means. Regulatory action in the past few years has accelerated the number of practices participating in value-based payments. Many of these practices are left wondering how and when to begin shifting to a value-based compensation model. Part one of this two-part session will address current value-based compensation trends and the regulatory drivers behind it.

This session will provide you with the knowledge to:
- Identify current industry trends in value-based physician compensation models
- Explain regulatory environment driving value-based reimbursement
- Analyze the challenges in defining “value”

9:30-9:45 am
Networking Break in the Exhibit Hall
MONDAY, MARCH 5 (continued)

9:45-10:45 am

CONCURRENT SESSIONS - 200 SERIES

CON201 Lean Cost Accounting for the Medical Practice
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Financial Management and Revenue Cycle
Intermediate | Traditional
Frank Cohen, MBB MPA, director, analytics, Doctors Management LLC, Clearwater, Fla.

Understanding what it costs to deliver a product or service remains the key to profitability. For a medical practice to thrive, understanding the basics of cost accounting is a must. In this session, the attendee will learn how to measure cost and collection per RVU, perhaps the two most important metrics there are to assess growth or decline within the financial structure of the practice. Using these as a foundation, we will demonstrate how to calculate cost, profit and loss per procedure and determine the break-even fee for each procedure in the fee schedule. When used to negotiate with payers, understanding the data provides the practice with the information needed to make the ‘sign vs. don’t sign’ decision.

This session will provide you with the knowledge to:
- Explain the concept of Lean Cost Accounting using RBRVS
- Calculate costs and break-even amounts per procedure
- Assess the profitability of any contract

CON202 Did Anyone Check the Law? Raising Legal Issues in Medical Appeals
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Billing and Coding
Basic | Traditional
Tammy Tipton, president, Appeal Solutions, Brewster, N.Y.

Quality appeal review often involves more than a review of the clinical aspects of a submitted claim. With the explosion of regulatory requirements related to medical appeals, it is now important to review denials from both a clinical and legal standpoint. This presentation provides attendees with an overview of the most frequent legal issues which arise with denied claims and how to present an appeal that seeks both a quality clinical and legal compliance review. This presentation comes with the following popular implementation tools: (1) Five sample appeal letters demonstrating legal language, and (2) Managed care letter requesting contract renegotiation.

This session will provide you with the knowledge to:
- Examine your practice’s appeal letters to ensure your appeal is assessed from both a clinical and legal standpoint by the appeal reviewer
- Outline ERISA and the legal protections it offers in your commercial appeals
- Explain why legal compliance is especially pertinent to quality appeal review of out-of-network care
MONDAY, MARCH 5 (continued)

9:45-10:45 am

**CON203 How to Use Healthcare Claims Data to Support Reimbursement Negotiations**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Payer Contract Analysis and Negotiation**

Basic | Traditional

Donna Smith, executive director, business development, Fair Health Inc., New York

In the process of analyzing and negotiating payer contracts, having access to localized market fees is essential. Robust, validated healthcare claims data from an independent source can provide that knowledge in the form of geographically specific benchmarks for both charged and allowed amounts. Such benchmarks are useful in both fee-for-service and value-based reimbursement models. In this session, attendees will learn how to use independent, conflict-free claims data to enhance their understanding of market rate fees for negotiating in these contexts—analyzing and negotiating payer contracts in both fee-for-service and value-based reimbursement models, and taking part in negotiations related to consumer protection legislation and dispute resolution.

This session will provide you with the knowledge to:

- Explain how robust, independent, geographically specific healthcare claims data can support sound analysis and negotiation of payer contracts
- Discuss how healthcare claims data can help ensure equitable reimbursement in the context of bundled payments for episodes of care
- Describe the role of healthcare claims data in state discussions of consumer protection legislation and in dispute resolution

10:45-11:30 am

**Networking Break in the Exhibit Hall**

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**CON204 Implementing Value-based Compensation: Part 2**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Compensation and Productivity**

Intermediate | Traditional

Tamm Kritzer, RHIA, principal, CliftonLarsonAllen LLP, Austin, N.M.

Curt Mayse, MBA, FACMPE, CPC, principal, CliftonLarsonAllen LLP, St. Louis

As the healthcare industry migrates from compensation based on volume to one based on value, organizations are left struggling to define exactly what ‘value’ means. Success in this changing landscape will be dictated by a willingness to be innovative and transformational. A continuation of an earlier session on preparing the practice for value-based compensation, this session will address case studies of real-life examples and the transformational practices that accompany value-based compensation.

