

30th Annual PAHCOM Conference

Pearls of Wisdom



Wyndham Grand Clearwater Beach
October 15-18, 2018

General Information

How are you keeping current with what's going on in medical practice management today? Do you constantly feel out of the loop? Does your "to do" list need to be updated frequently to meet the ever-changing governmental adjustments when it comes to rules and regulations? Are you juggling too much and not feeling as though you have a firm grip on all of the shifting metrics in healthcare? Does what you are responsible for look remotely the same as it did 5 years ago or even one year ago? How prepared are you for the unexpected, perhaps an audit by CMS, the OIG, or even a visit from The Joint Commission?

Have no fear! PAHCOM and your fellow medical managers will help you to lead your team. This year's Conference will give you the very tools to be right where you need to be with regard to having the most current information and all of the tools to get your job done well. You'll leave with the best information on all of the "right now" issues facing healthcare from leading a great team with employee engagement, MACRA/MIPS/coding/healthcare analytics, billing, and so much more.

The changes in healthcare are a constant moving target and if you're not on top of your game to fulfill all that's needed, things can seem even more daunting than ever.

Don't worry, PAHCOM has secured the best "hand-picked" educational sessions out there for today's medical healthcare manager.

Stay on top of new regulations, new technology, and learn the "truth about running a medical practice." The PAHCOM Conference makes it possible to accomplish all of that in one place. Make your plans now to attend!



Who Should Attend

- Managers of solo and small group physician practices
- Medical Office Managers
- Practice Administrators
- Nurse Practitioners
- Physicians
- Practice Management Consultants
- Anyone responsible for the business side of running a medical practice

Topics This Year

- Take This Job and LOVE It: 3 Ways to Stay Sane in the Mundane
- The Coder, the Biller, and the Physician... OH MY!
- Employee Engagement Doesn't have to be a Mystery
- Creating and Maximizing Your Practice Brand
- CAQH and The Carriers
- Labor & Employment Law
- The TRUTH About Running a Medical Practice
- Follow Me
- Transparency Methods to Improve Your Practice's Financial Viability
- Big Data, Big Insight: Unlock the Power of Healthcare Analytics
- Quality Improvement, Person and Family Engagement
- Uncharted Waters: Navigating The New MIPS Program Without Fear
- Planting Roots in Team Based Care from People to Practice
- A Rising Tide: The Past, Present & Future of Advanced Practice Professionals (APPs)

What's Included

All Educational Sessions

- Breakfast Tuesday, Wednesday and Thursday
- Lunch Tuesday and Wednesday
- Breaks with refreshments Tuesday, Wednesday and Thursday
- Exhibitor Reception with hors d'oeuvres
- Awards Banquet and Seated Dinner
- Chapter Leadership Meeting Open to All Attendees
- My Membership – What It Means to YOU
- Advance Handout Materials from Speakers via free download
- Presentation slides and audio recording of most sessions. Available post-conference for attendees.

What to Expect

- 14 leading industry expert speakers on the hottest topics for medical office management!
- Networking by region and by specialty with your peers from across the nation through organized:
- Specialty Workshops
- Specialty Lunch
- State/Regional Lunch
- Continuing Education Units (CEUs) for each educational session. Up to 32 CEUs will be available!
- 17 of the industry's best solutions providers demonstrating the latest practice management products and services.

Conference Venue/Hotel

Wyndham Grand Clearwater Beach
100 Coronado Drive
Clearwater, Florida 33767
727-281-9500
wyndhamgrandclearwater.com

Optional Items

Arrange for these separately and in advance

- **Hotel Accommodations**
There are a limited number of discounted PAHCOM rooms, so make your reservations early!
- **Professional Photos with Rebecca**
A professional business headshot photographer will be available Tuesday evening.
- **Guest Tickets for the Awards Dinner**
Guest tickets must be purchased in advance.

There are a limited number of rooms available at the special PAHCOM discounted rate of \$192 per night!

Make your reservations now!

Conference Schedule

Monday, October 15th



10:00 am – 2:00 pm

National Advisory Board Meeting

Final preparation and review of Conference details to further expand opportunities for growth through education in support of professional development. Closed meeting for National Advisory Board members only.



