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## MESSAGE FROM OUR *President*

Hello, Everyone!

It's an honor to be selected as your incoming OMGMA President for the second time. The OMGMA Board of Directors are an amazing group of colleagues and I am excited to see what we can accomplish in the coming year. I first served back in 2016 and it is a different world now. That being said, there are some things that remain the same. OMGMA has always provided me with an amazing amount of resources and colleagues to learn from. This has been most apparent in the past 2.5 years as we have navigated Covid. It was reassuring to know we were all in it together and provided support for each other. This happened through monthly webinars, email chains, and informal weekly zoom meetings. As a united group of professionals, we successfully navigated PPP loans, PPE and testing shortages, covid vaccines, and recruitment challenges.

Now as we proceed with our new normal, I am most excited about being back in person with you. Our PNW Conference in May was a great success with strong Oregon participation. The speakers were great and the participant surveys had many complimentary remarks. I was a skeptic of hypnosis until I watched the entertainment! Overall, the highlight of the conference was networking with colleagues.

As a result, my focus in the coming year will be as the Committee Chair for Networking and Regional Outreach. The purpose of this committee is to provide outreach to many geographical areas in Oregon. These Manager's Time Out (MTO) meetings will include educational and networking opportunities for current and future OMGMA members presented in multiple locations. It is the goal of this committee to create interest and participation of OMGMA members and medical administrators/managers who do not have an opportunity to regularly participate with the organization due to travel restrictions.

In 2022/2023, OMGMA is committed to six MTO meetings;

**2022**- September - Bend and November - Eugene

**2023** - March - Salem; June - Grants Pass; September - Astoria; November-Virtual

We plan to hold these on Friday afternoons with exact dates to come. These events include a complimentary lunch (not the virtual one), speakers providing education, and networking with colleagues. We invite you to bring potential OMGMA members to join the events. Please plan to join us!

The association is committed to promoting and supporting healthcare leaders through education, advocacy, and resources. I look forward to the coming year on the OMGMA board and invite you to reach out to me with ideas, concerns, and questions. The 2022 OMGMA board is ready to serve you and your needs.

With gratitude,

Oregon MGMA President

Pam Colburn, FACMPE

Pediatric Associates of the Northwest





## Upcoming Events and Education



### Free Member Webinars

[Click Here to Register](#)

Access our available on-demand member webinars!

Sign-in at [www.omgma.com](http://www.omgma.com) with your username/password and proceed to the Members ONLY/Member Webinars and On Demand Library page for free viewing of previously recorded webinars and handouts

MGMA STATE AFFILIATE MEMBER WEBINAR

### MGMA WASHINGTON UPDATE

TUESDAY, SEPTEMBER 13TH  
1:00 PM ET / 12:00 PM CT /  
11:00 AM MT / 10:00 AM PT




Claire Ernst, JD Swapna Pachauri, MPH

 

MGMA STATE AFFILIATE MEMBER WEBINAR

SPONSORED BY 

### Metrics and Tools to Track Denial Management

TUESDAY, OCTOBER 18  
1:00 PM EASTERN / 12:00 PM CENTRAL  
11:00 AM MOUNTAIN / 10:00 AM PACIFIC




Kathleen Moritz,  
Expert Solutions Specialist,  
Allscripts

Todd Riendeau,  
Senior Solutions Manager,  
Allscripts

 

# MANAGERS TIME



# UT

[Click Here to Register](#)

**BEND** - Riverhouse on the  
Deschutes Convention Center  
at 2850 Rippling River Ct.

**Friday, September 9, 2022**  
**12:30 PM - 5:00 PM**

### About MembershipMatters

MembershipMatters is a periodic member publication by the Oregon Medical Group Management Association to help keep our members informed of Association activity. Articles or portions of articles may not be copied without written consent of Oregon MGMA. Articles published in MembershipMatters contain the expressed opinions and experiences of the authors and do not necessarily represent the position of Oregon MGMA. The content of this publication is for information purposes only and is not intended to replace financial or legal advice.