This session will provide you with the knowledge to:

- Diagram transformational operational practices in value-based compensation
- Explain how to implement value-based compensation models
- Examine medical practice’s experience with value-based compensation

10:45-11:30 am

**Networking Break in the Exhibit Hall**
MONDAY, MARCH 5 (continued)
11:30 am-12:30 pm

CONCURRENT SESSIONS - 300 SERIES

CON301 Keeping Score: Utilizing Key Performance Indicators to Transform Your Revenue Cycle
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Business Intelligence
Basic | Traditional

Lori Zindl, president, efficientC, Pewaukee, Wis.

Managing employees without key performance metrics is like playing a baseball game and not keeping score. Staff goals and performance metrics should be aligned to the financial goals of the hospital. In this session, learn how to report key performance indicators across the revenue cycle, increase accountability and implement results-oriented employee performance evaluations. Serving as an early warning and continuous feedback system, the scorecard empowers employees to take action, problem-solve and impact the organization through their own individual contributions.

This session will provide you with the knowledge to:
• Create and implement scorecards that report key performance indicators across the revenue cycle
• Recognize the importance and value of continuous employee feedback
• Identify and set employee goals that relate directly to the financial goals of their organization

“As a first-time attendee, I was a little overwhelmed by all of the obvious years of experience surrounding me. Yet the first-time attendee ribbon allowed me to look lost and others — whether MGMA staff or conference attendees — the opportunity to provide guidance and direction, ensuring I was never lost for long. Everyone made me feel that I belonged and was welcome. Thanks to all for an enjoyable first conference.”

— Elizabeth Powell, Business Office Manager, Renal Associates, PA, San Antonio
MONDAY, MARCH 5 (continued)
11:30 am-12:30 pm

**CON302 Costs Matter! Developing a Profitability and Cost Analysis Model by Unit**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Financial Management**

Intermediate | Traditional

*Cynthia Nyberg, CPA, CMPE, chief financial officer and strategic planning consultant, Fulcrum Strategies, Raleigh, N.C.*

This session features in-depth discussion of the processes necessary to develop and utilize a unit profitability and cost analysis. This type of analysis is necessary to prepare medical practices for future challenges of evolving reimbursements and the necessity to deliver care in a more cost-effective manner. Explore how practice managers actually utilize profitability and cost information for improvement, and once unit profitability and cost analysis is mastered, we’ll explore what’s next.

This session will provide you with the knowledge to:

- Develop a unit profitability and cost analysis to evaluate evolving reimbursement models and assist in practice-wide expense reductions
- Employ profitability and cost information for improvement
- Outline methods and models necessary to prepare a unit profitability and cost analysis

“I AM NEW TO HEALTHCARE MANAGEMENT, AND THIS CONFERENCE — SPECIFICALLY, THE FOCUS ON REVENUE CYCLE AND HOW TO BENCHMARK AND ANALYZE MY PRACTICE’S PERFORMANCE — WAS INVALUABLE TO MY UNDERSTANDING AND GROWTH AS A PROFESSIONAL IN THIS INDUSTRY.”

– Nick Frain, Finance Orthopedic Associates of Lancaster, PA.
MONDAY, MARCH 5 (continued)

11:30 am-12:30 pm

**CON303 Payer Tactics: Don't Be Surprised by What Might Come your Way in a Payer Contract Negotiation**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Payer Contract Analysis and Negotiation**

Basic | Traditional


Payers employ numerous tactics during the negotiation process to influence the contract to their benefit. Learn to advocate for your practice despite payer apathy or obstinance, using proven techniques from a veteran contract negotiator. If you know what’s coming, you can keep your focus on the endurance test that is payer contracting. Learn how to make your practice healthier, and you’ll feel so much better. Advocate successfully for your practice and providers!

This session will provide you with the knowledge to:

- Recognize typical health plan responses to a request to negotiate your payer contract terms
- Recognize that best and final offer doesn’t always mean best and final
- Predict the hurdles that will come your way from commercial insurance companies

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**CON304 Avoiding Pitfalls & Reducing Delays in Credentialing**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Billing and Coding**

Basic | Traditional

Lynda Barrie, independent consultant, MGMA Health Care Consulting Group, MGMA, Englewood, Colo.