11:00 am – 2:00 pm

Certification Exam

Certified Medical Manager (CMM) Exam You MUST have pre-registered online. Special National Accreditation Celebration!



2:00 pm - 4:30 pm Chapter Support Committee

Chapter Leadership Meeting (2.5 CEUs)

This interactive session is geared to helping chapters become even better! Share your chapter's successes and learn cool and innovative strategies from other chapters. The Chapter Support Committee will lead this meeting and they encourage all chapter members to participate. All registered conference attendees are welcome to attend.



5:00 pm - 7:00 pm Gail E Minhizer, CMM, CGCS, HITCM-PP

My Membership - What It Means To YOU (2.0 CEUs)

Open for all conference attendees (sorry, no guests). Beverages will be served. RSVP in your online registration form.

Are you getting the most from your PAHCOM membership? Many members do not utilize even a small portion of the benefits PAHCOM provides. Attend this session to learn more about what tools and services are available to you. Remember that PAHCOM Shares Knowledge and the purpose is to help you be a more successful manager in your practice. This session has a "you'll learn something new" guarantee!

Unless otherwise specified, Conference events are for registered attendees only.

Tuesday, October 16th

7:30 am - 8:30 am

Networking Breakfast in the Exhibit Hall

Complimentary Continental Breakfast

8:30 am - 10:00 am Tracey Jones

KEYNOTE: Take This Job and LOVE It: 3 Ways to Stay Sane in the Mundane (1.5 CEUs)

We can all rattle off the myriad list of things that aggravate us about our jobs. Perhaps a change in perspective is all that's needed. No sugar coating, just practical, humor-filled strategies to get - and stay - excited about your work. This presentation offers a series of three sanity-strengthening tips. Get Excited About Your Work - Instead of being a thermometer and simply reflecting the atmosphere around you, be a thermostat and let your enthusiasm raise the temperature. A little nudge in the attitude may be all that's needed for your employees to Take This Job and Love It!



10:00 am - 10:30 am

Networking Break in the Exhibit Hall

Learn more about solutions for your practice management needs by visiting the Exhibit Booths. Leave your business card and you will be entered in three cash prize drawings for \$100 with the PAHCOM Exhibit Wheel of CASH!

10:30 am - 12:00 pm Shannon DeConda, CPC, CPC-I, CEMC, CEMA, CPMA, CRTT

The Coder, the Biller, and the Physician... OH MY! (1.5 CEUs)

When a coder says one thing, the biller says another, and the physician thinks they are all wrong, what do you do now? This is not an HR issue, it is working with your team and approaching each from the standpoint of what they do. You see, coders think differently than billers (and vice versa), and we all know physicians think differently than anyone. During this session, we will look at examples and break them down in a "hands-on" approach to demonstrate steps that must be taken to reconcile these hardships while maintaining your team approach.



10:30 am - 12:00 pm Catherine Mattice, MA, SPHR, SHRM-SCP

Employee Engagement Doesn't have to be a Mystery (1.5 CEUs)

Do your employees feel a profound connection to their workplace? According to several research studies, the answer is, "probably not." That means your employees are peddling the wheels on a stationary bike in order to get a paycheck, and they aren't taking your organization to the next level. This presentation will discuss the seven drivers of engagement, based on hundreds of research articles, and provide clear, tangible, dare I say easy, action items you can implement in each. After this presentation you will be well-equipped to implement a formal engagement program back at work.



12:15 pm - 1:15 pm

Networking Lunch by State with Exhibitors

This is a working lunch with your geographic peers. Share knowledge with others in your region who are working with region specific regulations. Learn about resources that could benefit your practice.

1:30 pm - 3:00 pm Stacey Christensen

Creating and Maximizing Your Practice Brand (1.5 CEUs)

Healthcare is ultra-competitive today. Practices need a strong, consistent brand to sustain them and set them apart from the competition. Understand what a brand is, how to live it day in and day out to connect with patients and to attract new ones. Learn how to improve your brand with 9 steps.





