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main@omgma.com

MESSAGE FROM OUR *President*

Greetings OMGMA Members and Partners,

As 2022 comes to a close, I reflect back on what we have accomplished as an organization. After three long years we were able to once again meet in person at the PNW MGMA Conference, Portland in May. It was such a pleasure to see everyone! In addition to conference, we held three Manager Time outs this year in Astoria, Bend, and Eugene with great speakers, sponsors, and participation. This year, the OMGMA Board of Directors met in person for strategic planning for the first time since November of 2019. The ability to meet, strategize, and socialize with each other strengthened our relationships and initiatives.

On behalf of the OMGMA board, I would like to thank our membership and Partners for your participation in our educational opportunities this past year. Our membership is strong and we would like it to continue to be. Please remember to renew your membership and sponsorships as they come due. We encourage you to let your colleagues who are not yet members know the many benefits OMGMA offers. Personally, I am continuously learning from my OMGMA colleagues and have developed life long friendships as a result. Thank you all for your service and dedication to the delivery of healthcare! In addition, I want to give a big thank you to the OMGMA Board of Directors for the countless volunteer hours given to the organization. Mindy Zaubi, our Executive Director, is instrumental to the success of organization and we are especially grateful for her. To all of you, I hope the holidays bring a chance to rest and recharge.

In 2023, we expect changes at the State level based on the November elections and it will be important to stay up-to-date on agency appointments and legislative session impacts to our industry in the coming year. OMGMA will be here to help navigate the changes we face. Moreover, as we look to the new year, OMGMA is already planning for our next Conference, May 7-9, 2023 in Tacoma. We continue to offer many more Free Monthly Member Webinars to our membership. Additionally, in 2023 we will have three Manager Time outs in the cities of Salem, Astoria, and Portland. We look forward to seeing many of you at these events.

Wishing you the happiest of holidays and a wonderful new year,

Oregon MGMA President
Pam Colburn, FACMPE
Pediatric Associates of the Northwest





Leaders Helping Leaders

Upcoming Events and Education



Free Member Webinars

[Click Here to Register](#)

Access our available on-demand member webinars! Sign-in at 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

FINDING AND KEEPING DEVOTED EMPLOYEES IN THE NEW AGE OF WORK WITH SPEAKER JOE MULL

TUESDAY, JAN 10TH
1PM ET / 12PM CT / 11 AM MT / 10 AM PT
OR
THURSDAY, JAN 19TH
3PM ET/2PM CT/1PM MT/12PM PT

ACMEP

MANAGERS TIME OUT

The Oregon MGMA Education Committee is planning three Manager Time out meeting in 2023 in the cities of Salem, Astoria, and Portland.

We look forward to seeing many of you at these events. Keep an eye on our [EVENT PAGE](#) for registration and information

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

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

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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 after you log in.

Contact our office at 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.

Financial Management
Human Resource

Transformative
Healthcare Delivery
Risk and Compliance

OVERCOMING THE ODDS

Governance

Operations

May 7-9, 2023
Greater Tacoma Convention Center
Tacoma, Washington

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE

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www.pnwmgmaconf.com



Featured *Article*

As Telemedicine Best Practices Emerge, Assess Your Practice

David L. Feldman, MD, MBA, FACS, Chief Medical Officer, The Doctors Company and TDC Group; Senior Vice President, Healthcare Risk Advisors

Early in the pandemic, I heard an obstetrician say that a medical setting was the last place many patients were willing to go. As a result, he was checking on prenatal patients using telemedicine. With questions about standard of care in mind, I gathered obstetric leaders into a meeting group where providers discussed ways to safely utilize phone and video modalities to continue prenatal care beyond the pandemic. Would this modality, necessary in a time of crisis, be continued in the “new normal”?

Many specialties, facing the pandemic’s imperative to improvise, formed similar discussion groups, which are now disseminating their findings via peer-reviewed medical journals or formulating best practices with their medical professional societies. Fortunately, each specialty’s findings have connotations for patients in a variety of settings. With 2020’s spike in telemedicine visits followed by 2021’s continued record-breaking increases,¹ we now know a surprising amount about how to safely provide telemedicine care.

As practices and hospitals work to integrate their telemedicine platforms more smoothly into their workflows,¹ this moment calls for us to reconsider how we are using telemedicine relative to care access, quality, safety, and the core principles of patient-centered care.

Specialty Example: Obstetrics

Obstetricians monitor risk indicators like blood pressure and blood glucose, which help them intervene early in cases of preeclampsia and/or gestational diabetes. With the increasing availability of at-home monitors for blood pressure and blood glucose, the option to collect at-home metrics (which, admittedly, some patients do more reliably than others) shows how remote care can sometimes be safer and/or more accessible care. Surprisingly, I’ve heard obstetricians say they value telemedicine most with their high-risk patients, simply because it facilitates more frequent conversations. This finding also turns up in other specialties.