This session will review strategies to help avoid the pitfalls and reduce the delays and stress typically experienced in provider credentialing for Medicare, Medicaid and commercial payers. It will also review how to pre-plan credentialing within your practice and who within your practice to involve to improve cycle time. The session will also review various types of structures to expect related to provider agreements, individual versus group contracting, and make recommendations on tracking and understanding fee schedules. We will also review the systems like PECOS and CAQH and how accurate information helps the credentialing process and impacts MIPS reporting. The presenter will share sample tools to use throughout the process.

This session will provide you with the knowledge to:

- Identify strategies to minimize delays in credentialing
- Outline workflows for integrating and onboarding physicians
- Examine tools to implement for successful credentialing

12:30-1:30 pm

**Networking Lunch with Exhibitors**
MONDAY, MARCH 5 (continued)
1:30-2:30 pm

CONCURRENT SESSIONS - 400 SERIES

**CON401 Seeing Past Tomorrow: Utilizing Appointment Data to Thrive**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Business Intelligence**

Intermediate | Traditional

*Nate Moore, CPA, MBA, FACMPE, president, Moore Solutions Inc., Centerville, Utah*

How would financial management be different in your practice if you could see the future? Appointment data is about as close as a practice manager can come to seeing what next week and next month will look like. Join an interactive discussion on using appointment data to increase opportunities in your practice. We will discuss ways to measure patient access to your providers, to reduce no-show appointments, and to maximize capacity of your most important practice resources. See how practices across America are using appointment data to identify and solve problems before patients arrive, to make staff more efficient and to reduce the number of unsold patient appointments.

This session will provide you with the knowledge to:
- Examine examples of practices using appointment data to see the future
- Illustrate ways to gather, analyze and report on appointments
- Compare ideas and tools to leverage appointment data

**CON402 Round Tables of Receivables**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Billing and Coding**

Basic | Interactive

*Susan Childs, FACMPE, president, Evolution Healthcare Consulting, Rougemont, N.C.*

In this dynamic interactive session, attendees will visit stations for internal checks and balances, benchmarking, grace period issues, high deductibles, front-desk to back-office issues, credit card policies, collections policies and reporting to physicians. Attendees will discuss what works and what doesn’t, and will assemble ideas from the group. When all attendees have gone full circle and noted policies at each location, the speaker will review the answers, and then lead an open discussion to compare concerns, success stories and accounts receivable (A/R) policies across the spectrum of specialties. A follow-up report will be compiled and sent to attendees. Best practices for benchmarking and other A/R metrics to help attendees track and increase collections will be available as a download.

This session will provide you with the knowledge to:
- Discuss best tips and practices
- Identify A/R challenges and solutions
- Analyze best practices on benchmarking and other A/R metrics
MONDAY, MARCH 5 (continued)

1:30-2:30 pm

**CON403 Discover Your Leverage: A Value-based Contracting Case Study**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Payer Contract Analysis and Negotiation**

Intermediate | Traditional

Doral Jacobsen, MBA, FACMPE, partner, Prosper Beyond, Inc., Asheville, N.C.

Amanda Pritchett, MHA, practice administrator, Coastal Pediatric Association, Charleston, S.C.

This session focuses on sharing the story of one practice’s journey in negotiating next-generation payer contracts. This case study will include a deep dive into how the practice moved through the process, including data gathering, analyses, creation of a value proposition and payer relationship building. We will identify sources for determining total cost of care, estimating cost savings and suggestions for how to effectively tell your practice story. This talk will include many tips for payer negotiations and guidance for positioning effectively in next-generation payer contract negotiations.

This session will provide you with the knowledge to:

- Analyze the steps to prepare and execute a value-based contracting strategy
- Illustrate key elements of alternative payment models and utilize in payer contract negotiations
- Determine how to utilize a value proposition in payer contract negotiations

**CON404 E&M Utilization Analysis**

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

**Financial Management**

Intermediate | Traditional

Frank Cohen, MBB, MPA, director, analytics, Doctors Management LLC, Clearwater, Fla.

Understanding how to benchmark E&M utilization is the key to developing advanced management strategies such as compliance risk assessments and financial impact analyses. While covering basic techniques such as intra-category analysis, this session goes well beyond the ‘bell curve’ concept, focusing on new and emerging techniques. Attendees will also be introduced to two cutting-edge methodological concepts: differential modeling and acuity factoring.

