



Leaders Helping Leaders



Membership Matters

a publication for members of Oregon Medical Group Management Association



Letter from the President

Greg Sarish, MBA

YOU MATTER!

As I write this, we have just begun our second statewide Covid lockdown and hit over 1,200 daily positive cases as we head into the Thanksgiving week. I spent part of my afternoon explaining to a patient who was shouting in our lobby that 'Covid is a hoax' how our industry is being overwhelmed by infected patients, some of whom sadly do not survive it and will not be around this bizarre Holiday Season.

At times like these (let's face it; there has been no time like this) I am reminded of how much support and encouragement we draw on from each other and am delighted to see how much support we extend to each other. Our cohort of Administrators and Clinic Managers does not have to navigate the challenges of PPP, PRF, Covid, OSHA, etc alone. Rather, we face those challenges alongside other members of OMGMA and come up with solutions together on email forums, Zoom calls, Manager Time Out meetings and one-off conversations. (The next MTO is on 12/10 at 10:30).

The stress of taking care of our teams, providers and families can be overwhelming and I encourage you to each take note of your own personal mental health and sanity. Don't hesitate to reach out, because YOU MATTER to all of us at OMGMA. YOU MATTER to me. YOU MATTER to this Board. YOU MATTER to each other and I look forward to seeing you all in person at some point next year in a more carefree setting. Take a minute for YOU and recharge those batteries.

Board of Directors

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Greg Sarish, MBA

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Tigard

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Astoria

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**Rondyann Gerst,
CMPE, CPC, CRHCP**

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La Grande

Pam Colburn, FACMPE

Pediatric Associates
of the Northwest
Portland

Charleen Hall, CMPE

Barnes Foot and Ankle
Portland

DIRECTOR & ACMPE FORUM REP

Donna Duval, FACMPE

Allcare Health
Grants Pass

I want to celebrate and welcome the 4 new additions to your Board of Directors (Donna, Rondyann, Pam and Char) and thank with sincere gratitude the only Director departing this year, Kathy Brown. We appreciate your many years of heartfelt service and dedication to OMGMA Kathy. Which brings me to our amazing Immediate Past President, Christi Siedlecki, whose enthusiasm and information over this past crazy year kept us all navigating the barrage of challenges with more confidence than we possibly could have without her support.

Have a wonderful and blessed Holiday Season my friends!

Greg Sarish, MBA
President, OMGMA
COO, Sports Medicine Oregon



Welcome New OMGMA Members

Mary-Liz Chapman
Inovia Vein Specialty Centers, Bend

Sarah Edson
AIM Health NW, Portland

Chris Leinweber
Automated Accounts, Spokane

Shae Marsh
Mountainview Family Practice, Grants
Pass

Scott Miller
Emergence Addiction & Behavioral Therapies, Eugene

Erin Perry
AllCare Health, Grants Pass

James Randall
Kara Kassay MD, Portland

Jessica Singleton
Pacific Clear Vision Institute, Eugene

Mark Visintainer
Automated Accounts, Spokane

Oregon MGMA would like to take a moment to express gratitude for our 2020 Partners.

THANK YOU for supporting Oregon MGMA!

Adept Networks
Gregory Wilkoff
OMGMA Partner since:
8/23/2019

Automated Accounts
Chris Leinweber
OMGMA Partner since:
11/3/2020

Automated Accounts
Mark Visintainer
OMGMA Partner since:
11/3/2020

Bank of America
Laura Shipley
OMGMA Partner since:
4/5/2018

Centerlogic, Inc.
Mike Tijerina
OMGMA Partner since:
6/20/2014

CNA Healthcare
Kelly Gannon
OMGMA Partner since:
1/15/2020

CNA Healthcare
Brenda Vittitoe
OMGMA Partner since:
6/21/2014

DBS Health Information
Tracy Paul
OMGMA Partner since:
7/29/2015

Fidelity Collection Service
Brad Zenger
OMGMA Partner since:
12/18/2019

GNSA
Robert Nicholl
OMGMA Partner since:
6/22/2014

Greenway Health, LLC
Rachel Curtiss
OMGMA Partner since:
7/22/2019

Greenway Health, LLC
Joe McClain
OMGMA Partner since:
7/23/2019

Greenway Health, LLC
Joven Yount
OMGMA Partner since:
7/23/2019

Higley Financial
Shawn Higley
OMGMA Partner since:
8/7/2018

HUB International Insurance
Services
Bart Oxley
OMGMA Partner since:
4/23/2019

IT Group NW
Jeremy Ball
OMGMA Partner since:
2/27/2020

IT Group NW
Lucas Coulson
OMGMA Partner since:
2/27/2020

IT Group NW
Stephen Hammond
OMGMA Partner since:
2/27/2020

Jones & Roth CPAs and
Business Advisors
Nicole McOmber
OMGMA Partner since:
1/16/2020