Specialty Example: Otolaryngology

As in obstetrics, the physical exam needs of otolaryngology might seem impervious to many telemedicine advancements. Yet the author of a 2020 JAMA article argued to his colleagues, “We must rediscover the nuances of palpation and noninvasive inspection. Substantial portions of this examination can be completed without instrumentation or prior experience.” The person without prior experience is the patient: “The clinician can provide instructions to the patient for sequential elements of the examination and then verify correct performance of each maneuver.”²

This collaborative spirit (which the author frames in terms of what Eric Topol, MD, of Scripps, has called the “activated patient”) aligns with the core principles of patient-centered care: “Patients are partners with their health care providers.”³ This partnership—facilitated by the practitioner while considering the patient’s emotional, social, and financial perspectives—is more than a remote-care convenience: “The activated patient is empowered to participate in their care in a manner hitherto unappreciated, and in so doing, they may well enjoy greater engagement and satisfaction.”²

Specialty Example: Surgery

Surgical specialties present an unexpected number of opportunities for remote care, from consultative conversations all the way through postoperative evaluations. For instance, many post-op evaluations can relocate to the telemedicine space, where questions like how the wound looks and drain output can be evaluated.

Such uses of telemedicine, when appropriate, improve the patient experience, and sometimes patient safety. After all, post-op patients don’t want to leave home, and sometimes safety is an issue. I know I’m not the only one who has ever made a house call during icy weather. If we use good clinical judgment, we can offer a version of the post-op house call to some patients with arguably comparable or improved patient safety.



Featured *Article* continued

Reducing Medical Malpractice Risks

Some of the state-to-state restrictions lifted early in the pandemic have resumed, so check with the relevant state medical licensing boards. It remains important to know where your patients are: Practicing medicine without a license is still illegal, and your medical malpractice insurer cannot cover you if you were doing something criminal, even inadvertently.

We still see few medical malpractice lawsuits related to telemedicine, but those we do see mostly connect to diagnostic errors.⁴ Of course, the physical exam still matters: Even with workarounds and patient-assisted maneuvers, sometimes we need to lay hands on the patient. Moreover, since diagnostic errors often derive from communication gaps, we must remain mindful of the ways in which telemedicine amplifies communication challenges.⁴

That said, some methods of mitigating diagnostic error risks are contained within our challenge to embed telemedicine within workflows. Systems that require the physician to fulfill the role of a tech support professional and/or medical assistant increase cognitive load. Such distractions increase the chances that a significant symptom will be overlooked. Further, systems that make it difficult to track referrals or test results amplify diagnostic risks.

Therefore, better integrating telemedicine appointments into workflow serves both provider sanity and patient safety by optimizing patient-provider communication. You can engage experts like my colleagues at Medical Advantage to help your practice with this process.

Telemedicine for Patient-Centered Care

A recent survey found that 62 percent of responding organizations are expanding their telehealth programs, versus being in maintenance mode.¹ This is the perfect time to rethink both what we need to do in person and how frequently we need to do it (e.g., ultrasounds during pregnancy), while accounting for the increasing availability of at-home gadgets, such as otoscopes and ultrasound solutions.

Gadgets are one of the many aspects of telemedicine that raise questions about patient access to care. Patient safety researchers extol the virtues of programs that reduce device costs for patients in need, and they also promote reimbursement for providers who offer the substantial technology education and orientation some patients need to function as activated patients within the telemedicine landscape.⁴ Integrating translation services into virtual visits will also have an impact.

The access question is two-sided, because for every patient who could not access a telemedicine visit for lack of bandwidth or because they live in crowded conditions without privacy, there is a patient who could access their visit only because remote care comes without the price tag of childcare, transportation, or a missed shift. Despite its difficulties, telemedicine is a net gain to our armamentarium for providing patient-centered care.

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Karen Anderson, CMPE



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Committee Corner

ACMPE ADVANCEMENT COMMITTEE

CONGRATULATIONS to Sarah Scott, CMPE and Steve Nord, FACMPE and Jamie O'Hollaren FACMPE who recently completed their Certification and Fellowship!

ACMPE PREPARATION: ESSENTIALS + LIVE Q&A

We are excited to announce the new ACMPE Preparation: Essentials, now available + quarterly LIVE Q&A starting on December 14th.

This comprehensive course helps examinees identify content necessary to meet board certification standards, including financial management, regulatory compliance, organizational governance and departmental operations management and transformative healthcare delivery. To best prepare applicants for the examinations, topics are reviewed from the perspective of a variety of healthcare settings, including hospitals and ambulatory care settings. The course is free to MGMA members.