This session will provide you with the knowledge to:

- Identify the importance of E&M utilization
- Evaluate comparative E&M databases and statistics
- Examine how to normalize the CMS database

2:30-3:15 pm

**Networking Break in the Exhibit Hall**
CON501 Unlocking and Using Practice Performance Intelligence

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Business Intelligence
Basic | Traditional

Patti Peets, director, revenue cycle management, CareCloud, Miami

When it comes to managing for practice performance, which data is the key? Despite the availability of information about tracking and measuring key performance indicators, many practices struggle to collect and act on relevant data in a consistent, timely basis. This session will identify the most important data to capture, highlight tools available through MGMA and other resources to make tracking and benchmarking easier, and review practical ways to make data tracking and business intelligence into practice decision actionable. Attendees will hear first-hand from a practice leader who went through a practice performance data “makeover” to uncover areas of risk and opportunity—and implemented relatively small, simple steps that made a huge difference in the practice’s understanding and ability to manage for performance success.

This session will provide you with the knowledge to:
- Identify which metrics are leading indicators for high-performing practices
- Interpret MGMA benchmarks in assessing practice performance
- Describe steps to make practice performance data easier to capture

CON502 Compliance Plan 101: How to Start & Keep Compliance Alive in your Practice

Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Financial Management
Basic | Traditional


Voluntary compliance programs are ending. Under the Patient Protection and Affordable Care Act of 2010, Congress mandates compliance for physicians in order to participate in Medicare. Physicians and practice administrators know that having a compliance plan is essential, but most wonder what to include or how to go about getting one that works for the practice. Most physicians do not have a compliance budget, so the solution must be cost-effective. This session should inspire you to create a working compliance plan from scratch or pick up where yours left off. The basics of a compliance plan are presented as well as tools, like the OIG Work Plan, to construct your own.

This session will provide you with the knowledge to:
- Describe the importance of a compliance program
- Explain the basics of creating and maintaining a compliance program
- Identify high-risk areas of federal laws, such as the False Claims Act, HIPAA, OSHA and HR regulations
As we continue our shift from fee-for-service to value-based care, it is important to understand all the continually moving pieces. This presentation will focus on the history and basic components of Hierarchical Condition Category (HCC) coding. Providers must carefully capture and coders must accurately report all pertinent health conditions of the patient for reliable Risk Adjustment Factor (RAF) scoring. It is more important than ever to have mastered the fundamentals of ICD coding and the direct influence it will have on reimbursements in risk-adjusted payment models.

This session will provide you with the knowledge to:
- Recognize how coding affects reimbursements in risk-adjusted plans
- Identify how documentation affects RAF scores
- Examine HCC coding concepts and their impact on your practice

As healthcare moves toward value over volume, practices will face increasingly complex and diverse payment and reimbursement plans. No matter how value-based care evolves in different markets, physicians and advanced practice providers are crucial to every performance, quality, safety, care utilization and patient experience goal. These same factors significantly affect an organization’s financial viability, which is why providers’ compensation must also support them in very purpose-built ways. In this session, attendees will learn how to leverage transparency to build relationships with providers and close the gaps with management, create an accountability structure to sustain high performance, and engage providers through education, feedback and leadership development.

This session will provide you with the knowledge to:
- Outline a compensation structure that will better align with organizational goals
- Create a program for offering meaningful and actionable feedback to providers
- Design compensation models that include performance outcomes and incentives

5:00-6:30 pm
Dinner Discussion Groups
(sign-up required, space is limited)
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 am-12:00 pm</td>
<td>Registration Hours</td>
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<tr>
<td>7:30-10:00 am</td>
<td>Exhibit Hall Hours</td>
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<tr>
<td>7:30-8:00 am</td>
<td>Networking Breakfast with Exhibitors</td>
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<td>8:00-9:00 am</td>
<td>Closing General Session</td>
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<td>9:00-10:00 am</td>
<td>Networking Break in the Exhibit Hall and Prize Map Drawing</td>
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<td>9:45 am</td>
<td>Match, Mingle and Win Prize Drawing</td>
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<td>10:00-11:00 am</td>
<td><strong>Concurrent Sessions - 600 Series</strong></td>
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<td>11:00-11:15 am</td>
<td>Passing Break</td>
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<td>11:15 am-12:15 pm</td>
<td><strong>Concurrent Sessions - 700 Series</strong></td>
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TUESDAY, MARCH 6
7:30 am-12:00 pm

