

2019 Oregon MGMA Fall Conference

**FROM FIRST
DOWN TO
TOUCHDOWN**

September 19-20, 2019

Graduate Eugene

66 East 6th Avenue, Eugene, Oregon, 97401

MGMA[®]
OREGON

The annual **OMGMA Fall Conference** is a highly anticipated event by healthcare executives throughout Oregon. The conference is of the highest educational quality, featuring nationally distinguished keynote speakers and experts in the field for each and every session. In a professional but fun environment, this conference provides timely education for management of your practice and professional development. The conference offers plenty of face-to-face interaction with members and Partners to strengthen your business relationships and build your network in the Pacific Northwest. **Make plans to join us at the recently renovated Graduate Eugene in September!**

About Oregon Medical Group Management Association (OMGMA)

OMGMA is the state affiliate chapter for national MGMA. OMGMA is a growing and vital professional association of more than 260 members engaged in healthcare administration, representing over 5,400 physicians. Members are closely connected and utilize their network to build professional skills and create collaborative, collegial relationships. OMGMA membership is seen as a necessary affiliation for decision makers and administrative staff. Professional development programs offer relevant, accessible, affordable, educational opportunities that are tailored to various skill and experience levels. OMGMA appropriately utilizes their members to provide faculty for educational programs and mentoring opportunities. The organization is financially sound and implements a strategic management and governance system. The organization has a productive governance structure, with a Board and committees that are relevant, highly interactive, and attuned to the needs of members.

The Mission of OMGMA is to promote and support healthcare leaders through education, advocacy, and resources.

Fall Conference Scholarships for Members

The Oregon Medical Group Management Association has two (2) scholarships available, up to the amount of \$500 each to current OMGMA Member(s) to assist in attending the Fall Conference. Applicants must meet all required qualifications stipulated in the Yearly Fall Conference Scholarship Policy.

This scholarship is non-transferable and may only be awarded to an OMGMA Member once in five years.

Applications may be submitted between June 17 - August 16, 2019. Conference Scholarship Policy and application can be found at: <https://www.omgma.com/Members-Only>

Conference Location

Graduate Eugene Hotel

66th East 6th Avenue
Eugene, OR 97401-2667

Stay at our host hotel for the conference! Make your reservation at the Graduate Eugene today. The OMGMA discounted group room block will close on August 23 or earlier if capacity is reached. Single or Double Occupancy is just \$149 per night + applicable taxes.

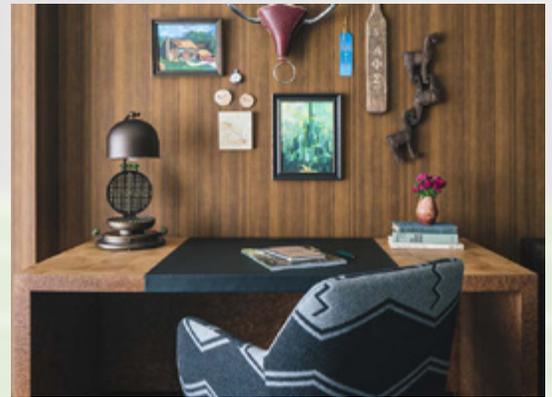
Phone Reservations at 413-821-3144 and refer to booking code OMG

Book Online at <http://bit.ly/omgmahotelblock>

Support Your Association

When booking your stay within our conference Group Room Block at the Graduate Eugene, 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 Oregon MGMA does not achieve a minimum number of overnight room reservations by conference attendees, the price of service will increase registration fees for future programs. Without your support, Oregon MGMA could face huge financial penalties for unused rooms.

Warning: Associations are targeted by scammers. Be wary if you receive a phone call regarding “discounted hotel rooms or registration” requiring you to give out your credit card information over the phone. Only trust information that comes directly from Oregon MGMA in our verified email format or information which is posted on our website. If you are ever in doubt, please call or email our office at main@omgma.com | 971-3731477



