

PRE-CONFERENCE WORKSHOPS

There may be additional fees for workshops. Advanced registration required.

LEAN/Six Sigma: Extreme Makeover - Medical Practice Edition, Owen Dahl

The medical practice of the future will need to change through more efficiency, through more effective process management. How do you "Survive"? You require an extreme makeover. Lean defines managing time or interruptions efficiently. Six Sigma looks at the defects you have in your office. Fixing your patient flow process and removing re-work in your paper process require the Lean Six Sigma way of project management through team work and analysis. The attendee will have a complete model for a solo practice to a large group, we all need to improve! Objectives: Define terms and principles of Lean and Six Sigma; Improving profitability through improving processes; Practical tools to take home that actually work; and Making improvements in your office challenge!

"Coding: ICD-10-CM Diagnostic Coding and 2010 CPT Update," Kay McMillan, Med, RHIA and Tamera Hey, CPC

"ICD-10-CM Diagnostic Coding"

Years ago, the World Health Organization implemented the use of the tenth revision of the codes used to report morbidity and mortality statistics worldwide, but the United States has not implemented the system yet. The program will provide a brief overview of the similarities and the differences between the ninth and tenth editions. At the conclusion of this portion of the workshop, attendees will be able to Identify the basic structure of the ICD-10-CM diagnosis codes; Identify rules that are similar between ICD-9-CM and ICD-10-CM; and Apply new rules for ICD-10-CM diagnosis coding.

"2010 CPT Code Update"

The purpose of this session is to provide an overview of additions, deletions and changes made to the 2010 CPT Manual.

Kay McMillan is Program Director and Associate Professor for the Health Information Management program at Chattanooga State Community College. Kay has a baccalaureate degree in Medical Record Administration and a Master's in Education in Human Resource Development. Part of her current responsibilities is to teach students how to code hospital and outpatient records using ICD-9-CM diagnosis and procedure codes. In July, 2009, she attended the American Health Information Management Association's first Academy for ICD-10 and ICD-10-PCS trainers and successfully passed the AHIMA exam for an AHIMA-approved ICD-10-CM/PCS Trainer.

Tammy Hey, CPC, has been a coding professional for over 20 years with a background in Physician, Facility and Payer coding and billing. She is currently an Advisory Board Member for Ingenix, teaches Coding and Billing at a local College, and is a Past-President of the Chattanooga Chapter of the American Academy of Professional Coders.

The Reality of Becoming a Fellow: From idea to Fellowship, Jackie Boswell, FACMPE

Whether you have begun to research your topic, completed your outline, or are simply just trying to work up the nerve to take the next step in your professional development by going for your Fellowship in the American College of Medical Practice Executives, this free workshop is designed just for you. Jackie Boswell, Tennessee's ACMPE forum representative, will be joined by several of your Tennessee peers who have met the qualifications needed to acquire fellowship status. They will walk you through the process, work with you on developing an outline, and correcting first drafts, as well answer any questions you might have no matter where you are in the process.

GENERAL SESSION DESCRIPTIONS

The Reality of Managing Patient Flow Elizabeth Woodcock

As reimbursement declines and costs escalate, there's no better time than today to focus your efforts on patient flow. This session features best practices on improving practice efficiency, to include the front desk, telephones, scheduling and clinic. Discover tactics to Get a grip on telephone calls; Train your staff to prepare for every encounter; Avoid batching work; Start on time; and Handle the "oh, by the ways..." By attending this session, you'll learn the basics of improving your patient flow and hear examples of techniques that work. Peppared with ways to enhance customer service during your initiative, this session is not to be missed by anyone interested in creating an efficient practice while simultaneously improving customer service.

Elizabeth Woodcock is a professional speaker, trainer and author specializing in medical practice management. Elizabeth has focused on medical practice operations and revenue cycle management for nearly 20 years. Combining innovation and analysis to teach practice operations, she has delivered presentations at regional and national conferences to more than 150,000 physicians and managers. In addition to her popular email newsletters, she has authored seven best-selling practice management books, and published dozens of articles in national healthcare management journals. Elizabeth is a Fellow in the ACMPE and a Certified Professional Coder. She has a Bachelor of Arts degree from Duke University and a Master of Business Administration in healthcare management from The Wharton School of Business of the University of Pennsylvania.