1:30 pm - 3:00 pm Terri Lynn Davis
CAQH and The Carriers (1.5 CEUs)

CAQH is a necessary function for many commercial carriers. Attend this session and gain a better understanding of the functionality of CAQH. Learn how and why the insurance carriers use this tool as well as new tips to make your job easier when updating and maintaining CAQH for your providers. Join 1st Assistant Credentialing Service's Credentialing Director, Terri Lynn Davis, because there is no one better to share the Pearls of Wisdom on CAQH. Terri will give you the knowledge you need and make you a stronger asset to your practice!

3:00 pm - 3:30 pm
Networking Break in the Exhibit Hall

Learn more about solutions for your practice management needs by visiting the Exhibit Booths. Leave your business card and you will be entered in three cash prize drawings for \$100 with the PAHCOM Exhibit Wheel of CASH!



3:30 pm - 5:00 pm David Lisko, Esq.
Labor & Employment Law (1.5 CEUs)

In this session, we will conduct a comprehensive overview of trending labor and employment law issues. This can help even the most experienced Medical Office Managers understand and correct the more common legal issues that come with any sized practice. Additionally we will also cover general litigation matters currently facing small and large medical practices alike. When it comes to the law, it does not matter whether you are running a small practice on your own, or if you are a part of a large practice team. The same rules apply and your knowledge can make the difference between liability and profitability for your practice!



3:30 pm - 5:00 pm Sharon Fekete
The TRUTH About Running a Medical Practice! (1.5 CEUs)

Physicians hire managers/administrators to tell the truth but it's not always what the doctors want to hear. The role of a medical office manager is vast and requires a lot of psychological warfare so we MUST stay strong and deliver the truth serum. Not always easy to hear but we are the ones they trust to run their business so let's talk TRUTH SLAYING!

5:00 pm - 6:00 pm
Rebecca's List - Professional Business Photography

Rebecca's professional business photos are remarkable and there is a deep discount offered. Register in advance by placing an order in the PAHCOM Store and save even more. The green Store button is located at the top right of any PAHCOM.com page.

Note this is an extra fee. This is not included in the Conference Registration.

5:30 pm - 7:30 pm
Networking Reception in the Exhibit Hall

Join us in the Exhibit Hall for refreshments and heavy hors d'oeuvres while you explore solutions to help you with your practice challenges. Included with Conference Registration and guests of registered attendees are welcome.



Don't miss out on one of many special events to celebrate for the 30 years, a Large Group Photograph! Professionally taken only at the 30th Annual PAHCOM Conference with all attendees including our founder, RICHARD BLANCHETTE! Wednesday at 10:30 a.m. in front of the main stage.

Wednesday, October 17th

7:30 am - 8:30 am

Networking Breakfast in the Exhibit Hall

Complimentary Continental Breakfast



8:30 am - 10:00 am Steve Gilliland

KEYNOTE: Follow Me (1.5 CEUs)

Leadership is the single most important skill you can use to improve your business. FOLLOW ME explores how to grow yourself and your people through timeless principles that, when applied to your own life and the life of your organization, will influence positive change. Steve Gilliland is uniquely qualified to show you how to develop exceptional leaders and retain great employees.

10:00 am - 10:30 am

Final Networking Break in the Exhibit Hall

Interact with attendees to share ideas learned.



11:00 am - 12:30 pm Chastity Werner, CMPE, RHIT, NPC

Transparency Methods to Improve Your Practice's Financial Viability (1.5 CEUs)

Pricing transparency and front desk collections is one of the largest challenges practices face today. How do we explain our pricing and payer contracts to patients in a manner they will understand? During this presentation we will review: trends in consumer-direct health-care, impact of payment trends, strategies to increase revenue and decrease collection costs, methods to provide greater cost of care and billing transparency. Transparency = higher profitability.



11:00 am - 12:30 pm Sam King, FHFMA, FHIMSS

Big Data, Big Insight: Unlock the Power of Healthcare Analytics (1.5 CEUs)

This interactive session will present an overview of big data and healthcare analytics. With real world examples to explain the basic framework, the session will dive into applications and best practices utilized by healthcare organizations with an easy to understand format and interactivity. It will discuss applications and strategies of big data and healthcare analytics to achieve clinical, financial, and operational goals for physician practices.