- Courses cover the domains of the Body of Knowledge, Financial Management, Operations Management, Human Resources, Organizational Governance, and Risk and Compliance
- Maximum scheduling flexibility, this course is divided into several short segments, allowing you to complete one or more at a time.
- Multimedia, videos, and animation
- Interactive quizzes and real-life problem-solving scenarios
- Identification of learning gaps and additional resources to close those gaps
- The ability to take notes within the course platform and print for future reference

Sessions 1 through 5 are the Essentials Courses.

- Essentials of Financial Management
- Essentials of Organizational Governance
- Essentials of Risk and Compliance Management
- Essentials of Human Resource Management
- Essentials of Operations Management

Session 6: Board Certification Preparation: Live Question-and-Answer Session held Quarterly 6:00 – 6:30 pm ET (5:00 pm CT, 4:00 pm MT, 3:00 pm PT)

[https://www.mgma.com/events/acmpe-board-certification-preparation-course-\(1\)](https://www.mgma.com/events/acmpe-board-certification-preparation-course-(1))

*Hosted by Debbie Hudson and Tracy Bird

Wednesday, December 14

Wednesday, February 8

Wednesday, May 10

Wednesday, August 16

LIVE Q&A is available on-demand after each live recording.

ACMPE DROP-IN STUDY GROUP

Lauren Harris hosts a monthly ACMPE Drop-In Study Group via Zoom on Tuesdays at 2pm. The next session is December 13th. These are conversational and recent discussions included the testing experience, scenario test question practice and current topics in practice management with members from across the country. You can email lauren@harrishealthcareconsulting.com to be added to the meeting invites.

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 across the country. The only prerequisite is a Facebook account.

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

Lauren Harris, Lauren@HarrisHealthcareConsulting.com
Donna Duval, Donna.Duval@allcarehealth.com
Jamie O'Hollaren, jamie.ohollaren@gmail.com



Leaders Helping Leaders

Committee Corner

MEMBERSHIP COMMITTEE

2022 Year In Review

Oregon MGMA Education Offered in 2022

As 2022 comes to a close, we would like to remind members about the continuing education (CE) opportunities Oregon MGMA has offered throughout the year. These events include Oregon/Washington MGMA state conference, webinars, and MTOs (see below). They all meet the requirements for continuing education credit hours from the American College of Medical Practice Executives (ACMPE). These CE hours are good towards certification requirements.

To apply these Oregon MGMA events toward your ACMPE continuing education requirement, please calculate the total number of clock hours you spent in educational sessions and enter your hours online at www.mgma.com

Oregon MGMA Continuing Education in 2022

Monthly Member Webinar Series: 13.0 live CE hours

2022 Pacific Northwest Medical Management Conference: 9.25 live CE hours

March MTO-Astoria: 2.5 live CE hours
September MTO-Bend: 2.0 live CE hours
November MTO-Eugene: 2.0 live CE hours

Total: 28.75 CE hours offered

We hope to add more CE hours to our schedule in the coming year and look forward to providing quality education in 2023!

Special Congratulations to Kathy Deaton and Jeff Baird 10+ year OMGMA members who were nominated and awarded Distinguished Member designation this year. Thank you for your leadership, commitment to OMGMA and your many years of support.

OMGMA Membership Activity

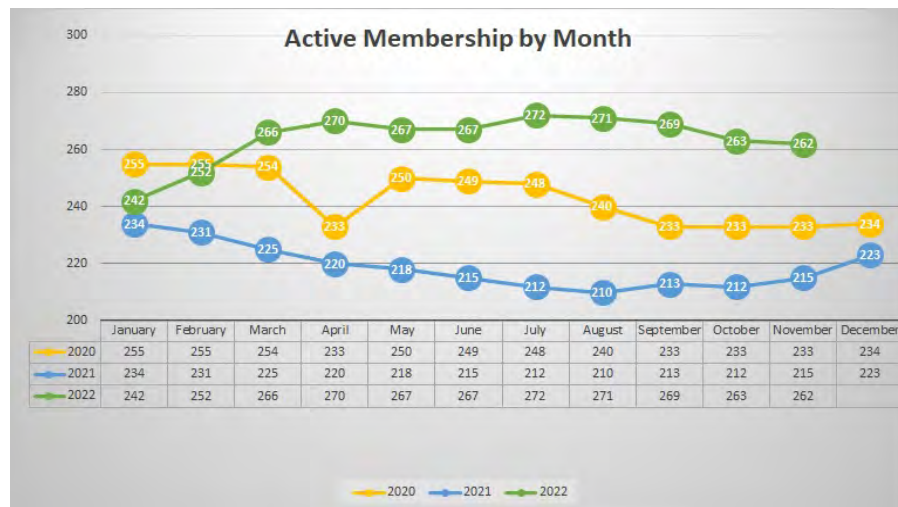
In December of 2022, our OMGMA membership is at a high with 263 members. The low was in August 2021, when member numbers fell to 210. As with everything, the pandemic impacted our membership numbers. Membership increased in 2022 by 53 members, thanks to our members gifting memberships with the Give One Program. If you gifted a membership, please reach out to your colleague or friend to whom you gifted an OMGMA membership and encourage them to renew their membership.