GENERAL SESSION DESCRIPTIONS

The Reality of Revenue Cycle Management *Elizabeth Woodcock*

2010 brings a host of challenges in revenue cycle management. Health care reform, consumer-directed health care, and the uninsured are all having an impact on your revenue cycle. To help you with these challenges, this fast-paced and succinct session will focus on ten proven ways to enhance your revenue cycle. The speaker will provide a precise and detailed roadmap for strategies related to the pre-visit, time-of-service and post-visit collection processes, as well as denial prevention and management strategies. Invest your time in this session, and you'll be armed with an action plan to apply in your own practice, with the focus being performance improvement initiatives you can implement immediately to create a successful outcome. Attendees will Learn how successful practices handle patient collections; Implement pre-visit collection processes; Determine strategies to prevent denials in the first place; Recognize how to best manage denials for your practice; and Create an action plan to improve revenue cycle management.

The Reality of Practice Operations: Real life solutions and strategies from Better Performing Practices

Cindy Dunn, FACMPE and Rosemarie Nelson, MS

Successful medical practices possess organizational and operational strategies that others do not and they work hard to perfect these processes. Inefficient and ineffective practice operations systems limit your accomplishments. Working to transform or enhance your practice operations can increase patient, physician and staff satisfaction. This session focuses on delivering a patient-centered operation from the first patient contact right through the encounter to fulfilling the visit after the point-of-service care is delivered.

Cindy Dunn has 32 years of experience in health care; 25 years in management; eighteen of those years as administrator of two private medical practices, and six years in nursing management for a hospital-owned physician practice. The last ten years of her private practice work focused exclusively on a full scale Orthopaedic practice. This experience offers clients practical and efficient solutions utilizing technology in both business and clinical management. She has experience in special project management; executing and completing the construction of a medical office building and ambulatory surgery center. Cindy is well versed in evaluating workflow processes and in assisting with the operational redesign necessary for successful technology implementations.

Rosemarie Nelson's experience as a medical office manager and in information technology, combined with her years of consulting to physicians and practice professionals gives her a unique insight into the needs and challenges facing today's physicians and the future for medical practices. Rosemarie conducts educational seminars and provides keynote speeches on a variety of healthcare technology and operational topics. She has authored numerous articles on practice management issues and her presentations and publications have been well received by physicians, administrators, managers and staff throughout the country.

Survivor: You are still on the Island, but it is sinking! *Stephen Dickens, JD, FACMPE, FACHE*

Most disaster plans account only for the loss of electronic data. Even in this day and age, natural disasters such fire or flood can still wreak havoc on the most technologically prepared practice. As healthcare workers with a heightened level of exposure, the threat of a pandemic must also be considered. Since a disruption to practice operations and thus, the bottom line eventually falls to the responsibility of the CFO or practice executive, are you prepared to deal with this? With a focus on real life practice experiences, this interactive program addresses the components of a successful disaster plan whether the crisis stems from technological, natural or environmental hazards. At the conclusion of this session, attendees will be able to:

- Identify the major, potential disruptions to practice operations;
- Identify the key components of a disaster recovery plan;
- Identify the role of the CFO or practice executive in successful disaster planning and recovery; and
- Discuss the lessons learned from the disaster experiences of other organizations.

Stephen Dickens is an attorney in the Risk Management department at State Volunteer Mutual Insurance Company. In this role he works with physicians and their staff concerning areas of risk and practice operations. Prior to joining SVMIC, Dickens spent 15 years as a medical practice and hospital executive. Steve is a member of the MGMA Board of Directors, past president of the TMGMA, a board certified medical practice executive and a Fellow in the American College of Medical Practice Executives.

Monday, March 22

8:00 a.m. - 5:00 p.m.

8:30 - 11:30 a.m.

Conference Registration Desk Open

PRE-CONFERENCE WORKSHOPS (**Pre-Registration is REQUIRED**)

"LEAN/Six Sigma," Owen Dahl, MGMA Consultant

"Coding: ICD-10-CM Diagnostic Coding and 2010 CPT Update,"

Kay McMillan, MEd, RHIA and Tamera Hey, CPC

"The Reality of Becoming a Fellow: From idea to Fellowship," Jackie Boswell, FACMPE

12:00 - 6:30 p.m.

Exhibit Hall Open for Attendees

1:00 - 2:45 p.m.

Opening General Session *Sponsored by State Volunteer Mutual Insurance Company*

"The Reality of Managing Patient Flow," Elizabeth Woodcock, Woodcock and Associates

2:45 - 3:30 p.m.

Break in Exhibit Hall

3:30 - 5:00 p.m.

General Session

"The Reality of Revenue Cycle Management," Elizabeth Woodcock, Woodcock and Associates

5:00 - 6:30 p.m.

Welcome Reception in Exhibit Hall

Tuesday, March 23

7:30 a.m. - 5:00 p.m.