Oregon MGMA Fall Conference Schedule at Glance

Thursday, September 19, 2019 - schedule represents 5.0 CE hours

7:30 AM - 6:30 PM	Resource Center Open
7:30 AM - 6:30 PM	Attendee Registration & Information Desk Open
7:30 AM - 8:30 AM	Attendee Check-in and Breakfast
8:00 AM - 8:30 AM	New Member First Time Attendee Breakfast
8:30 AM - 9:45 AM	Opening Keynote: Peak Performance; Total Commitment is Necessary to Reach Your Peak by Greg Bell
9:45 AM - 10:30 AM	Break in Resource Center Move to Concurrent Session Room
10:30 AM - 11:45 AM	Concurrent Session Series 1 A. The Surprising Power of Liberating Structures: Simple Rules To Unleash A Culture of Innovation, Part 1 by Leslie Ruminski B. Boost Your Bottom Line by Collecting at the Time of Service by Cheyenne Brinson C. Oregon's New Pay Equity Law: What is it? Should I worry? What do I do now? by Randy Sutton
11:45 AM - 12:45 PM	Networking Lunch
12:45 PM - 2:00 PM	Concurrent Session Series 2 A. The Surprising Power of Liberating Structures: Simple Rules To Unleash A Culture of Innovation, Part 2 by Leslie Ruminski B. You Cannot Manage What You Do Not Measure: Using Reports and Data to Manage Your Practice by Cheyenne Brinson C. TEAMWORK; Together Everyone Achieves More by Greg Bell
2:00 PM - 2:45 PM	Break in Resource Center Move to Concurrent Session Rooms
2:45 PM - 4:00 PM	General Session: The 10 Hottest Compliance Topics You Should Be Looking at in Your Practice and How They Affect Your Operation by Chad Schiffman
4:00 PM - 5:00 PM	OMGMA Member Business Meeting – open to all interested attendees and exhibitors
5:00 PM - 8:00 PM	Fan Night Tailgate Style Reception Top Golf Swing Suites

Friday, September 20, 2019 - schedule represents 3.5 CE hours

7:30 AM - 10:00 AM	Resource Center Open
7:30 AM - 12:15 PM	Attendee Registration & Information Desk Open
7:30 AM - 8:00 AM	Networking Breakfast
8:00 AM - 9:15 AM	Concurrent Session Series 3 A. MIPS and MACRA Update by Amanda Trujillo B. A Self-Funded Health Plan, What is it? Is it right for you? by Ira Weintraub, MD C. CCO 2.0: What You Need to Know Panel
9:15 AM - 9:145 AM	Break in Resource Center
9:45 AM - 10:00 AM	Exhibitor Door Prize Giveaways
10:00 AM - 11:00 AM	General Session: MGMA Washington Update by Robert Tennent
11:00 AM - 12:15 PM	Closing Session: Oregon Growth and Economic Outlook by Josh Lehner
12:15 PM	Grand Prize Giveaway and Conference Adjournment

Keynote Speakers and Session Descriptions



Greg Bell

Portland, Oregon based thought leader, business consultant, author and leadership coach
www.gregbell.com

Peak Performance; Total Commitment is Necessary to Reach Your Peak

Session Description:

In a fast-paced and ever-changing workplace, we're all concerned with how to achieve peak levels of performance on an ongoing basis. The solution lies in the power of commitment. Unwavering commitment to a clear vision, values and goals enables an organization to harness the speed of change to a competitive advantage. When individuals feel driven and invested in the success of the team, the company and themselves, they're more creative, focused and motivated to perform at their full potential. Greg helps organizations unleash a level of commitment that generates an excitement and an energy that becomes contagious, fuels peak performance, and drives extraordinary results.

TEAMWORK; Together Everyone Achieves More (T.E.A.M.)

Session Description:

Teams are the foundation of organizational life. Yet any leader knows that building and leading high-performing teams is one of today's most complex challenges. The pinnacle of teamwork is creating a solution that no one individual could create on their own. This is achieved when team members embrace diversity of opinion, work together to identify and solve problems, and are committed to a common vision, goals, and metrics. A strong team-building plan is critical for growing organizations. Giving organizations an under-the-hood look at the characteristics of high performing teams, Greg explores how to build and nurture teams that consistently perform better, innovate more, and achieve collaborative success.



Chad Schiffman, MHS

Director of Compliance,
Healthcare Compliance Pros

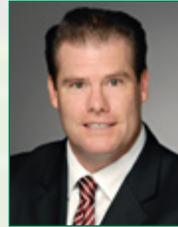
The 10 Hottest Compliance Topics You Should Be Looking at in Your Practice and How They Affect Your Operation

Session Description:

Regulatory compliance in healthcare is a complex, ever-changing industry. Regulatory change means constant vigilance is necessary to prevent serious vulnerabilities that will lead to costly penalties and fines. Compliance doesn't need to be a burden. In this session, Chad will show how organizations can have a correct implementation and adherence to standards that will benefit your practice. During this presentation, we will discuss the top 10 compliance topics that you need to consider in your organization, to assure adherence to requirements and government standards.