### Newsletter Sponsorship

Sponsorship space is available for Oregon MGMA Partners. For rates, ad specs and deadline dates for future issues please contact the Oregon MGMA office: [main@omgma.com](mailto:main@omgma.com)

### A Call to Authors

Oregon MGMA welcomes the submission of articles and other information from our members and partners for publication. To submit a potential article for the next issue please contact the Oregon MGMA office: [main@omgma.com](mailto:main@omgma.com)

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### Membership Reminders

Annual dues renewal invoices are issued to members via email, 30 days before your membership expiration date. Don't overlook renewal of your membership dues. You can always access a copy of your dues invoice and make payment directly from your Member Account at [www.omgma.com](http://www.omgma.com) after you log in.

Contact our office at [main@omgma.com](mailto:main@omgma.com) if you need help!

As a member led, member driven association YOU are the best part of Oregon MGMA. We are Leaders Helping Leaders and we appreciate your continued membership.



# MANAGERS TIME OUT



**Date:** Friday, September 9, 2022

**Location:** Bend, Oregon - Riverhouse on the Deschutes Convention Center: at 2850 NW Rippling River Ct.

**Time:** 12:30 PM – 5:00 PM

\*Lunch and Networking Happy Hour provided!

**The Oregon MGMA Networking and Regional Outreach committee would like to invite you to our Bend Managers Time Out Meeting on Friday, September 9th.** The purpose of this committee is to provide outreach to many geographical areas of Oregon. These Manager's Time Out (MTO) meetings include educational and networking opportunities for current and future Oregon MGMA members presented in multiple locations.

**Please RSVP by Thursday, September 1st [HERE](#) so we have a count for food.**

The format for these events includes a complimentary lunch starting at 12:30 pm. OMGMA announcements and Sponsor introductions will be at 1:00 pm. The first speaker will be from 1:15-2:15 pm. The second speaker will be from 2:30-3:30 pm. Lastly, networking time with beverages to end the event around 5:00 pm.

## SPEAKERS AND TOPICS



### **Navigating an Oregon Medical Board Complaint – 1:15 PM – 2:15 PM**

[Attorney and Partner Stephanie Kucera from the law firm, Hart Wagner LLP](#), will present tips on working with the Oregon Medical Board. Hart Wagner has offices in Portland and Central Oregon. The firm has been representing medical professionals across the Pacific Northwest for more than 25 years. Stephanie routinely works with clinics, hospitals, and individual providers on issues related to risk management, avoiding claims, and responding to complaints. Her talk will include current trends in the types of complaints being investigated by the Board, preparing your staff for a visit from OMB, and what to expect when responding to a complaint.



### **Resilience, Relationships, Recuperating and Rebounding – 2:30 PM – 3:30 PM**

[Lauren Harris from Harris Healthcare Consulting](#) will be the second speaker. Lauren K. Harris, FACMPE is passionate about medical practices and enjoys partnering with them to help them succeed. After more than 25 years of honing leadership and operational skills with various practice specialties in large and small organizations, she started her own consulting business in July 2020 to closely collaborate with practitioners and practice leaders by providing business, leadership development and operational expertise.

Ms. Harris believes that delivering patient-centered, cost-effective, and efficient healthcare is more important than ever and practice leaders and practitioners need expert guidance and support to enable them to identify and achieve their goals.

Ms. Harris started her healthcare management career in 1992 and achieved her MGMA/ACMPE certification in 2008 and her FACMPE certification in 2013.

### Session Objectives:

- Identify what resilience is and how to practice it yourself and with your team
- Learn new ways to reduce anxiety
- Learn techniques for developing stronger work relationships and addressing conflict
- Identify tools to help recuperate and rebound from these extraordinary times





## Featured *Article*

### ***Harnessing the Top 5 Drivers of Change in Healthcare***

***Authored by Allscripts***

Maintaining a successful practice amid the constant evolution across every facet of healthcare delivery poses daily challenges. And as the COVID-19 pandemic is changing how care is delivered, these challenges require diligent attention to ensure your patients receive the best care possible while your bottom line remains healthy.

To help overcome these challenges, Allscripts experts devised a list of the top 5 drivers of change in healthcare that, if addressed properly, can help position your organization for ongoing clinical and financial success.