Conference Registration Desk Open

7:30 a.m. - 4:00 p.m.

Exhibit Hall Open

8:00 - 9:00 a.m.

Breakfast Buffet in Exhibit Hall

9:00 - 10:30 a.m.

General Session

"Reality of Practice Operations: Real life solutions and strategies from Better Performing Practices," Cindy Dunn, FACMPE and Rosemarie Nelson, MS, MGMA Consultants

10:30 - 11:15 a.m.

Break in Exhibit Hall

11:15 a.m. - 12:15 p.m.

Breakout Sessions

Boot Camp Series: **"Excel Basics,"**

Randy Cook, FACMPE, State Volunteer Mutual Insurance Company

Core Series: **"Bring Your Physician to Reality with a Dashboard Report,"**

Bob Patterson, FACMPE, State Volunteer Mutual Insurance Company

Masters Series: **"The Apprentice Part 1: Winning the ultimate challenge-Practice Management"** Jere Pittner, MS, MBA, Galen Advisors

12:15 - 1:15 p.m.

Networking Luncheon *Sponsored by SunTrust*

1:15 - 2:15 p.m.

Breakout Sessions

Breakout Sessions

Boot Camp Series: **"With all of these regulations, when do we see patients?"**

Rhonda Sides, CPA/ABV, CVA, CFF, Crosslin & Associates

Core Series: **"Improve your patient referral management,"**

Cindy Dunn, RN, FACMPE, MGMA Consultant

Masters Series: **"The Apprentice Part 2: Winning the ultimate challenge-Practice Management"** Jere Pittner, MS, MBA, Galen Advisors

2:15 - 3:30 p.m.

Dessert Bar in Exhibit Hall *Sponsored by Fox Collection Center*

4:15 - 5:15 p.m.

Breakout Sessions

Core Series: **"Excel for Practice Managers,"**

Randy Cook, FACMPE, State Volunteer Mutual Insurance Company

Masters Series: **"The Apprentice Part 3: Winning the ultimate challenge-Practice Management"** Jere Pittner, MS, MBA, Galen Advisors

5:30 - 8:30 p.m.

"Evening with the Stars," Special Event at the Hunter Museum

(Includes dinner buffet, beverages, and LIVE entertainment)

Sponsored by Franklin Collection Service

Wednesday, March 24

7:30 a.m. - 12:30 p.m.

Conference Registration Desk Open

8:00 - 9:00 a.m.

Breakfast Buffet *Sponsored by SergeMD*

9:00 - 10:15 a.m.

General Session

"Survivor: You are still on the Island, but it is sinking!"

Stephen Dickens, JD, FACMPE, FACHE, State Volunteer Mutual Insurance Company

10:15 - 11:00 a.m.

Refreshment Break

11:00 a.m.

Exhibitor Tear-Down

11:15 a.m.

Exhibitor Meeting

11:00 a.m. - 12:30 p.m.

Closing General Session

"If Healthcare is about well-being, why am I so stressed out?"

Jerry Bridge, Bridge Practice Management and LifeWorks Education

12:30 - 12:45 p.m.

Closing Remarks - **Grand Prize Drawing**

TMGMA Annual Spring Conference

March 22-24, 2010

Registration Form

Please make copies of this form if more than one person is registering.
You can now also register online with a credit card at www.tmgma.com.

First Name: _____ MI: _____ Last Name: _____ Suffix/credentials: _____

Title: _____ Company/Practice: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Practice Specialty: _____ Is this an address change? _____

Preferred Name on Badge: _____

Circle all that apply: First-time Attendee New Member Fellow CMPE Nominee Local Chapter Officer

REGISTRATION FEES:	Postmarked on/before February 28, 2010	Postmarked after February 28, 2010
TMGMA Member TMGMA Member # _____	\$ 225	\$ 275 _____
TMGMA Life Member	\$ 0	\$ 0 _____
NON-Member (please see website for membership info.)	\$ 325	\$ 375 _____
Guest (includes meals/receptions ONLY)	\$ 75	\$ 75 _____

If registering guest: Guest Name: _____

PRE-CONFERENCE WORKSHOPS

LEAN/Six Sigma With conference registration	\$ 39	No late registration	_____
Workshop ONLY - member	\$ 59	No late registration	_____
Workshop ONLY - non-member	\$ 119	No late registration	_____
Coding 1-10 With conference registration	\$ 29	No late registration	_____
Coding workshop ONLY - member	\$ 49	No late registration	_____
Coding workshop ONLY - non-member	\$ 89	No late registration	_____
ACMPE With conference registration	\$ 0	No late registration	_____
ACMPE workshop ONLY - member	\$ 0	No late registration	_____
ACMPE workshop ONLY - non-member	\$ 29	No late registration	_____