Jones & Roth CPAs and
Business Advisors
Robert Adrian
OMGMA Partner since:
6/23/2014

Jones & Roth CPAs and
Business Advisors
Jeremy Prickel
OMGMA Partner since:
6/23/2014

MAGMUTUAL Insurance
Company
Melanie Yacobucci
OMGMA Partner since:
7/9/2019

Medical Answering Service of
Oregon
David Ellsworth
OMGMA Partner since:
1/8/2015

Medical Answering Service of
Oregon
Maria Gandy
OMGMA Partner since:
1/13/2015

Med-X Staffing Services
Paula Purdy
OMGMA Partner since:
2/15/2018

Molvi CPA LLC
Ashraf Molvi
OMGMA Partner since:
11/1/2018

Moss Adams, LLP
Darci Boyle
OMGMA Partner since:
6/23/2014

NORCAL
Noel Murata
OMGMA Partner since:
1/9/2019

PayneWest Insurance, Inc.
Travis Davis
OMGMA Partner since:
4/13/2020

PayneWest Insurance, Inc.
Leif Ergeson
OMGMA Partner since:
4/13/2020

PayneWest Insurance, Inc.
Andy Tucknott
OMGMA Partner since:
4/13/2020

Perlo Construction
Elissa Looney
OMGMA Partner since:
4/4/2019

Physicians Insurance A
Mutual Company
David Kinard
OMGMA Partner since:
12/6/2017

Physicians Insurance A
Mutual Company
Catherine Kunkel
OMGMA Partner since:
1/1/2012

Physicians Insurance A
Mutual Company
Allan Moorhead
OMGMA Partner since:
12/6/2017

Preis Financial
Michael Preis
OMGMA Partner since:
6/23/2014

ProAssurance
Douglas Darnell
OMGMA Partner since:
12/30/2019

Professional Credit
Rob Nestell
OMGMA Partner since:
3/6/2020

Professional Office Services,
Inc.
Ryan Kenney
OMGMA Partner since:
2/14/2020

RX2Live
Dylan Toomey
OMGMA Partner since:
7/3/2019

RxVantage
Alexis Johnson
OMGMA Partner since:
1/20/2020

Scribe-X, LLC
Annamarie Finlay
OMGMA Partner since:
12/2/2018

Scribe-X, LLC
Warren Johnson
OMGMA Partner since:
8/15/2014

Solutions YES
Tim Groves
OMGMA Partner since:
8/4/2015

Southern Oregon Credit
Service
Angela Brown
OMGMA Partner since:
12/18/2019

Southern Oregon Credit
Service
Brian Watkins
OMGMA Partner since:
1/14/2019

Studebaker Nault, PLLC
Barbra Nault
OMGMA Partner since:
1/14/2020

The Partners Group
Jeff Carrick
OMGMA Partner since:
12/20/2018

The Partners Group
Austin Early
OMGMA Partner since:
12/20/2018

The Partners Group
Adam Johnson
OMGMA Partner since:
6/24/2014

UMIA Insurance, Inc.
Michael Reis
OMGMA Partner since:
2/27/2020

UMIA Insurance, Inc.
Cynthia Tyhurst
OMGMA Partner since:
2/27/2020

Uptown Medical Billing, Inc.
Allison Drake
OMGMA Partner since:
6/24/2014

USI
Eric Hiatt
OMGMA Partner since:
6/24/2014

USI
Chad Kjemhus
OMGMA Partner since:
6/24/2014

USI
Chase McCarthy
OMGMA Partner since:
7/20/2017

Thank You!

MEMBERSHIP REMINDERS

All Members & Partners

As we approach the end of 2020, please take a moment to sign in at www.omgma.com and make sure your member profile is up-to-date! Easily make changes to your title, certifications, add missing information or update your organization and address details. We encourage you to take a few minutes and update this resource intended to help promote networking between our members and ensure OMGMA has your current information.

December 16 | 10:00 AM pacific | Webinar
2021 Reimbursement and Coding Changes
Kim Huey, MJ, CHC, CPC, CCS-P, PCS, CPCO, COC



Note: To qualify for CE credit each webinar participant must register individually and attend the live session using unique-to-you webinar login information. Your unique-to-you webinar login will track the time you spend in session which can be used for your CE reporting and verification.