1. Security Risk Analysis (SRA) - Including an insufficient EMR or Checklist
2. Current Cybersecurity Trends
3. Social Media Policy and Procedures Missing or Not Being Followed
4. Exclusion Screening Not Being Performed Correctly, or at All!

5. A Lack of Auditing and Monitoring Being Implemented
6. Mobile Device Usage
7. Missing Mechanisms in Place for Employee and Patient Complaints
8. Failing to Implement Regular and Effective Education and Training Programs
9. Not Tracking or Reporting Suspected Breaches and/or Other Incidents.
10. Not Resolving Compliance Deficiencies and/or Findings Effectively



Robert Tennent

Director, Health Information Technology Policy,
MGMA

MGMA Washington Update

Session Description:

This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress, and federal regulatory agencies, and the private sector. Attendees will learn about recent policy developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources. Specific topics include implementation details for the Medicare Quality Payment Program, proposed policy changes under the Medicare Physician Fee Schedule, and critical health information technology issue.

Topics Include:

- Implementation details and policy updates on the CMS Quality Payment Program,
- Medicare Physician Fee Schedule payment and policy changes, and
- Key health information technology issues including prior authorization, interoperability, and security.



Josh Lehner

Economist at State of Oregon

Oregon Growth and Economic Outlook

Session Description:

The regional economy continues to outperform the rest of the nation. Growth is finally translating into higher incomes with Oregon's median household income now matching the U.S. for the first time since the mills closed in the 1980s. However, growth is slowing as the business cycle matures and the economy runs into supply side constraints like labor and transportation. The outlook remains solid and the expansion continues. However, potential policy mistakes – ranging from fiscal to trade to monetary – have risks to the outlook mounting over the medium term. Oregon, and its ability to attract young, working-age households is expected to do well but is certainly not immune to national and international trends. After this session attendees will have a better understanding of projected Oregon growth and economic forecast which can help to project the impact on your medical practice and patients.

Concurrent Speakers and Session Descriptions



Leslie Ruminski, MSW

Practice Administrator for Pediatric Associates of the Northwest.

The Surprising Power of Liberating Structures: Simple Rules To Unleash A Culture of Innovation Part 1 and Part 2

Session Descriptions:

Liberating Structures offers an alternative way to approach and design how people work together. It provides a menu of thirty-three tools to replace or complement conventional practices.

Liberating Structures used routinely make it possible to build the kind of organization that everybody wants. They are designed to include everyone in shaping next steps. Conventional structures used to organize how people routinely work together stifle inclusion and engagement. Conventional structures are either too inhibiting or too loose and disorganized to creatively engage people in shaping their own future. They frequently generate feelings of frustration and/or exclusion and fail to provide space for good ideas to emerge and germinate. This means that huge amounts of time and money are spent working the wrong way. More time and money are then spent trying to fix the unintended consequences. Liberating Structures offers an alternative.

Session Outcomes:

1. Learn facilitation techniques/tools for maximum engagement of teams/groups
2. Practice 4 Liberating Structures during workshop timeframe
3. Understand why traditional methods of engagement are either too inhibiting or too loose to create change



Cheyenne Brinson, CPA, MBA

Consultant and Speaker at KarenZupko & Associates

Boost Your Bottom Line by Collecting at the Time of Service

Session Description:

In the era of high deductibles and increased patient financial responsibility, collecting at the time of service is a necessity for savvy practices. This session explores case studies of practices who have successfully transitioned to collection at the time of service and examines their successes and pitfalls. Building on these case studies, a collecting at the time of service implementation guide is provided to course attendees that provides step by step instructions on how to turn the concept into tangible results including a training schedule, sample scripts, and sample protocols.

Learning Objectives

1. Identify the financial opportunity that exists in your practice by collecting at the time of service.
2. Develop a plan to train staff for collecting at the time of service.
3. Implement a protocol for collecting at the time of service and measure its financial impact.

You Cannot Manage What You Do Not Measure: Using Reports and Data to Manage Your Practice

Session Description:

Are your service lines and ancillaries profitable? Are you generating monthly reports to evaluate service line revenue and expense? This session explores the steps to determine the financial health of your service lines and entire practice.

Learning Objectives

1. Determine which reports and metrics are essential to review and track
2. Calculate key performance metrics
3. Develop a plan to track service line profitability



Randy Sutton, Lawyer

Partner - Business Litigation & Employment Law, Saalfeld Griggs

Oregon's New Pay Equity Law: What is it? Should I worry? What do I do now?