Registration Hours
7:30-10:00 am
Exhibit Hall Hours
7:30-8:00 am
Networking Breakfast with Exhibitors

8:00-9:00 am
General Session: The Seven Keys to Leadership in the 21st Century
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Overview | Traditional
Pat Williams, senior vice president, NBA’s Orlando Magic, Orlando, Fla.
In this thought-provoking speech, Pat details the seven keys to leadership and teaches how to become a more effective leader. Learn how to create a personal strategy, communicate effectively with employees and make profitable decisions. Pat’s humorous anecdotes and unique leadership philosophy give executives practical and proven techniques for immediately improving organizations with improved leadership.
This session will provide you with the knowledge to:
• Identify key elements of leadership
• Describe the connection between leadership and productivity
• Create a personal leadership strategy

9:00-10:00 am
Networking Break with Exhibitors and Prize Map Drawing

“THIS CONFERENCE WAS EXTREMELY HELPFUL. MY SUPERVISOR AND I BOTH ATTENDED SO WHILE I FOCUSED MY ATTENTION ON CONTRACT NEGOTIATION, SHE FOCUSED ON PHYSICIAN COMPENSATION. THIS WAY WE WERE ABLE TO GET ALL OF THE INFORMATION WE COULD ON THE TWO MOST IMPORTANT TOPICS TO US BOTH. THE INFORMATION AND RESOURCES GIVEN HAVE PROVIDED US WITH WHAT WE NEED TO REVITALIZE OUR PRACTICE, TO GET PAID WHAT WE DESERVE AND TO PAY OUR PROVIDERS WHAT THEY DESERVE. I WILL DEFINITELY BE ATTENDING NEXT YEAR AND APPLAUD THE COORDINATORS OF THIS WONDERFUL CONFERENCE.”
— SHAWNTEA MOHEISER, DIRECTOR OF OPERATIONS, ALLERGY & ASTHMA ASSOCIATES, ARNOLD, MD
TUESDAY, MARCH 6 (continued)
10:00-11:00 am
CONCURRENT SESSIONS - 600 SERIES

CON601 The Decision to Remain Independent: Physician Practice
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Financial Management
Intermediate | Traditional
Claire Pearson, CPA, principal, CliftonLarsonAllen LLP, Denver

Physician practices face many administrative burdens that must be addressed alongside their patient responsibilities. Managing cost and infrastructure, recruitment and retention of physicians, lower reimbursements, and managing payer mix and collections all weigh heavily on the minds of those who manage independent practices. At the same time, many of their peers have gone the direction of selling their practices to relieve some of these pressures. What is a practice that wants to maintain their independence to do? Join this interactive session to hear the experiences and decisions a physician made when evaluating whether to keep his practice independent and the steps his practice undertook to ensure success going forward.

This session will provide you with the knowledge to:
- Identify the questions that must be answered when determining whether to remain independent
- Analyze the decisions that need to be made to remain a thriving practice
- Discover how to remain primarily independent when a capital infusion is needed

CON602 Alternative Payment Models and Specialty Care
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Financial Management
Intermediate | Traditional
Gary Kirsh, MD, president, The Urology Group, Cincinnati
Jeffrey Scott, chief marketing officer and president, life sciences service division, Integra Connect, Jupiter, Fla.

Specialty practices face transformation as they assume accountability for episodes of care. With prep time ending, specialists must quickly embrace alternative payment models (APMs) to land on the right side of reimbursement curves if a practice seeks exclusion from MIPS. This session will show where to start and how to avoid the numerous pitfalls along the way to APM success and share best practices of specialty APM design/ adoption for MACRA.

This session will provide you with the knowledge to:
- Assess the landscape and key stakeholders of specialty APM design
- Design an episode payment to deliver significant clinical value to patients while addressing controllable external costs
- Establish successful performance to support your APMs
TUESDAY, MARCH 6 (continued)

10:00-11:00 am
CON603 The Evolving Federal Payment Landscape
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Government Affairs
Overview | Traditional
Jennifer McLaughlin, JD, senior associate director, Government Affairs, MGMA, Washington, D.C.

