VMGMA Spring Conference
March 15-17, 2020
Hilton Richmond Hotel & Spa / Short Pump | Richmond, VA

NEW
VMGMA ACCREDITATION
Now Including
ACMPE
AAMA
AAPC
SHRM

Details on Page 6
KEYNOTE SPEAKER

The Six Competencies of Exceptional Healthcare Leaders
Wally Schmader, CEO
Exceptional Leaders Lab | Norfolk, VA

This interactive session is for leaders of teams, groups and committees who want to take their leadership to the next level of performance. We’ll go in-depth on the six competencies and develop actionable commitments from participants.

• Influence
• Engagement
• Retention
• Communication
• Personal Development
• Sustainability

Sponsored by

Join Wally Schmader for a post conference workshop.
See page 6

SUNDAY PRE-SESSION

Pre-registration required.

ACMPE Fellowship Session
Patricia J. Mullins, FACMPE, Physician Practice COO
Infectious Diseases Physicians
Annandale, VA
VMGMA ACMPE Representative

ACMPE Fellowship is the most prestigious professional designation in the medical practice management community. Fellows demonstrate they are the thought leaders capable of identifying key improvement areas for the sustainability and success of an organization. We will provide you with and point you to resources to help you achieve Fellowship. Attendees should leave the session with a good idea and have the knowledge to start their business plan submission. Let us help you start your journey today.

BREAKOUTS

Employee Drug and Alcohol Testing: Pros, Cons, Do’s and Don’ts
Kimberly W. Daniel, Partner
Jonathan Sumrell, Partner
Hancock, Daniel & Johnson, P.C.
Richmond, VA

In this session, we will review legal requirements relating to employee drug and alcohol testing and discuss best practices for addressing test results. We will also address leave, accommodations and potential reporting obligations related to these always challenging issues.
Everyone loves a Top 5 list! The topic may sound like a title for a YouTube video but it’s not. Given my firm’s broad representation of medical practices, large and small, in the Commonwealth of Virginia, questions such as “Should we call? Can we call? Should we write off? When can we send it out for collections? Should we send a final letter? How many final letters should we send?” inevitably come up all the time.

This will be a discussion focused on the most effective ways a medical practice can handle their aging patient account balances from a legal, efficiency and cost standpoint.

While admittedly, there are some factors that are beyond a medical practice’s control when it comes to collections success, there are many, many more that are well within the control of the practice and it is those factors that will be the focus of this discussion.

Remote patient monitoring (RPM) is more than just fancy activity trackers. It could be a potential revenue stream for practices with patients with chronic diseases. This is an option that allows physicians to more closely monitor their patients and get paid to do so. It sounds too good to be true, right? It is real and CMS is hoping it will help reduce readmissions for chronic illness. Learn how to start an RPM program in your practice. We will review vendor selection and implementation as well as the CPT codes to bill and when. Also, we will review how to calculate your potential new revenue.

Learning Objectives:
- Learn what remote patient monitoring is;
- Understand the billing and reimbursement process;
- Calculate your potential new annual revenue stream.

With the ever-evolving list of threat vectors that the Internet of Things (IoT), cloud services, and mobile devices continue to introduce into an already vulnerable network of servers, workstations and wired and wireless devices, it is challenging to understand which pose a real threat to today’s medical practices. Equally as difficult is to determine what the correct mix of solutions to invest time and resources into are. After a quick overview of the current medical practice threat landscape and a brief refresher of the basic security elements, we will review the new elements of what should be considered as part of a “Cybersecurity 2.0” strategy.
Documentation Alerts: Preparing for 2021 Changes
Jaci J. Kipreos, CPC, CPMA, CDEO, CEMC, COC, CPC-I, President Practice Integrity, LLC San Diego, CA

Times are changing and the change will be here January 2021. The documentation of office visits will change dramatically. The AMA and CMS have created new guidelines in an effort to reduce the documentation burden on providers. There are still key elements that must be documented to avoid audit and non-payment. The history and examination criteria will be eliminated from the level of service equation and all focus will be on the careful documentation of medical decision making. This may indicate changes in your current electronic record templating and a need for provider education. In this session, we will compare current and future documentation needs to help you determine the best implementation strategies before the new year begins. We will also look at payment changes to office visits and how this may affect your bottom line. Change can be good… if you’re prepared.

Learning Objectives
• Gain the knowledge to educate your providers of the upcoming changes to documentation standards with easy to use tools;
• Prepare a strategy to implement the changes for January 2021;
• Know if your bottom line will be affected by these changes.