#### **1. Digital transformation**

As every healthcare organization across the globe can attest, the COVID-19 pandemic has changed nearly every aspect of how clinicians deliver care. One key practice that has become standard over the last two years is telehealth. With the virus so transmissible, patients now demand receiving care through patient portals accessed through their smart phones or other devices. Specifically, our experts recommend adopting an easy-to-use, always-on, mobile health-IT strategy that includes robust patient engagement technology as well as the power of the full patient record—at the point of care. These types of solutions can help improve better decision-making and aid in removing the complexities of healthcare IT.

#### **2. Cost-reduction strategies**

Further, as the global pandemic continues transforming the healthcare landscape, organizations of all sizes and specialties need to find effective ways to reduce overall costs while upholding the care quality patients expect and need.

One way you can help manage your organizational costs is by switching to cloud-enabled solutions. In doing so, you will greatly save money while not overextending your staff. Subscription-based Software-as-a-Service (SaaS) solutions can also help your organization realize better cost effectiveness. To that end, mobile patient experiences (triage, surveys, virtual visits) will help save your organization money by cutting down on bottlenecks and reducing the need for onsite clinicians.

#### **3. Need for meaningful patient-provider interactions**

With the widespread shift to delivering value-based care, the number of patients seen per day, or per month, is not as important. This shift helps maintain regulatory compliance, while enabling better patient and provider experiences. It is increasingly becoming more critical for organizations to consider adopting strategies that can boost patient wellness, and not only treat symptoms.

Taking a human-centered approach will help improve patients' wellness as well as boost providers' experiences. Organizations should use health IT that enables physicians and nurses to identify at-risk patients and manage their health while increasing their organizations' reimbursements—all through value-based care contracts. Along with detailed machine learning, this will help clinicians with the retrieval and review processes for critical patient data, all leading to more patient-centric care.

#### **4. Transparency, interoperability and information blocking**

As evidenced with each new mandate we've seen over the last two years, regulations across the healthcare landscape are continually changing and evolving. Healthcare organizations need interoperable and intelligent health IT solutions that can efficiently deliver important data without needing the requesting clinician to interact with external data sources or other interoperability engines. Clinicians can perform better and deliver better care when they have near real-time patient information at their fingertips. With it, they can focus on the patient visit and not searching for hidden or blocked patient and population data.

#### **5. Patients as consumers within the business of healthcare**

It's time to expand the reach of your organization. And according to our experts, it's because patients are now empowered consumers. For instance, the Urgent Care market has grown considerably over the past three years, and the market is starting to see more non-traditional businesses enter the healthcare space. As a healthcare industry, there is a significant need to focus on costs and the rise in patients (as consumers) seeking quicker and more cost-effective modalities of care. The best advice our experts have is to develop a future-looking health-IT strategy with your vendor. By doing this, you'll likely notice a pivot. All vendors are rethinking their own strategies about how they can stay agile while driving positive clinical and business outcomes in growth markets.

#### **Act now and stay vigilant**

These key drivers of change are to serve as guidance as your organization navigates its clinical and financial future. The keys to success will keep changing and transforming, creating new challenges along the way—and new opportunities. By staying active in the healthcare community, organizations will stay connected to the trends that propel clinical progress as well as to every patient they see—in the office or virtually.





# Better care, simplified. It's possible.

Helping patients stay healthy and safe is the mission. A trusted partnership that addresses new challenges through innovation is the path to success.

As you work to restore your clinical and financial operations to pre-pandemic levels, Allscripts experts are ready to help you drive your practice's performance as we enter the new world of healthcare delivery. Together, we can boost clinical outcomes and ensure healthcare is Open, for Everyone.

To explore strategies for overcoming the challenges your practice might face today and in the future visit  
[www.allscripts.com/providertrends](http://www.allscripts.com/providertrends)





# Committee Corner

## ACMPE ADVANCEMENT COMMITTEE

The ACMPE Certification Commission has recently approved updates to Board Certification and Fellowship. There are lots of big changes to check out if you have been thinking about Certification or Fellowship but are not sure it is right for you.

Here is more information on the expanded pathways:

Board Certification: <https://mgma.com/certification/board-certification/become-acmpe-board-certified>

Fellowship: <https://mgma.com/certification/fellowship/fellowship-requirements>

### ACMPE DROP-IN STUDY GROUP

Lauren Harris hosts a bi-weekly ACMPE Drop-In Study Group via Zoom on Tuesdays at 2pm. These are conversational, topical, and relevant discussions with members from across the country. You can email her at [lauren@harrishealthcareconsulting.com](mailto:lauren@harrishealthcareconsulting.com) to be added to the meeting invites. The next session is August 9th.