Session Description:

Oregon's new Equal Pay Act is here. The law requires that all employees performing comparable work are paid exactly the same unless a narrow list of "bona fide factors" applies. Any unlawful disparity is treated as unpaid wages, exposing the employer to liability for back wages, penalties, compensatory damages, punitive damages, enforcement actions and attorney fees. As a result, even small disparities can trigger big liability. Because the law is in effect now, it's critical that employers audit their pay practices and correct disparities. Going forward, employers should implement compliant systems for setting starting salaries and awarding pay increases and bonuses.

This session will provide a roadmap to pay equity compliance. Using practical examples in an interactive session, we'll explain the requirements of the new law, discuss steps every employer should take, and dive into the complex process of evaluating comparable jobs, identifying pay disparities, applying bona fide factors, and correcting issues that may arise. We'll also discuss practical steps and best practices that healthcare employers can apply to bring the organization into compliance.



Amanda Trujillo

Quality Improvement Consultant at Legacy Health Partners

MIPPS and MACRA Update

Session Description:

98% of eligible clinicians participated in MIPS for 2018, with 97% achieving a positive payment adjustment based on their performance. As CMS continues to add eligible clinician types and raise performance thresholds, how will your practice continue to be successful under the MIPS program while making meaningful improvements for practice operations and patient care? Session learning objectives include:

1. A brief overview of current and future state of MIPS requirements
2. Purposefully selecting Quality Measures and Improvement Activities
3. Addressing Promoting Interoperability data and workflow barriers
4. Maximizing performance while minimizing burnout



Ira Weintraub, MD
Chief Medical Officer, WellRithums

**A Self-Funded Health Plan, What is it?
Is it right for you?**

Session Description:

Join Dr. Weintraub as he explains the nuts and bolts of self-funded insurance. The advantages, disadvantages, and how to pick your partners to develop this healthcare option for a sustainable future.

CCO 2.0: What You Need to Know Panel

Session Description:

This session will discuss the changes coming to CCOs in 2020. A panel from CCOs across the state will share how they will engage providers in the changes and will answer questions you may have about the future of CCOs in Oregon.

Tailgate Style Reception and Topgolf Swing Suites



Join us Thursday night from 5:00 PM - 8:00 PM for some post-conference fun! Attendees and Exhibitors will relax and network at our Tailgate Style Reception including an opportunity to play in a Topgolf Swing Suite.

The Topgolf Swing Suite is everything you love about Topgolf, in a luxury suite. With a massive screen and a selection of exciting virtual games, the Topgolf Swing Suite delivers a one-of-a-kind simulation that's fun for golfers and non-golfers alike.

The reception will feature tailgate style food, beverages, games and music for a fun way to end to the first day of the OMGMA Fall Conference.

We are encouraging attendees and exhibitors to DRESS in support of your favorite sports team to add to the fun of our reception. TIP: You might win a prize if you are the "best dressed" fan. Not a sports fan? No worries.. we'll draft you to team OMGMA and supply you a Jersey!

2018 Conference Highlights



Your Oregon MGMA Board of Directors

Kathy Brown, CMPE, CPPM
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Jeffrey M. Baird, MBA, CMPE
Director, OMGMA
Willamette ENT & Facial Plastic Surgery

Oregon MGMA Fall Conference Planning Committee

A special THANK YOU to our Planning Committee volunteers for your time and service.

Committee Chair

Christi Siedlecki, MSN, RN, FACMPE | Grants Pass Clinic LLP

Committee Co-Chairs

Kathy Brown, CMPE, CPPM | Orthopedic and Sports Medicine Center of Oregon LLC

Lana Giacomelli, CMPE | Women's Healthcare Associates LLC

Greg Sarish, MBA | Sports Medicine Oregon

Mike Francis | SolutionsYes

General Information

Eligible Conference Attendees Are:

- An individual employed by or retired from a medical group, hospital or healthcare system, practice management firm or other independent business entity providing current administrative management to one or more medical practices.
- A full-time student in a college or university working toward a degree related to healthcare administration.
- A person whose primary profession is teaching business or healthcare administration at an accredited college or university

Any person who works for a company who offers or sells products and services to medical providers may not register for this conference at the attendee rate. Violators of the eligibility policy will have their registration automatically cancelled and their registration fees refunded. We have special exhibit and sponsorship opportunities available if you wish to attend which are outlined at <https://www.omgma.com/event-3446687>

Educate Yourself and Find Solutions

Our Resource Center presents an excellent opportunity for you to explore the latest and greatest solutions now available in the

marketplace. View and learn about an array of products, services and resources designed to help you manage your practice and operations efficiently.