Fee to attend this webinar:

OMGMA Members	FREE
Non-Members	\$25

Get ready for 2021 with this overview of coding and reimbursement changes. Join Kim Huey as she reviews the ICD-10-CM and CPT coding changes – and discuss documentation updates needed to support the new codes. This session will also review the CMS changes for evaluation and management coding and reimbursement and help to analyze the impact on reimbursement. How will Fraud and Abuse efforts change in response?

This session will cover:

- CPT code update for 2021
- ICD-10-CM code update for 2021
- Fraud and Abuse Outlook for 2021
- Focus on office visit coding changes

More information and registration here



Kim Huey, MJ, CHC, CPC, CCS-P, PCS, CPCO, COC

IN THE NEWS

Meet your newest OMGMA Board Members

Pamela Colburn

I've spent over 20 years learning as much as possible about the Healthcare industry -- from Clinic Operations to Revenue Cycle Management. I'm currently applying this knowledge in my role as the Practice Administrator for Pediatric Associates of the Northwest. I have a Bachelor's Degree in Healthcare Administration and am a Fellow in the American College of Medical Practice Executives.

Additionally, I am a Past President of the Oregon Chapter of the MGMA and am excited to return to the OMGMA Board as a Director in 2020. In my free time, I enjoy kayaking, traveling with my husband, and spending time with my four grandchildren.



Charleen Hall

Charleen, currently lives in Oregon City and grew up in the Northwest. She has spent most of her professional career in leadership roles in privately owned medical clinics. She began her medical career as a medical assistant, and worked her way up learning all aspects of running a medical clinic by actually working in each capacity. She currently manages a Podiatry office located in Portland, Oregon.

Charleen was previously on the Board of a non-profit, Portland Medical Community Managers (PMCM) and has been a member of OMGMA for 4 years.

Outside of work, Charleen enjoys spending time with her family, or at home with her husband, Brian, and her Portuguese Water Dog "Rainn", she also enjoys singing and cooking. In addition to managing a medical clinic Charleen, also co-owns a non-profit ministry, and runs this along-side her husband, in Washington.



Rondyann Gerst

Rondyann Gerst is the Rural Health Clinic Program Manager at the Oregon Office of Rural Health. In her role, she assists private physician offices who desire to convert to Rural Health Clinic (RHC) status. She provides technical assistance to RHCs in compliance activities, billing and coding, and practice management. Based in La Grande, OR, she has over 28 years of experience in healthcare administration, working for both private clinics and hospital owned provider-based rural health clinics. Rondyann is a certified professional coder (CPC) with the American Academy of Professional Coders, a Certified Rural Health Clinic Professional with National Association of Rural Health Clinics (NARHC) and a Certified Medical Professional Executive (CMPE) with the Medical Group Management Association. She is excited to be part of the board team and support clinics across Oregon.



2020 MGMA Legislative Liaison of the Year is an Oregon MGMA member!



Congratulations to the 2020 recipient and Oregon MGMA member, Christi Siedlecki, MSN, RN, FACMPE

This award recognizes a medical practice professional serving as a state MGMA legislative liaison volunteer who has provided outstanding leadership in the education and motivation of MGMA members through grassroots and advocacy involvement on legislative and regulatory issues of importance to medical group practices.

Christi is the Immediate Past President of Oregon MGMA, serves as co-chair of the association's Legislative Committee and is the Chief Executive Officer for Grants Pass Clinic LLC.

Oregon MGMA is fortunate to have Christi serving as a member of our Board and as our state Legislative Liaison with MGMA. Congratulations Christi and thank you for all of your hard work!



Committee Updates

Membership Committee

Strange times...

What is a Clinic to do in these strange times?

Listen to the CDC, the Oregon Governance, the Media?

In my 20+ years of Medical management, I would have never believed that what we are facing today, would ever be true.

Keep informed and up to date with the OMGMA for the latest issues surrounding the COVID-19 virus.

The OMGMA will always have the latest and greatest updates for our Medical Management members.

Please visit our website today and join our quest excellence: www.omgma.com

Lorin Easley, Chair



Bylaws Committee

We heard you during our Member Meeting last September. You want better communication and involvement in OMGMA Bylaws changes. For that reason, we resurrected the Bylaws Committee.

The committee chair is Christi Siedlecki. Other members are Greg Sarish, Janet Mossman, Rachel O'Brien, Jeff Baird, and Deb Bartel. The committee has been digging into making bylaws change recommendations and a plan for communicating those recommendations to you for final votes.