The Medicare Access and CHIP Reauthorization Act (MACRA) charted new value-based territory for Medicare physician reimbursement—both in traditional fee-for-service and alternative payment models (APMs). At the outset of the second year of the Merit-Based Incentive Payment System (MIPS) and APMs, this session will review key program requirements and steps practice leaders should take to be successful in this new payment structure. This session will also take a timely look at critical healthcare issues moving through Congress and the Administration and discuss their impact on medical groups. Finally, attendees will learn about MGMA’s ongoing advocacy efforts to shape these Medicare payment programs and reduce the regulatory burden on physician practices.

This session will provide you with the knowledge to:
• Assess the current regulatory and political landscape in Washington for medical practices
• Evaluate where MIPS and APMs fit in the broader context of Medicare physician payment reform
• Identify MGMA resources that will help navigate your practice to success in an evolving reimbursement environment

11:00-11:15 am
Passing Break

11:15 am-12:15 pm
CONCURRENT SESSIONS - 700 SERIES

CON701 Preventing Fraud and Embezzlement in Your Practice
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1
Financial Management
Intermediate | Traditional
Debra Phairas, MBA, president, Practice and Liability Consultants, San Francisco

It has been estimated that one in six doctors will experience embezzlement at some time during their practice years. A busy practice is an easy target for embezzlement. A variety of tools and tactics to protect your practice will be discussed. Participants will learn detection and prevention techniques, including why employees embezzle and what to do after you discover embezzlement.

This session will provide you with the knowledge to:
• Summarize effective accounting controls to prevent embezzlement
• Recognize why employees embezzle
• Identify ways to protect the practice through motivation and management techniques
TUESDAY, MARCH 6 (continued)

11:15 am-12:15 pm

CON702 Maximize Payments and Minimize Denials in the Referral Process
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Financial Management
Intermediate | Traditional

Lauren Christian, MBA, senior associate, Pricewaterhouse Coopers, New York
Akash Patel, experienced associate, Pricewaterhouse Coopers, San Francisco

The efficiency of an organization’s referral and prior authorization process has a significant impact on the patient and referring provider experience. This session will review how revenue, denials and write-offs are impacted by the referral process and how to maximize payment through improved processes. Learn how to utilize technology to create a comprehensive approach to managing referrals and preparing patients for their scheduled services.

This session will provide you with the knowledge to:
• Develop KPI reporting to identify gaps in the prior authorization process
• Create clear communication channels with internal and external providers
• Design patient education for the referral process

CON703 Overcoming Patient Payment Challenges: What Patients Want & Practice Success Stories
Credit hours: ACMPE Credit: 1 | CPE Credit: 1.2 | CEU Credit: 1

Compensation and Productivity
Basic | Traditional

Ginny Shipp, inSight solutions, Duluth, Ga.

Today’s consumer-centric environment requires practices to align with patient expectations. Recent industry research conducted with both patients and providers reveals their attitudes and behaviors on patient billing and payments, and offers implications for healthcare organizations. This session will present the research results that define what patients want, current patient billing challenges and what healthcare organizations can do to overcome current obstacles.

This session will provide you with the knowledge to:
• Outline practice success stories
• Explain provider and patient satisfaction trends in billing and payments
• Interpret the data to strategically address risks and opportunities
YOU COME IN SEARCH OF SOLUTIONS.
YOU’LL LEAVE WITH THE KNOWLEDGE YOU NEED TO SUCCEED.

The MGMA 2018 Financial Management and Payer Contracting Conference Exhibit Hall is your source for information about the products and services that you need to help your organization move forward.

Dedicate time during the conference to visit the Exhibit Hall. 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/fmpc18.

New this year: Participate in the Match, Mingle and Win Game in the Exhibit Hall.

Match your colored lei to the exhibitor with the same color. Mingle with your matches to collect tickets while learning about solutions for your practice. Use your tickets to be entered into a drawing to win prizes. The more tickets you collect, the better your chances!

