

April 19-21, 2010
Caribe Royale Resort
Orlando, Florida



Medical Group
Management
Association

MGMA[®]

Florida
A State Affiliate



Come look into the crystal ball
and see what the future of healthcare holds

Florida Medical Group Management Association Agenda

April 19, 20 & 21, 2010 • Caribe Royale Orlando

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Monday, April 19th

11:00 a.m. - 5:00 p.m.	Conference Registration Desk Open
12:00 p.m. - 1:00 p.m.	Strolling Lunch in the Exhibit Hall
12:00 p.m. - 6:30 p.m.	Exhibit Hall Open
1:00 p.m. - 1:15 p.m.	Welcome and Opening Remarks
1:15 p.m. - 2:45 p.m.	Opening Session – <i>Finding the Funny in Change</i> - Jan McGinnis
2:45 p.m. - 3:30 p.m.	Break in the Exhibit Hall
3:30 p.m. - 5:00 p.m.	Breakout Sessions by Group Size
5:00 p.m. - 6:00 p.m.	Opening Reception in the Exhibit Hall
6:00 p.m. - 7:00 p.m.	Dinner
7:00 p.m. - 8:00 p.m.	Hypnotist Show

Tuesday, April 20th

7:00 a.m. - 5:00 p.m.	Conference Registration Desk Open
7:30 a.m. - 8:30 a.m.	Buffet Breakfast
10:00 a.m. - 6:00 p.m.	Exhibit Hall Open
8:30 a.m. - 10:00 a.m.	General Session – <i>The Economic Tsunami: Surviving and Thriving in Turbulent Times</i> - Elizabeth Woodcock, MBA, FACMPE, CPC
10:00 a.m. - 10:45 a.m.	Break with Exhibitors
10:45 a.m. - 12:00 p.m.	Breakout Sessions <ul style="list-style-type: none">– <i>Best Practices in Revenue Cycle Management: 10 Proven Ways to Boost Your Bottom Line</i> - Elizabeth Woodcock, MBA, FACMPE, CPC– <i>Cost Cutting in a Medical Practice</i> - Fred Simmons, CPA, CMPE– <i>Practice Management 101</i> - Mickey Smith, CMPE
12:00 p.m. - 1:15 p.m.	Buffet Lunch
1:15 p.m. - 2:45 p.m.	Breakout Sessions <ul style="list-style-type: none">– <i>Clinical Integration: Don't Blink, Get Ready, Change is Coming</i> - Mike Segal, JD– <i>Using Social Networking and Social Media to Market Your Medical Practice -- The Opportunities, The Challenges, The Dangers</i> - Andrea Eliscu and Marc Middleton– <i>Practice Management 201</i> - Mickey Smith, CMPE
2:45 p.m. - 3:30 p.m.	Break with Exhibitors
3:30 p.m. - 5:00 p.m.	General Session – <i>Healthcare in the 21st Century</i> - Kenneth A. Freeman, MD, JD
5:00 p.m. - 6:30 p.m.	Drink Reception/Light Hors'dourves in the Exhibit Hall Tarot Card Readers, Palm Readers

Wednesday, April 21st

7:00 a.m. - 12:00 p.m.	Conference Registration Desk Open
7:00 a.m. - 8:15 a.m.	Local Chapter Board Member Breakfast
7:30 a.m. - 8:15 a.m.	Buffet Breakfast
7:30 a.m. - 9:45 a.m.	Florida Collaborative Committee Meeting
8:15 a.m. - 9:45 a.m.	Breakout Sessions <ul style="list-style-type: none">– <i>My Practice is Unique: Best Practice Approach to EHR and Technology in the Medical Group Practice</i> - Cynthia L. Dunn, RN, FACMPE– <i>Human Resources Management - The Challenge of the Future</i> - Sandy Seay, Ph.D.– <i>Updates in the Healthcare Regulatory Environment? - Staying Afloat in a Sea of Regulations</i> - Leslie Witkin
10:00 a.m. - 11:15 a.m.	General Session – <i>Quality in Healthcare: A Victim's Perspective</i> - Ridley Barron
11:15 a.m. - 11:45 a.m.	Business Meeting / Grand Prize Drawing
11:45 a.m.	Adjournment

Session Summaries

Finding the Funny in Change - Jan McInnis finds the funny side of change as she mixes her hysterical humor from her comedy act with practical tips on dealing with it. You will walk away laughing and learning as you discover the steps to take to immediately handle, and even embrace, change! Whether you're facing major or minor changes in your professional or personal life, Jan can step you through it with humor. Her experience of leaving the cushy 9-to-5 job and heading into the bumpy road of comedy lends itself to humor, along with some great lessons on handling change. **Jan McInnis, The Work Lady, Los Angeles, CA.**



Breakouts by Group Size - During this interactive breakout session, attendees will participate in a nuts and bolts moderated roundtable discussion about the issues affecting your day to day practice operations. Learn from your peers what has or hasn't worked in groups of similar size. At the start of the breakout session, attendees will identify the pertinent topics they would like to discuss. The remainder of the session will be an open group discussion with the attendees leading the direction of the breakout session. Come share your personal experiences and commiserate with your peers!