As you may be aware, National MGMA is requiring us to make changes to our bylaws by June 1, 2020 if we wish to remain a State Affiliate. Your OMGMA Board feels strongly that remaining affiliated with MGMA provides benefits to our members. We are striving to make the necessary bylaws changes in order to maintain that affiliation. The biggest required changes to our bylaws are about member categories.

In addition to tackling changes required to remain an MGMA State Affiliate, the Bylaws Committee has been working hard on recommendations to make us more current. In this time of improved and desired electronic communication, the Bylaws Committee will recommend changes to allow virtual meetings and electronic voting.

Lastly, the Committee looked at cleaning up some areas of the bylaws that were inconsistent, redundant, or needed additional clarity. We think you'll be pleased with the changes we are recommending. All recommended changes will be approved by the OMGMA Board and sent for legal review before introducing them to you for your final vote.

Keep your eyes open for announcements about upcoming "town hall" style meetings that will give you a chance to hear our recommended changes and share your thoughts with the Board and your fellow members. Your OMGMA Board is committed to providing you with the right tools and opportunities to share your thoughts, and we look forward to hearing them.

Stay tuned.

Christi Siedlecki, Chair



Legislative Committee

- State Updates -

New Oregon OSHA Regulations

Oregon OSHA issued temporary COVID-19 rules which took effect on November 16 2020 and will remain in effect until May 4, 2021, unless revised or repealed rulings are made. All employers that are subjected to comply with Oregon OSHA guidelines must follow this rule. Here are some key takeaways:

- All employers must implement physical distancing policies
- All employers must have mask, face covering, or face shield requirements in accordance with the requirements of the Oregon Health Authority's Statewide Mask, Face Covering, Face Shield Guidance.
- Employers must clean all common areas such as bathrooms, breakrooms, etc., high-touch surfaces, and shared equipment regularly. See section 3(c)(A) for details.
- Employers must post the "COVID-19 Hazards Poster" (provided by OR OSHA) in a central location where it is highly visible by employees. Click on the link for a copy of the poster <https://osha.oregon.gov/OSHAPubs/5504.pdf>.
- Employers must complete the OR OSHA COVID-19 Exposure Risk assessment by December 7, 2020. The risk assessment form can be found on OR OSHA's website, under infectious disease.

You can find the temporary rule in its entirety at <https://osha.oregon.gov/OSHArules/div1/437-001-0744.pdf>

OR Corporate Activity Tax (CAT)

Several of you have emailed OMGMA regarding vendors adding CAT fees to invoices. According to ORS Chapter 317A, it is legal for vendors to pass this 'expense' (yes, this is considered a business expense) onto customers. OMGMA has been collaboratively working with OMA's legislative committee to get our State Congress to exempt the Healthcare industry from this ruling. Our principal argument is that healthcare does not have the same ability as other industries to pass along the CAT expense to consumers. The majority of healthcare providers are held to contracted reimbursement schedules; and therefore, are not at liberty to pass-along the CAT expense. Moreover, we are asking Congress to exempt Medicare income from the total income reported since this income is federally funded. Unfortunately, we have not achieved much movement on this issue due to COVID-19. Stay tuned for more information.

Be sure to report Q4 income and submit the quarterly payment by December 31, 2020.

Race, Ethnicity, Language, and Disability (REALD)

Starting March 1, 2021, the Oregon Health Authority (OHA) will require healthcare providers to submit REALD information when reporting: positive or negative COVID-19 cases, COVID-19 hospitalizations or deaths, or MIS-C cases. This only applies to health care providers that are subjected to comply with Oregon Disease Reporting rules.

Since it is unlikely that EHRs will have the exact REALD questions, the data will likely have to be collected on paper and submitted to OHA through a portal. OMGMA anticipate that this will be a huge burden on staff and health care managers. We are working with OMA's legislative committee on this and would like to get your feedback on this requirement. Specifically, the potential burden to you and staff. Also, the need to train staff in asking and receiving answers to sensitive questions. Let us know other questions or concerns you may have regarding REALD.