EXHIBIT HALL SCHEDULE

SUNDAY, MARCH 4
5:00-6:00 pm  Welcome Reception with Exhibitors

MONDAY, MARCH 5
7:30 am-4:00 pm  Exhibit Hall Hours
7:30-8:30 am  Networking Breakfast with exhibitors
10:45-11:30 am  Networking Break in the Exhibit Hall
12:30-1:30 pm  Networking Lunch with Exhibitors
2:30-3:15 pm  Networking Break in the Exhibit Hall

TUESDAY, MARCH 6
7:30-10:00 am  Exhibit Hall Hours
7:30-8:00 am  Continental Breakfast in the Exhibit Hall
9:00-10:00 am  Networking Break and Prize Drawing in the Exhibit Hall (must be present to win)
THANK YOU
THANK YOU TO OUR EXECUTIVE PARTNERS
REGISTRATION FEES
AND INFORMATION
### REGISTRATION FEES AND INFORMATION

**CONFERENCE REGISTRATION**

<table>
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<th></th>
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**PRECONFERENCES REGISTRATION – SUNDAY, MARCH 4**

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<tr>
<td>PRE101 The Payer Contracting Process: Negotiating and Managing Like a Pro (Capacity: 100)</td>
<td>$399</td>
<td>$599</td>
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<tr>
<td>PRE102 To Sell or Not To Sell: Analyzing the Current Environment for Independent Physician Practices (Capacity: 100)</td>
<td>$399</td>
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<tr>
<td>PRE103 From Data to Action: Benchmarking for Better Results in your Practice (Capacity: 100)</td>
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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/fmpc18](http://mgma.org/fmpc18).

Please note: Registration fees do not include housing costs.

**Questions?** Please contact service@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 Fees section for additional information and pricing. Register online at mgma.org/fmpc18.

DEADLINE FOR PROGRAM REGISTRATION
The deadline for online registration is Thursday, March 1, 2018. After that date, you must register in person at the event.

PRECONFERENCE PROGRAM CAPACITIES
Due to the interactive nature of the preconference programs, they will have limited capacities. Sign up early to reserve your spot. If you are placed on a waiting list, this does not ensure that you will be able to attend the program. Individuals on the waiting list will only be given a spot in the preconference program if someone cancels his or her registration.

COMPLAINT AND RESOLUTION POLICY
Please contact the MGMA Service Center toll-free 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 at the MGMA Service Center, 104 Inverness Terrace East, Englewood, CO 80112-5306, or faxed to 303.643.4439 no later than Thursday, March 1, 2018, 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
HYATT REGENCY GRAND CYPRESS
One Grand Cypress Boulevard
Orlando, FL 32836
Check in: 4:00 pm | Check out: 11:00 am

RESERVATIONS
888.421.1442
mgma.org/fmpc2018-hotel

Standard guest rooms are $229 per night for single or double occupancy, plus a reduced resort fee of $10/day and 12.5% applicable state and local taxes (taxes subject to change).

RESERVE YOUR ROOM EARLY!
MGMA has reserved a block of rooms until Friday, Feb. 9, 2018 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.

For sleeping room reservations, call 888.421.1442. Identify yourself as an attendee of the MGMA 2018 Financial Management and Payer Contracting Conference to receive the discounted group rate. Cancellations must be received 72 hours prior to 4:00 pm on the day of arrival, local hotel time, to avoid penalty charges or forfeiture of deposit. All reservations must be guaranteed with a credit card. You may also reserve your room online at mgma.org/fmpc2018-hotel.

Enter your arrival date, number of nights, occupancy and the room type requested to check rates and availability.

SUPPORT YOUR ASSOCIATION
When booking your stay within the MGMA hotel block, you are 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.

TRANSPORTATION
MGMA recommends flying into the Orlando International Airport (MCO). The Hyatt Regency Grand Cypress is 18 miles from the airport.

Mears Transportation Group offers 24-hour service from the airport to the Hyatt Grand Cypress. The one-way per-person cost is $23, excluding gratuity. No advance reservations are required from the airport; however, 24 hours’ advance notice is requested for return trips from the hotel to the airport. To make reservations, call 855.463.2776 or visit mears.com.

Taxi transportation costs from the Orlando International Airport to the hotel are approximately $53 one way, excluding gratuity.

You may also use ride-sharing services such as Lyft or Uber. Estimated pricing ranges from $18-28 depending on the size of the car and service used.

Please note that all transportation costs are subject to change without notice.
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 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 fill out the form during the registration process to inform us of your needs or contact us at meetings@mgma.com.

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 Grand Cypress, please fill out the form during the registration process to inform us of your needs or contact us at meetings@mgma.com.

PHOTO CONSENT
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