OMGMA members, we need your help in 2023. If each of you encourages only one person to become a member, our membership could grow immensely. Encourage your colleagues, acquaintances, and friends, who are not current members, to become a member. Tell them how it will keep them connected and current in medical management. Share all the benefits of an OMGMA membership. Finally, tell them they will continue to strengthen healthcare with the support of an OMGMA membership.

Happy Holidays! Here is to another year of staying current, connected, and effective in healthcare with an OMGMA membership.

Rondyann Gerst, gerst@ohsu.edu
Debra Bartel, dbartel@woodburnpediatric.com
Jamie O'Hollaren, jamie.ohollaren@gmail.com

Current Membership Stats:



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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UMIA Insurance, Inc.

IT Group NW

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



Committee Corner

SOCIAL MEDIA & MARKETING COMMITTEE

OMGMA is looking for assistance from members already active on social media platforms.

Did you see an interesting or relevant post on a social media platform like Linked In or Facebook? Like and Share it.....and add a couple of tags like these:

- #omgma
- #healthcareleadership
- #lifeworkbalance

These items may include interesting events you'd like to participate in, great articles that made you stop and think, photos from events you went to or even small video snippets.

If you haven't done this already, head to the OMGMA [Linked In](#) or [Facebook page](#) and 'like' it so you'll more easily see things we're sharing. It's a great way to keep up with interesting opportunities going on in our state and gives you the ability to share this information with others who might find it helpful. In fact, we'd love it if you shared it every time! Upcoming conferences, MTO's, webinars and job opportunities are just a few of the things OMGMA posts on a regular basis.

If you LOVE social media and would like to be part of our committee, we'd love to have you!

Enjoy the holiday season and we look forward to 'sharing' more opportunities with you in 2023!

The OMGMA Social Media committee includes Deb Bartel, Lauren Harris and Jenna Wiltfong

- Debra Bartel, dbartel@woodburnpediatric.com
- Lauren Harris, Lauren@HarrisHealthcareConsulting.com
- Jenna Wiltfong, jwiltfong@salemretina.com

- 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 -

Vice President of Operations, Western Oregon | Portland





Workers' Compensation Insurance Discount Opportunity

Step 1. Confirm you are a current member of Oregon MGMA.

- **Not sure whether you hold a current membership?** Contact Executive Director Mindy Zaubi at main@omgma.com or 971.373.1477.
- **Not yet a member?** [Join for just \\$100](#) if you meet Active Member criteria. The \$100 annual membership saves 12%* on your organization's annual premium – a discount well worth the investment – plus you receive the Oregon MGMA member benefits, education and resources.

You may be eligible to save 12% on your SAIF Workers' Comp annual premium!

Step 2. Contact your Practice's Insurance Agent or SAIF Directly

• Your practice's agent or SAIF Program Representative will help ensure you meet SAIF's eligibility criteria and can help you apply for the discount when your next premium payment comes due.

(OGSERP discount: 12% for 7/1/2022 - 6/30/2023)

- SAIF Program Representative: Pat Morrill, SAIF Agency and Group Program Coordinator, PATMOR@saif.com or 503.373.8827

SAIF Eligibility Criteria:

- Must have an annual manual premium equal to or greater than \$2,500
- Be a member in good standing of the association (dues paid current)
- Earned or unearned experience rating 1.00 or less
- Group history period** incurred to manual loss ratio less than 40 percent
- Group history period frequency of business operations less than SAIF average frequency for the principal class for accounts newly enrolling in the group***
- Group history period frequency of business operations less than 1.5 times the SAIF average frequency for the principal class for current group members renewing in the group***
- Underwriters have judgment authority for approving group pricing

[Join Oregon MGMA today!](#)

* OGSERP discount changes annually. Current period discount for OGSERP is 12% for 7/1/2022 – 6/30/2023.

** Group history period includes policy periods incepting within 57 months prior to the effective date of the policy year being priced and must include a minimum of 34 months of history.

*** SAIF calculates an average expected claim frequency (per \$100 payroll) for each class effective January 1 each year using the expected frequency for the year that corresponds to the effective date of the policy year being priced.

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