### ACMPE FACEBOOK GROUP

If you are looking for additional support on your Certification journey, you can join the ACMPE Facebook Group at <https://www.facebook.com/groups/acmpe>. Resources, questions and answers are posted by mentors who are Fellows and happy to help you succeed! Members are welcome from all across the country.

### CERTIFICATE PROGRAMS

As a reminder, MGMA offers ACMPE Certificate opportunities if you are not ready to pursue Certification or seeking to enhance your knowledge. More information can be found here:

<https://mgma.com/certification/acmpe-certificates>

These Certificates are available with significant discounts to MGMA Members.

### WHAT IS AN ACMPE CERTIFICATE?

ACMPE Certificates are verified documents through MGMA's certifying body proving completion and understanding of topic or skill-specific seminars or online courses. Certificates are widely accepted throughout the industry and offer valuable immersions that share knowledge and enhance skills.

### WHY EARN AN ACMPE CERTIFICATE?

Upon completion of the resource and evaluation, certificate recipients showcase the completion of learning set knowledge areas or skills that can supplement resumes or be shared with employers. Certificate programs provide you with timely opportunity and proof of your commitment to excellence.

If you have questions or need support, please contact any member of the ACMPE Committee. We would be delighted to help!



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# Committee Corner

## MEMBERSHIP COMMITTEE

### Encourage others to grow their professional relationships at OMGMA.

Oregon Medical Group Management Association (OMGMA) is a statewide professional association comprised of medical practice managers, administrators, and executives. OMGMA is the state affiliate of the national MGMA. OMGMA offers local opportunities for education and networking for current and future healthcare leaders and executives.

OUR MISSION is simple: To promote and support healthcare leaders through education, advocacy, and resources.

We encourage you to invite nonmembers in our field to join the OMGMA network and allow us to be a resource they use to advance their professional development using OMGMA.

Below are OMGMA member benefits and networking opportunities:

## OREGON MGMA MEMBER *Benefits*

- ♦ **Education** – offered through annual conferences, monthly webinars, our online education library, Managers Time Out meetings (MTOs) and email communications.
- ♦ **Networking** – interact and build relationships with other healthcare executives in our state who face similar responsibilities and challenges.
- ♦ **Career Center** – review available positions from across Oregon and post your open positions.
- ♦ **Legislative updates** – to keep informed on issues that face our healthcare community.
- ♦ **Mentors** – New to medical group administration? OMGMA provides mentoring opportunities for those looking to increase their knowledge and skill set.
- ♦ **Worker's Compensation insurance discount** – through SAIF Corporation (if your group qualifies).
- ♦ **Certification through ACMPE** – using the education, support and resources provided by fellow OMGMA members who have been through the process.
- ♦ **Opportunities** – to interact and connect with industry suppliers offering emerging products and services to help you find solutions to changes in the industry.
- ♦ **Continuing Education Credit Hours** – through our monthly webinars and conferences.
- ♦ **Join the OMGMA Private Facebook Group** -This is a private member-only page where it is a safe place to ask questions or find resources to help you run a practice.
- ♦ **Membership Directory** - available on the OMGMA website
- ♦ **Scholarships** -available to our conferences and for New Fellows annually



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# *A Big Thank You*

to Oregon MGMA 2022 Partners for their support of our educational programs, our website and our members!

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HealthMark Group

The Doctors Company

HUB International Insurance Services

The Partners Group

IT Group NW

UMIA Insurance, Inc.

Jones & Roth CPAs and Business

We encourage our members to visit [www.omgma.com](http://www.omgma.com) / **Partners Place** when looking for a new supplier for your practice and consider our OMGMA Partners.