12:45 pm - 1:45 pm

Networking Lunch by Specialty

This is a working lunch with your specialty peers from around the country. Share knowledge with others in your specialty who are facing challenges and finding successes. Learn about resources that could benefit your practice from others who have been there.



2:00 pm - 3:30 pm Jean Moody-Williams

Centers for Medicare and Medicaid Services (CMS) Presents- Quality Improvement, Person and Family Engagement (1.5 CEUs)

There is a tremendous amount of work under way at hospitals across the country to advance person and family engagement. "Patients and families are partners in defining, designing, participating in and assessing the care practices and systems that serve them to assure they are respectful of and responsive to individual patient preferences, needs, and values. This collaborative engagement allows patient values to guide all clinical decisions and drives genuine transformation in attitudes, behavior, and practice." The Centers for Medicare & Medicaid Services will discuss ways of identifying, disseminating, and spreading best practices for person and family engagement to help with system wide adoption.



2:00 pm - 3:30 pm Eric Christensen

Uncharted Waters: Navigating The New MIPS Program Without Fear (1.5 CEUs)

The new MIPS program may look daunting on the surface, but further examination reveals that it's even more complex underneath. Educate yourself on the new standards, what models are being used, and how your practice could lose (even if your numbers make you a winner) because the program is in "revenue neutral". Meaning that any additional payments to participants must be offset with reductions to other practices. Learn how to protect your organization from these reductions, with strategies for your providers.

3:30 pm - 3:45 pm

Networking Break

Interact with attendees to share ideas learned.

3:45 pm - 5:15 pm

PAHCOM Shares Knowledge - Specialty Workshop Extravaganza! (1.5 CEUs)

This session is an opportunity for medical specialty managers to get together with other managers within their specific specialty and solve the challenges and problems within their specialty. This is a "Bring Your Problem" to the meeting session. If you do not have a problem, you are even more critical to the meeting because you may have already solved the problem that someone else is wrestling with. This session is the epitome of the PAHCOM Motto "PAHCOM Shares Knowledge". You are PAHCOM! Attend, Share, Feel Good!

7:00 pm - 10:00 pm

Awards Ceremony & Semi-Formal Banquet

The highlight of the year for PAHCOM Members, where the difference PAHCOM Managers make in the field of Health Care Office Management is celebrated.

Thursday, October 18th

7:00 am - 8:30 am

Complimentary Breakfast Buffet in Hotel Restaurant

Breakfast voucher for attendee is included with registration.



8:30 am - 10:00 am Jessica Langley, MS

Planting Roots in Team Based Care from People to Practice (1.5 CEUs)

Healthcare roles will continue to evolve and expand as the industry shifts to a patient-centered model, like team based care. The industry needs solutions that will unify care teams and demonstrate competencies that are at the core of your practice. This session will provide an actionable framework to promote employee confidence and the skills needed to address the lack of resources and practice management tools dedicated to team based care.

10:00 am - 10:15 am

Networking Break

Interact with attendees to share ideas learned.



10:15 am - 11:45 am Sarah Freymann Fontenot, BSN, JD, CSP

A Rising Tide: The Past, Present & Future of Advanced Practice Professionals (APPs) (1.5 CEUs)

Many PAHCOM members have Advance Practice RNs and/or Physician Assistants in their practices; these professionals are an essential part of how PAHCOM offices deliver excellent patient care. Even so, there remain questions about contracting, supervision, and liability when APPs are part of an office staff. This program will address those issues, as well as how to reflect APPs in MACRA/ MIPS reporting. Finally, the session looks at the increasingly common independent practice of APRNs (now legal in 21+ states), the implications for small physician practices currently competing with these other providers, and lessons from the trend for states that still require physician supervision.

Register NOW for the:

30th Annual PAHCOM Conference

Because **knowing how** to manage
a **successful** medical business
is **your responsibility!**

2018 Session Topics Include:

MACRA & MIPS

CAQH and The Carriers

Healthcare Analytics

Advanced Practice Professionals (APPs)

Coding, Billing, & Physicians

Branding Your Practice

Labor & Employment Law

Practice Finance Viability

Specialty Workshops

CMS Presents: Quality Improvement

PAHCOM
WORK | LEARN | PLAY

Register at www.pahcom.com/conference