Total Registration Fees Due: _____

For count purposes, please indicate your attendance at the following:

Monday Reception ___ Yes ___ No Tuesday Breakfast ___ Yes ___ No Tuesday Lunch ___ Yes ___ No Wednesday Breakfast ___ Yes ___ No

Tuesday Night Special Event (no charge for attendee and registered guests): Attendee ___ Guest ___

Please fax completed form with credit card information to 615.662.8864 or register online at www.tmgma.com:

___ VISA ___ MasterCard ___ AmEx Name on card: _____

Credit Card Number: _____

Exp. _____ CVV (3-digit security code): _____

Billing Address: _____

Signature: _____ Date: _____

Or mail completed form with check made payable to TMGMA, P.O. Box 3392, Brentwood, TN 37024

Questions: 866.739.MGMA or melissaowilson@comcast.net

GENERAL SESSION DESCRIPTIONS

If Healthcare is about well-being, why am I so stressed out? *Jerry Bridge*

Working in the 21st Century is tougher. We're deluged with information, troubled by impossible deadlines, and overwhelmed by expectations. No matter how well organized we are, we simply can't get it all done. Old techniques for personal productivity - approaches that were developed more than 30 years ago - are simply insufficient for the demands of today's work environment. Most of our work habits were developed before email, faxing, voice mail and the internet- they are out dated and not in step with the speed, volume & complexity of today's workplace This presentation will explore some of the principles, practices and tools for dealing with the flood of demands, tasks, activities, problems and opportunities coming at you - leaving leave you more confident, focused and effective.

Jerry Bridge is a trainer, coach and motivational speaker. Over the past twenty years Jerry has worked with more than 75,000 healthcare executives, providers, practice managers and administrative staff on a variety of practice management issues including; revenue cycle management, customer service, communication, stress management and productivity, and billing & collections. Jerry integrates over 25 years of training and development with Landmark Education Corporation; a leader and innovator in transformational education. Jerry lives in San Diego, California.

BREAKOUT SESSION DESCRIPTIONS

Excel Basics & Excel for Practice Managers *Randy Cook, FACMPE*

Popular TMGMA presenter Randy Cook, with State Volunteer Mutual Insurance Company, conducts two breakout sessions on the ins and outs of Microsoft Excel. Take this brief test to determine which Excel program will best serve your needs:

Yes	No	Question
		Can you copy a formula anchoring cells to a fixed reference?
		Do you know how to find the value in "Column 5, Row 12"?
		Can you create a VLookup to find data in another worksheet?
		Can you create a pivot table to summarize a range of data by a selected field, e.g. Charges by physician?
		Can you copy a formula and past values instead of the formula?
		Can you apply a filter to a range of data to display only selected record types?
		Can you format a cell/formula to display results as a percentage with 3 decimal places?
		Can you use "Goal Seek" to solve for the value needed to resolve an equation?
		Can you build a formula to add, subtract, multiply or divide?
		Can you separate text and numbers from one column into two columns using "Text to columns"?

If you answered "Yes" to 4 or fewer questions attend the "Excel Basics" class.

If you answered "Yes" to 7 or fewer questions attend the "Excel for Practice Administrators" class.

If you answered "Yes" to more than 7 questions the "Excel Basics" class will be too elementary and the "Excel for Practice Administrators" may deal with techniques that you already know. If you have questions, please feel free to contact Randy Cook at (615) 846-8354 or Randy@svmic.com.

Bring you physician to REALITY with a Dashboard Report *Robert E. Patterson, FACMPE*

This program will show you how to communicate meaningful financial information to your Physicians. You will learn to measure what's important and use benchmarks to compare practice financial information to both outside and internal indicators. You will be provided with examples of various Dashboard Reports and spreadsheets that you can use to develop your own reports.

Bob Patterson is Assistant Vice President, Medical Practice Services, for State Volunteer Mutual Insurance Company. He began his medical practice career in 1981 as the Group Administrator for St. Thomas Medical Group in Nashville. In 1987 he started his own consulting firm and through that entity managed several practices in the Nashville area. He moved back to his home in East Tennessee and worked with St. Mary's Hospital in Knoxville and other Mercy Health Systems hospitals nationwide on physician practice issues. He was recruited by Columbia HCA and returned to Nashville to become Vice President for Physician Services and Development for the Mid-America Group, and CEO of Columbia Management Services Organization of the Mid-America Group. Mr. Patterson joined SVMIC in 1998. He is Past President of the Tennessee Medical Group Management Association. Mr. Patterson lives in the Nashville area and holds a Bachelor's Degree from The University of Tennessee. He is Board Certified in Medical Practice Management and is a Fellow in the American College of Medical Practice Executives.