## Oregon's Changing Medical Malpractice Landscape

### *How to Navigate Uncertainty in the Malpractice Insurance Market*

**While medical malpractice insurance rates in Oregon have been moderate, there have been some increases in recent years in the state and across the country that reflect signs of a hardening market. A hard market is most often caused when insurers raise premiums to offset losses paid in increasing customer claims — both in the frequency and severity of claims. According to a national 2020 Medical Liability Monitor Annual Rate Survey, more than 25% of medical professional liability insurance premium rates increased in 2019 – the highest percentage observed since 2006.**

For several decades, Oregon had a \$500,000 cap on noneconomic damages awarded in medical and other liability cases. The cap helped keep medical liability insurance rates from rising in the state to unaffordable levels and has made Oregon a more attractive place to practice medicine. But a July 2020 ruling by the Oregon Supreme Court in *Busch v. McInnis Waste Systems* has struck down the cap. While the case did not involve a physician or medical practice, the ruling states that the cap enacted by the state legislature in 1987 violates the Oregon Constitution's remedy clause and effectively abolishes the limit on noneconomic damages in medical and other liability cases.

#### **PREPARING FOR A POTENTIAL HARD MARKET**

Oregon has been known to have a low level of litigation compared to most states. But now, with no limit on noneconomic damages in liability cases increasing the risk of more frequent and significantly larger malpractice court awards and settlements combined with a potential hard market, rates are likely to be further affected.

Unfortunately, the Coronavirus pandemic has also increased the legal risks of medical practices. The greatest likely risk stemming from the pandemic is the exponential growth in remote visits. As the use of telehealth increases, the possibility of a physician missing a diagnosis or misdiagnosing rises potentially leading to a malpractice suit.



# Oregon's Changing Medical Malpractice Landscape

## *How to Navigate Uncertainty in the Malpractice Insurance Market*

### IMPLEMENTING PERFORMANCE-BASED CONTROLS

Medical practices can either be a victim of the marketplace or choose to take steps to differentiate yourselves. Having a risk management strategy in place to limit your liability risks helps both reduce the potential of malpractice claims and keep your insurance rates in check. Investing in risk management practices and deploying carrier resources available to you will ultimately help your practice survive and succeed through a hardening market.

### PARTNERING TO REACH YOUR GOALS

When buying malpractice policies, practices can choose to purchase direct from the insurance carrier or partner with an independent insurance agency. While the practice may feel like they are getting the best deal by going direct to the carrier, oftentimes that's not the case. Working with an independent agency that specializes in your industry and understands the local marketplace, most often results in lower premiums and an improved customer experience.

PayneWest Insurance's Healthcare Practice offers its expertise to medical practice managers and owners. Our specialists guide clients in choosing the carrier that will work best for your practice's goals and provide the best value, and our partnership goes far beyond that. We consult with you on the implementation of risk management strategies, and we act as your advocate with carriers to help them understand your practice and your performance. If you experience a loss, our claims advocacy services support you in obtaining fair resolution. And at time of renewal and as your practice changes, we make sure that you have the best solutions in place and work with you to adjust strategies as needed.

PayneWest's [Andy Tucknott](#) and [Travis Davis](#) offer their professional consultation services to practice managers throughout Oregon.



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## ACMPE NEW FELLOW (FACMPE) SCHOLARSHIP

### apply by Sept 1st

The Oregon Medical Group Management Association (OMGMA) is offering two (2) scholarships up to the amount of \$1,000 each, to current OMGMA Member(s) to assist in attending the MGMA National Conference the actual year the FACMPE designation is earned.

The 2022 MGMA National Conference takes place in Boston, MA, October 9 -12.

Applicants must meet all required qualifications stipulated in the ACMPE NEW Fellow (FACMPE) Scholarship Policy.



This scholarship is non-transferable and may only be awarded to an OMGMA Member one time.

The deadline for submitting this application and supporting materials is between July 1st and September 1st. Scholarship winners will be announced by October 1st.

**CLICK HERE for complete  
information and details**

Follow us



## - OMGMA Career Center - Looking to Hire?

Tap into an expansive, statewide pool of talent. Don't waste time on unqualified applicants!

Listing your openings with OMGMA, the premiere membership association of medical group practice managers and administrative professionals, can provide substantially-increased exposure to qualified candidates. Our members include hundreds of medical practice managers and administrators searching for the right position in every area of the healthcare industry.

Postings run for one month from date of placement, and an email announcement will be sent to our membership when your post goes live.

Job posting rates based on one-time placement is just \$50

[More Information Here](#)

### - Recent Job Postings -

**Administrator, Kennewick, Washington**

**Executive Director - Medford, Oregon**