Earn a Total of 8.5 ACMPE Continuing Education Credit Hours

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program. We have also applied for AAPC credit hours for this program. We will supply, upon request, a certificate of attendance for this conference to use for submission for potential CE hours from additional accreditation bodies.

What to Wear

Business casual attire is appropriate for our conference. We do suggest dressing in layers or bringing a light coat or jacket to maintain your comfort as meeting room temperatures tend to fluctuate throughout the day.

Questions and Information

Mindy Zaubi, Executive Director, Oregon MGMA
main@omgma.com | (971) 373-1477

A special thank you to our conference sponsors and exhibitors for their financial support of OMGMA members and our member programs.

This list includes registered sponsor and exhibitors at time of printing – more to come!

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BRONZE SPONSORS



GENERAL EXHIBITORS

The Doctors Company
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MNY Innovations
The Keane Insurance Group
RX2Live

Registration Information and Rates

Register online now at <https://www.omgma.com/event-3447355>

Pay with credit card online or print registration invoice and make check payable to:

Oregon MGMA

P.O. Box 790

Sherwood, OR 97140

Who Should Attend

The varied education and networking sessions are structured to meet the needs of healthcare executives, practice professionals, managers of all levels, physicians, nurses, and other business professionals. Attendance by administrator-physician teams, including mid-level managers, is highly encouraged to cover all the educational offerings and to support one another in undertaking the challenges of today's health care organizations.

Vendors and suppliers are not eligible to register as an attendee and are encouraged to contact the conference coordinator for information on exhibit opportunities at main@omgma.com.

Discounted registration is a benefit of OMGMA membership.

Membership in MGMA at the national level is separate from and in addition to your membership with OMGMA. To qualify for the member registration rate, you must be an OMGMA member, current in your member dues at time of registration. Membership will be verified.

Discounts when you register multiple attendees from the same organization

Whether you are an OMGMA member or a Non-Member we offer a discount to organizations who send multiple attendees to our conference.

Not an OMGMA member?

Apply for OMGMA membership here <https://www.omgma.com/Join-us> before you register for this conference, then take advantage of our member pricing! **Tip...** it costs less to become a member of OMGMA and register for the conference at our member rate than it is to pay the non-member rate. Plus, you receive 12 months of access to member benefits.

Registration fees cover all educational sessions, meal, breaks and events listed on the conference agenda.

Conference Registration Rates

	Register by August 26	Register after August 26
Oregon MGMA Member	\$215	\$315
Oregon MGMA Member additional attendee same organization	\$195	\$295
Non-Member	\$330	\$430
Non-Member additional attendee same organization	\$295	\$395
Guest Ticket for Tailgate Reception	\$60	\$60

Cancellation Policy

Cancellations received on or before August 28 are subject to a \$50 processing fee. Cancellations must be sent in writing to main@omgma.com. Cancellations after August 28 and no-shows to the conference will not be refunded. Substitutions from within the same group are acceptable. Please email main@omgma.com if you plan a substitution to avoid issues during conference check-in.



P.O. Box 790
Sherwood, OR 97140

2019 Oregon MGMA Fall Conference

FROM FIRST DOWN TO TOUCHDOWN



Featured Keynote Speaker:
Greg Bell

More than just a motivational speaker, Greg Bell is a thought leader, business consultant, and leadership seminar trainer. His popular book, *Water The Bamboo®: Unleashing The Potential Of Teams And Individuals*, has inspired an array of organizations, from Fortune 500 companies like Nike, Disney, Kaiser Permanente and Comcast, to athletic teams like the Portland Trailblazers, Oregon Ducks Football, and Gonzaga Bulldogs Basketball.

Inspiring and energizing audiences with his engaging storytelling, Greg shares his knowledge with excitement and passion. His ability to masterfully blend insight and encouragement with just the right dose of reality makes him the consistently top-rated keynote speaker at major conferences.

Greg holds political science and law degrees from the University of Oregon. He is also the force behind Coaches vs. Cancer – a campaign for the American Cancer Society that has raised over \$87 million for cancer research. In addition to his corporate leadership experience, Bell is a TEDx Talk alum and serves on the advisory board for the Portland TEDx conference series.

REGISTER BY AUGUST 26 FOR BEST RATE!

**DISCOUNTED GROUP ROOM BLOCK AT THE GRADUATE EUGENE
WILL CLOSE ON AUGUST 23 OR EARLIER IF CAPACITY IS REACHED.**