The Economic Tsunami: Surviving and Thriving in Turbulent Times - The nation's economic crisis, healthcare reform, consumer-directed healthcare, and the uninsured are all making an impact on your medical practice. Meet these challenging times head-on with a high-energy, high-impact general session designed to give you the knowledge you need to succeed in these turbulent economic times. Get practical solutions you can put into action to contain costs, improve patient flow, prevent payment denials, and find overlooked coding opportunities. Peppared with strategies to meet the economic crisis head-on, this session gives you tips to enhance your practice's bottom line. **Elizabeth W. Woodcock, MBA, FACMPE, CPC, Woodcock and Associates, Atlanta, GA.**

Best Practices in Revenue Cycle Management: 10 Proven Ways to Boost Your Bottom Line - To help you with the challenges you're facing in 2010, this fast-paced and succinct session will focus on ten proven ways to enhance your revenue cycle. The speaker will provide a road map for strategies related to "best practices" for the pre-visit, time-of-service and post-visit collection processes, as well as denial prevention and management strategies. Invest 75 minutes 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.

Elizabeth W. Woodcock, MBA, FACMPE, CPC, Woodcock and Associates, Atlanta, GA.

Cost Cutting in a Medical Practice - The 2010 Medicare fee schedule represents significant revenue reductions for many medical groups. Healthcare reform will bring additional cost pressure to medical practices. Technological changes, managed care, utilization review and demographics have made it difficult for Florida physicians to expand services and revenues. Successful medical groups must reduce and manage costs in the future in order to survive. This session is designed to provide the medical group manager tools and techniques to assess practice costs and identify opportunities for cost cutting. It will also provide insight on how to use cost cutting to increase productivity and motivate staff. Finally, this session will also cover the importance of involving your physicians and staff and communicating cost cutting information to the entire practice. **Fred Simmons, CPA, CMPE, Clearwater Cardiovascular and Interventional Consultants, Clearwater.**



Practice Management 101 - A review of the general competencies required for medical practice management for new practice administrators. We'll look at the professional knowledge and skills defined in the body of knowledge for medical practice management and the resources to improve on these competencies and skills. **Mickey Smith, CMPE, Oak Hill Hospital, Brooksville.**

Clinical Integration: Don't Blink, Get Ready, Change is Coming - With a significant overhaul to our healthcare system in process, it is quite understandable that physicians are holding their collective breaths. Medical professionals cannot help but wonder what the effect inevitable changes will have on their futures. During this presentation, seasoned health law attorney, Mike Segal, a partner with Broad and Cassel, will cover: 1. Current "in" terms, such as clinic integration, accountable care organizations, medical homes and bundled payments, and how they relate to the future of health delivery systems and your practice. 2. Pay for performance (or outcomes), and why it may be here to stay. 3. How healthcare changes are likely to affect your ability to negotiate managed care contracts and what you can do about it. 4. Practical issues related to becoming part of a collaborative, clinically integrated network with a hospital and 5. The future of private practice vs. hospital employment. **Mike Segal, JD, Broad and Cassel, Miami.**



Using Social Networking and Social Media to Market Your Medical Practice: The Opportunities, The Challenges, The Dangers - The rules are changing. More and more patients are using the Internet to help them make informed healthcare decisions in their daily lives. The latest statistics about how social communication is changing our society make this the opportune time for medical practices to engage their patients in health, wellness and compliance using social media tools. We'll show how patient relationships can no longer be based only on in-office services and how these relationships can be greatly enhanced by adding a social community to your traditional Web page. We'll demonstrate how to build and market a Web

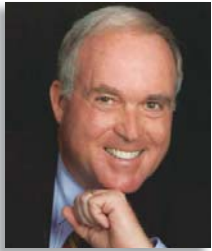
community using the latest technologies, social media tools, and existing social networks to transform from a "you need us when you're sick" to a "rely on us for life" model. This session will focus on: Facebook, Twitter and beyond...How to use the power of social media to market your practice and create a significant market differentiator, how to encourage and enable consumer-generated content to add value to your healthcare community, and how to effectively moderate and control consumer generated content. **Andrea Eliscu, Medical Marketing, Inc. and Marc Middleton, Growing Bolder Media Group, Orlando.**



Practice Management 201 - A look into what changes may be in store for medical practices under healthcare reform and what you need to do to prepare. We'll look at the benchmarks of highly successful practices. **Mickey Smith, CMPE, Oak Hill Hospital, Brooksville.**