Surviving Active Shooter Event
Anne Perry, NRP, CET, CPT, Clinical Program Director CareerCert Rochester, NY

The active shooter scenario unfortunately is becoming a common event in our country. If this were to happen in your medical practice today, would you be prepared? This presentation will:
• Recognize and discuss the severity in casualty numbers and frequency of these events in society today;
• Discuss recognition of potential situations that could evolve into an active shooter or an active violent event;
• Discuss the importance of de-escalation training to reduce events;
• Discuss the importance of Standard Operating Procedures to handle the event and how to implement training and why this training is so important;
• Discuss training the way you work, so that the plan becomes muscle memory;
• Discuss post-event mental resiliency for those affected by the event.
**Engaging in Times of Change**
Scott Carbonara, Speaker, Author, Consultant
Spiritus Communications
Hillsborough, NC

You could spend a lifetime mastering any one of the changes facing the healthcare industry today. But don’t. As soon as you master the crises du jour, another one will take its place. Instead, learn how to engage during change so you can effectively lead no matter what challenge and transition you encounter. People look to leaders for answers when the ground starts to shake from the latest implementation, funding crisis or regulatory mandate. Are you prepared to engage yourself—and then others—so you can succeed regardless of any obstacle? Learn some key lessons found in positive psychology about how to engage by investing in the people-side of change. This session will help you:

- Discover why going through change can feel a lot like grief;
- Leverage your personal engagement to strengthen your resilience;
- Apply five practical tips to engage yourself and others through change.

**Coaching through Difficult Conversations**
Shirley Terrell, Consultant, Leadership & Organizational Development
Human Resources & Compensation Consulting
Gallagher
Richmond, VA

The session will focus on understanding your preference for managing conflict and preparing for a difficult conversation. It will also focus on gearing up for and facilitating difficult conversations. The objectives of the session is to:

- Develop a broad conceptual understanding of conflict, including the value of healthy conflict;
- Develop ways to have transformational conversations and work through conflict;
- Identify effective techniques for dealing with conflict.

**Emotional Intelligence: Getting It Right When It Matters Most**

Most healthcare leaders have some familiarity with how mindfulness, emotional intelligence and learning agility can take your performance to the next level. When your “Best Self” controls your actions, you obtain your best results; when your “Worst Self” makes an appearance, you lose control and actions suffer as a result. But do you know how to influence your own Best Self—and that of others? Learn how to keep your Best Self in the drivers’ seat and influence difficult situations dealing with people—so that you stay stronger together. In this session, participants will learn to:

- Recognize how people respond when threatened in order to reduce tension and increase successful outcomes;
POST CONFERENCE WORKSHOP

A workshop for team leaders, supervisors, managers and administrators.

**Coach Them Up or Coach Them Out**

**Tuesday, March 17, 2020, 1:30 PM**
Hilton Richmond Hotel & Spa  |  12042 West Broad Street  |  Richmond, VA  23233

*Register Early. Attendees Limited to 50.*

Wally Schmader, CEO
Exceptional Leaders Lab  |  Norfolk, VA

This interactive workshop session is for leaders and managers who have a strong desire to take their teams to the next level of performance. We’ll work through several immediately actionable coaching strategies to help participants elevate the performance of their teams.

- 5 Conversations Leaders Must Get Right
- Leverage the Power of Recognition
- The 3 Minute MBA
- The Parking Lot Test
- Operationalizing Your Core Values

Wally Schmader is a deeply experienced leadership trainer, facilitator and coach. He has developed programs and content that have influenced thousands of leaders worldwide. Wally’s ideas and recommendations have been featured in dozens of publications and media outlets. *Exceptional Leaders Playbook* is Wally’s third game-changing book on the topic of leadership. Wally is based in Norfolk, Virginia.

**MARCH 17, 2020 AGENDA**

| 1:00 – 1:30 pm | **Registration** |
| 1:30 – 4:30 pm | **Workshop** |

Refreshments Provided

Receive 3.0 ACMPE CEU’s

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**Register online at WWW.VMGMA.ORG**

Payment Options: Visa | MasterCard | Discover | Check

Attendees limited to 50. Registration closes February 27 or when seats are filled.

*Cancellations made by 2/27/2020 will incur a $20 processing fee.*

No refund after FEBRUARY 27, 2020.

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$49

Workshop & Refreshments
## PROGRAMS AT A GLANCE

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<tr>
<th>3/15</th>
<th>Time</th>
<th>Educational Sessions</th>
<th>ACMPE Credits</th>
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<tr>
<td></td>
<td>4:00 - 5:00 P</td>
<td>FACMPE Class - Tricia Mullins, FACMPE, VMGMA ACMPE Rep.</td>
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<td>SUN</td>
<td>5:00 - 6:30 P</td>
<td>WELCOME RECEPTION (Vendor Hall) &lt;br&gt; <strong>Sponsored by</strong> Lab Corp, Nixon Medical, The Doctors Company, Coverys</td>
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<td>MON</td>
<td>8:15 - 8:25 A</td>
<td>VMGMA President’s Message</td>
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<td>8:25 - 8:45 A</td>
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<td>8:45 - 10:15 A</td>
<td>The 6 Competencies of Healthcare Leaders &lt;br&gt; Wally Schmader &lt;br&gt; <strong>Sponsored by</strong> Professionals Advocate</td>
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<td>11:00 - 12:15 P</td>
<td>Coaching Through Difficult Conversations &lt;br&gt; Shirley Terrell</td>
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<td>12:15 - 12:30 P</td>
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<td>12:30 - 1:45 P</td>
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<td>1:45 - 2:00 P</td>
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<td>2:00 - 3:15 P</td>
<td>Engaging In Times of Change &lt;br&gt; Scott Carbonara</td>
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<td>6:00 - 7:00 P</td>
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<td>9:00 - 10:15 A</td>
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**ACMPE TOTAL = 8.75**
ACMPE
Potential Credits
11.75 Total
Sunday – 1.0
Monday – 5.25
Tuesday – 2.5
Post-Conf Workshop – 3.0
ACMPE participants may individually apply for continuing education credit for this program if the content relates to one or more of the six management domains in The Body of Knowledge for Medical Practice Management as determined by the member. ACMPE provides hour-per-hour credit (actual clock hours) subtracting time-spent for lunches and breaks.