- Federal Updates -

E & M Code Changes

CMS announced several anticipate E & M Coding changes expected to take effect on January 1, 2020. Changes include deleting 99201, time-based coding based upon total time with the qualified healthcare provider, and significant changes to coding based on medical decision-making. One important note about the PFS is the reduced Conversion Factor (CF). While CMS is increasing the wRVU for many codes, they are reducing the CF to comply with budget neutrality requirements. The final rule changes the CF from \$36.09 in 2020 to \$32.26 in 2021, a decrease of \$3.83 per RVU. Similarly, the conversion factor for anesthesia services is decreasing from \$22.20 to \$19.96, a decrease of \$2.24. The final Physician Fee Schedule (PFS) is typically released on or around November 1st each year, but due to the pandemic, CMS stated that the final 2021 PFS may be released closer to December 1st this year. Still it is important to prepare for the upcoming changes. MGMA published this helpful article that reviewed anticipated upcoming E & M changes. Also, OMGMA is sponsoring a webinar on December 16th addressing 2021 Reimbursement and Coding Changes. The webinar is free to members and \$25 for non-members. Register here. Who knows? Maybe the final rules will even be released by then.

COVID Provider Relief Opportunities

Many of us took advantage of opportunities to help healthcare providers deal with the financial impact of COVID. We all now face upcoming audits and applications for loan forgiveness. Many of us are challenged with how to book this money since we are unlikely to know the final status until 2021. When it comes to how we are allowed to spend the money, if we are allowed to keep the money, and how to apply for forgiveness, the rules keep changing. The MGMA Government Affairs team is working hard to advocate on our behalves. As a member of the MGMA Government Affairs Council, I am very actively involved in working with MGMA on these matters. Keep your eye out for information as it evolves.

As always, if you have any questions, concerns, or comments you would like your OMGMA Legislative Liaisons to bring to our state or federal legislators or healthcare policy advocates, please reach out to us at main@omgma.com.

Rachel O'Brien,
Co-Chair, State Focus



Christi Siedlecki,
Co-Chair, Federal Focus



Social Media Committee

The use of social media during COVID-19 is playing an important role for clinics by allowing quick outreach for communication of new or updated processes for access to care needs. While clinics continue to use social media as a platform for patient education newly it is a needed resource to ensure their patients have the latest regulatory information to help prevent the spread of COVID-19 both in and out the clinical setting.

With these changes it is a good time to remind medical practices to further utilize their social media to help connect with patients and families by ensuring your posts reach your patients as we see shifts in the optimal posting times across social media platforms.

- **Facebook:**

Research is showing that Facebook has seen a shift from an optimal viewing time of Wednesdays at 11am and 1-2pm to now reporting an optimal time every weekday with 11am as a slight peak.

- **Instagram:**

Research is showing that Instagram has shifted from a prime posting time of Wednesday at 11am and Friday's from 10-11am to all weekdays during working hours. Peaks are seen on Mondays, Tuesdays and Friday's at 11am and Tuesdays at 2pm.

- **Linked In:**

Research is showing a shift from Wednesdays from 8-10m and noon to Wednesdays at 3pm and Thursdays from 9-10am for prime posting times.

Knowing this shift in prime posting times will help clinics ensure that the most important information reaches their audience.

Partner Committee

The Partner Committee is excited to share that in 2021 they will be working closely with the Social Media Committee to move to a monthly OMGMA Partner Highlight. This highlight is small way that we would like to thank our Partners for their continued collaboration, and support of OMGMA.

We will be reaching out to each Partner early in the year to ensure we have your most recent logo that you would like to us to use, gathering a description of your services that you would like to highlight, and ensure we have the URL link you would like included in your highlight.

Heidi Snyder,
Chair



MGMA[®] OREGON VIRTUAL MANAGERS TIME OUT



We're back, we're VIRTUAL and bringing you one more OMGMA MTO to end 2020!

Managers Time Out (MTO) Meetings provide educational outreach to all geographical areas of Oregon. MTO Meetings are open to all Practice Managers, Physicians and their Guests whether a member or non-member of OMGMA.

This Virtual MTO Meeting is free to attend. [RSVP HERE!](#)

Thursday, December 10th | 10:30 AM – 12:30 PM

Schedule of Events:

10:30 AM	Welcome and Opening Announcements Greg Sarish, President, OMGMA
10:40 AM	Update: PPP Loan Forgiveness and Provider Relief Funds Darci Boyle Partner, National Practice Leader, Medical Groups & Physicians at Moss Adams LLP
11:25 AM	Best Practices for Managing Your Medical Staff Remotely Loretta Maddox Healthcare Compliance Pros
12:05 PM	Round Table Discussion/Networking
12:30 PM	Adjournment

Thank you to our Virtual MTO Sponsors



Virtual seating is limited. RSVP for yourself and your guests as soon as possible to reserve your seats. Once full capacity is reached additional registrations will not be accepted. Attendee links to access the program, virtual technology checklist, instructions and program reminder will be sent 48 hours in advance of the program. Please RSVP using link above. Questions to: main@omgma.com