BREAKOUT SESSION DESCRIPTIONS

The Apprentice Series (1-3): Winning the ultimate challenge - Practice Management *Jere Pittner, MS, MBA*

"The high volume of challenges and responsibilities that practice managers face often leave little to no time to get back to the basics. There are many fundamental business principals that can provide practice managers a roadmap to success that is so often needed. This series will provide an overview of Organizational Behavior, Operations Management, Managerial Accounting, Marketing and Strategy. The material presented is an excellent refresher for those with a formal business education and is a wonderful introduction of basic principles for non-business educated managers."

Jere Pittner is the co-founder of Galen Advisors, LLC, and serves as president and CEO of the healthcare consulting company and its primary division, Galen Billing Services. A practice management veteran in the health care industry, she has engineered a number of highly successful medical practice expansions and also has extensive experience managing private practices and ambulatory surgery centers. Her experience is comprehensive, having directed all financial, operational and administrative functions for both types of organizations. She is a member of the Medical Group Management Association (MGMA) and the Healthcare Financial Management Association (HFMA). As such, she speaks on a wide variety of topics related to practice management. She lives in Atlanta.

Big Brother: With all these regulations, when do we see patients? *Rhonda Sides, CPA/ABV, CVA, CFF*

What do we really need to be focusing on, what are the most important priorities, and how can we do that efficiently? What are the most important skill sets we need in our practices nowadays to help us meet these important objectives efficiently and effectively? How can we be more effective in complying with the current myriad of regulations? Practice managers and administrators have become overworked in recent years by the increasing challenges of running a medical practice, collecting the receivables, and trying to comply with every regulation that is thrown their way. This session will focus on how to most effectively deal with the increasing burden of running a medical practice under current regulatory scrutiny.

Rhonda W. Sides is the Principal for Healthcare Services and Business Valuation and Litigation Services for Crosslin & Associates and for STAT Solutions. Rhonda has experience in all aspects of healthcare, taxation, and retirement plan administration. Proficient in management issues of many types of healthcare entities, Rhonda specializes in physician practice management issues, HIPAA compliance, Stark compliance and physician compensation issues, entity contracts, practice valuations, cost accounting, operational assessments, accounts receivable, and financial feasibility issues.

Patient Referral Management: Make it to the Finish Line *Cindy Dunn, RN, FACMPE*

Referral management focuses on monitoring, directing and controlling patient referrals. Patients experience long waiting times in the health care continuum in three major areas: first, in waiting for access to an appointment; second, in the medical office itself; and third, in waiting for access to specialty care once the primary care physician has decided to refer the patient. These waits and delays dissatisfy patients, medical staff and physicians, while increasing health care costs, reducing potential income and adversely affecting clinical outcomes. This session will address successful strategies involving consultation/referral request forms, sample referral agreements and tracking unresolved issues.

"Dancing with the Stars"

At the

Hunter Museum of American Art

Tuesday, March 23

5:30 - 8:30 pm

Join us for Music, Food, and a Few Surprises!

Sponsored by Franklin Collection Service

(Transportation provided to and from the Marriott - Convention Center and the Hunter Museum)



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Conference Facility:

Meetings and Exhibits will be held at the Chattanooga Convention Center. The conference hotel is The Marriott - Chattanooga at the Convention Center. These facilities are located at 2 Carter Plaza in downtown Chattanooga.

Hotel reservations will be accepted until **February 27, 2010**, or until the room block is filled, whichever comes first. **Make your reservations now by calling 1.800.841.1674.** The group rate for single or double occupancy is \$124 per night. Be sure to mention you are with TMGMA to get these rates. Check-in time is 4:00 p.m., check-out time is 11:00 a.m.

Conference Registration:

The registration fee covers all meetings, handouts, meal and breaks. Conference breakfast and lunch functions are for registered exhibitors, conference attendees, and registered guests only. Attire for the conference will be business casual. A jacket or sweater is suggested.

ACMPE Credit: This program has been approved for credit hours by the American College of Medical Practice Executives.

Cancellation Policy: Cancellation requests received by **Friday, March 12** will receive a refund of registration fees, less \$25.00 processing fee. No refunds will be issued for cancellation requests after this date. However, substitutions from the same practice will be allowed.

For additional information, please visit our website at www.tmgma.com
or email Melissa Wilson at melissaowilson@comcast.net