Healthcare in the 21st Century - In this session, Dr. Freeman will discuss medical and legislative concerns for hospitals, clinicians and their patients. The session will also cover congressional healthcare reform and its impact on society as well as comparative effectiveness and federal regulatory reform and their impact on technological innovation. We will also discuss Pharmacogenomics and Personalized medicine: the New Era Begins. **Kenneth A. Freeman, MD, JD, The Legislative Alliances Group, Washington DC.**

My Practice is Unique: Best Practice Approach to EHR and Technology in the Medical Group Practice - Technology and its efficiencies surround us. Medical practices recognize they must add technology to their organization, many have and the outcome is not as expected. There is a great deal to learn and understand. How should medical practices approach adding technology to their practice, what traps should be avoided, are there guidelines and instructions, and how do medical practices make certain they successfully utilize all of the technology purchased? This session will help you define the critical issues in medical groups that support successful EHR implementation, perform a needs assessment to determine areas in which technology could improve patient care and efficiency and identify the work processes necessary for EHR implementation. **Cynthia L. Dunn, RN, FACMPE, MGMA Healthcare Consulting Group, Cocoa Beach.**



Human Resources Management - The Challenge of the Future - If there is one thing we can say about Human Resources Management, it is that, like Heraclitus' river, it's always changing. The landscape of managing employees has seen enormous movement over the last 20 years, beginning with a change of name, from Personnel Management to Human Resources Management. Does anyone remember the American Society for Personnel Administration? In this workshop, we'll take a look at the huge changes that have occurred from the early 70's until today and peer into the future to see what new and interesting challenges may be awaiting us, some of which are already here, in part, but will be writ larger in the future, such as ethics, genetics, social networking, immigration control, additional protected categories, a "nationalized" agency for employee complaints, and many others. **Sandy Seay, Ph.D., Seay Management Consultants, Inc., Orlando.**

Updates in the Healthcare Regulatory Environment? - Staying Afloat in a Sea of Regulations - 2010 rules in the Medicare program brought significant (and ongoing) changes which demand your understanding and oversight to revenue impacts. In addition, other changes in the healthcare regulatory environment are moving rapidly. Keeping up is truly an administrative challenge; but if you don't, the perfect storm of these initiatives and regulations will come together and cause revenue losses that may be extreme. Leslie will be reviewing the latest legislative initiatives impacting your business now and in the future. **Leslie Witkin, Physicians First, Inc., Orlando.**



Quality in Healthcare: A Victim's Perspective - In 2004, Barron's family was radically altered by an automobile accident. In the midst of his family's terrible loss, a medical error claimed another of Ridley's family members, his son. His message to all healthcare providers must be heard: "A victim's perspective on quality care." **Ridley Barron, Ridgeview Community Church, Franklin, TN.**

Florida MGMA is an affiliate chapter of the Medical Group Management Association (MGMA), the oldest and largest membership organization for professionals in the field of practice management. Florida MGMA was founded in 1973 by, and for, the medical practice administrator. The founding members of Florida MGMA hoped to create a state organization that provided administrators the opportunity to network with one another and share experiences, problems and solutions. It was also a goal of the founding members to provide educational opportunities for the members of Florida MGMA. The Mission of FMGMA is to improve the effectiveness of medical group practices in Florida and the skills of the individuals who manage or lead them.

Conference Information

Conference Facility

Florida MGMA is excited to be having our annual conference at the Caribe Royale Orlando All-Suites Hotel and Convention Center. Just minutes from Walt Disney World, Disney's Hollywood Studios, Disney's Animal Kingdom Theme Park, Epcot, Universal Studios and SeaWorld, the Caribe Royale is a 45 acre tropical oasis ideal for business, pleasure or a little of both.

The high standards of Caribe Royale Orlando All-Suites Hotel and Convention Center have redefined the Central Florida travel experience for leisure and business travelers alike. It's hard to find a reason to stay anywhere else with so many amenities and professional employees catering to your every need. Caribe Royale Orlando Hotel is an elegant hideaway offering exceptional all suite accommodations and unsurpassed hospitality.



Make your hotel reservations directly with The Caribe Royale at 1-800-823-8300 and identify yourself as part of the Florida MGMA Conference to receive our group rate. The rates are \$169 for a Standard Room per night. **Reservations will be accepted in our group block until March 25, 2010 or until the group block is sold out.** Reservations in the group block are limited.

Conference Registration

The registration fee covers all meetings, handouts, meals, social functions and breaks. If you plan to bring a spouse or guest to attend Wednesday's Opening Reception/Dinner and Hypnotist Show, tickets may be purchased on the enclosed registration form. Conference breakfast and lunch functions are for registered attendees and exhibitors only. Attire for the conference is business casual. A jacket or sweater is suggested at your discretion.

Refund Policy

Cancellations received prior to March 30, 2010 are subject to a \$50.00 processing fee. Cancellations after March 30, 2010 and no-shows cannot be refunded. Substitutions from within the same group are acceptable. Please submit request for cancellations in writing to: fmgma@yahoo.com or via fax to: (205) 981-2901.

CME Credit

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program.

Program Committee

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