AAMA
This program has been granted prior approval by the American Association of Medical Assistants (AAMA) for:
Monday – 6.0 AG CEUs
Tuesday – 3.0 AG CEUs
Post-Conf Workshop – 3.0 AG CEUs
Granting approval in no way constitutes endorsement by the AAMA of the program content or the program provider.

AAPC Credits
Monday – 5.0
Tuesday – 3.0
Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor. Approval Expiration Date: 1/31/21

SHRM Credits
Monday: 5.25
Tuesday: 2.5
Post-Conf Workshop: 3.0
This program is valid for up to 10.75 PDCs toward SHRM-CP and SHRM-SCP recertification.

Conference Disclaimer: Speakers alone are responsible for the content of their respective program, presentations and/or handouts which are offered for informational purposes only. The views and opinions expressed in the sessions are not necessarily those of the VMGMA or the Conference and are not endorsed by the VMGMA or the Conference. The VMGMA and the Conference disclaims any and all legal liability or responsibility for the content expressed in the sessions or materials distributed as a part of the session. These materials have been prepared by “various speakers” for informational purposes only and are not legal advice. Any information contained herein is not intended as a substitute for legal counsel.

Save The Date
2020 Fall Conference
Marriott Virginia Beach Oceanfront
Virginia Beach, VA
October 4-6, 2020
VMGMA Spring Conference Registration
www.vmgma.org

Members may bring non-members from their practice at member rate (see VMGMA Spring Conference e-mail for discount code). No children please. One registration form per person is required.

Register by February 27, 2020 and SAVE
VISA, MasterCard, Discover or checks accepted. Payment must be received prior to event. Checks payable to “VMGMA” should be mailed to VMGMA, PO. Box 263, Sandston, VA 23150.

POSTPONEMENT / CANCELLATION POLICY

Cancellation of Program Registration by Attendee:
Cancellation must be received by February 27, 2020 and is subject to a $50 processing fee. No refund will be made after this date. If sending a substitute, please notify VMGMA. If the substitute is of a different VMGMA status, registration fees will be adjusted. VMGMA cannot be held responsible for any travel cancellation fees.

Postponement of Program by VMGMA:
Attendees will be notified immediately of program postponement and revised dates. Attendees’ program registration will automatically be transferred to the new dates. If unable to attend rescheduled program, attendee must notify VMGMA within five (5) business days to receive a full refund. If VMGMA is not notified within five (5) business days, it will be assumed the registrant will be attending the rescheduled program and no refund will be made. Refunds will be issued within eight (8) weeks of attendee’s cancellation. VMGMA cannot be held responsible for any travel cancellation fees.

Cancellation of Program by VMGMA:
Attendees will be notified immediately of program cancellation. Attendee’s registration fees will automatically be refunded within eight (8) weeks of cancellation of program. VMGMA cannot be held responsible for any travel cancellation fees.

PHOTOGRAPHY

By registering for this event, you give the Virginia MGMA permission to publish photographs that may include your image.

QUESTIONS?

Contact the VMGMA office at 804.328.3344 or e-mail info@vmgma.org.

Non-member conference attendees that would qualify as an Active Member are invited to contact the VMGMA office for a free six (6) month trial membership.

REGISTRATION

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GUESTS OF CONFERENCE ATTENDEES - FEES

| Sun. Reception/Mon. Dinner/ Mon. Entertainment | $100 |
| Sun. Reception/All Meals/ Exhibit Hall/ Mon. Entertainment | $200 |
| Sun. Reception/All Meals/ Exhibit Hall/ Mon. Entertainment/Education | $350 |

HOTEL ACCOMMODATIONS

Hilton Richmond Hotel & Spa / Short Pump
12042 West Broad Street | Richmond, VA 23233

Single/Double: $159/night + taxes

Reservations can be made by contacting Hilton Reservations (800) 445-8667 or (804) 364-3600 and requesting Virginia Medical Group Management Association room block.

Cut-Off: February 27, 2020 or when block is filled.
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