



## Leaders Helping Leaders



## Membership Matters

a publication for members of Oregon Medical Group Management Association

## Letter from the President

Christi Siedlecki, MSN, RN, FACMPE



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I am proud and excited to be Oregon MGMA's newest President. I want to thank the past and present board members as well as the members at large who showed confidence in me through their votes. It is an honor to lead an organization with the excellent history Oregon MGMA has. Oregon MGMA's Board of Directors is a diverse and dedicated group of healthcare leaders striving for better healthcare for everyone. Our mission is to do this by promoting and supporting healthcare leaders through education, advocacy, and resources. We never lose sight of these goals.

In November, the current Board spent a full day participating in an all-day strategic planning meeting. There was a lot of enthusiasm surrounding our vision and mission and how we can apply those principals in serving our members. National MGMA is implementing changes in 2021 that will impact state affiliates such as Oregon MGMA. The Board spent time discussing upcoming changes and how to prepare for them. Throughout the meeting, the Board expressed commitment to remain strong and continue to be a leader among state MGMA affiliates, as Oregon MGMA has been for so long. The Board recognized there is a lot of work to be done and vowed to continue the discussion and set our priorities in the coming months. Your Oregon MGMA Board is a group of volunteers who are passionate about Oregon healthcare leadership. If you share that passion, we invite you to get involved through one of our committees. You won't be sorry you did! Take a look at the list of committees and chairs on pages 1-2 of the newsletter. Contact us at [main@omgma.com](mailto:main@omgma.com) if you see anything that interests you.

We are excited to announce plans for Oregon MGMA's annual conference are well underway. The 2020 conference is in Bend June 3 through 5 and aims to give us "2020 Vision & Clarity." What could be better than joining your peers in Bend in June?! 2020 is the first year we are focusing on one conference per year to bring you all the best at one conference. There are a lot of great ideas shaping up, so you won't want to miss it. I look forward to seeing you there. As we reach the end of the year and enter the busy holiday season, I wish you all the best. May your to-do lists remain short, your payers pay without appeals, your EHR be swift and accurate, and your staff performs at their peak. Happy Holidays!

Christi Siedlecki, MSN, RN, FACMPE  
President, Oregon MGMA  
CEO, Grants Pass Clinic, LLP

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## OREGON MGMA 2020 VISION & CLARITY

JUNE 3-5, 2020

SPECIALTY DAY ON JUNE 3

RIVERHOUSE ON THE DESCHUTES  
BEND, OREGON

**MGMA**  
OREGON



## OMGMA Conference Hotel Room Block

*Riverhouse on the Deschutes, Bend*

Stay on-site! Make your reservation at the  
Riverhouse on the Deschutes today.

Access the online booking link [here](#) or book  
via phone: 866-453-4480 - **Make sure to let  
them know you are part of the OMGMA  
group!**

The OMGMA discounted group room block  
will close on April 30, 2020 or earlier if  
capacity is reached. This venue historically  
fills up very quickly. OMGMA strongly  
recommends making your room reservation  
as soon as possible.



Room Type	Single/Double Rate
Deluxe, non-river view	\$169
Superior, river view	\$189
Premier, river view	\$199
Suites, river view	\$209

# Oregon MGMA Fall Conference Snapshots

September 18-20, 2019

The Graduate Hotel, Eugene



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# Social Media is Here to Stay: Does Your Organization have a Social Media Policy?

Whether we want to admit it or not, social media has an impact on our day-to-day lives. In the healthcare industry there are often questions and concerns for how to safely use social media benefiting from the positive aspects while mitigating potential risks, such as bad actors who look to take advantage of unsuspecting individuals or organizations.

Some of the most recent numbers, indicate how social media's usage continues to grow:

- There are over 3 billion social media users worldwide.
- Over 90% of users access social media via mobile devices.
- Facebook continues to be the most widely used social media platform (other than YouTube, which technically isn't a true social media platform, but does contain social media elements).
- Twitter, LinkedIn, Instagram, Snapchat etc. are being used more and more each day by Millennials (highest), Gen X and Baby Boomers.

As well as what exactly social media's impact is:

- 90% of consumers read online reviews and/or social media reviews before visiting a business.
- About 75% of those consumers say that if those businesses have positive reviews and stories they can be trusted as much as a personal recommendation.
- Approximately 50% of consumers say that information found via social media affects the way they deal with their health.
- An increasing number of healthcare professionals, just under 40% are using social media for professional networking (e.g., LinkedIn).

## HIPAA Compliant Social Media Policy

In the healthcare industry, social media can be an extremely powerful tool for communication general healthcare information to the public, sharing information about your organization, creating professional connections, and sharing experiences. Social media is here to stay; yet, only 30% of healthcare organizations have specific social media guidelines in place, including a HIPAA compliant social media policy.

For social media activities to be HIPAA compliant, it's important to first consider that the same rules regarding patient privacy that apply to everything else you do in healthcare. From there, it starts with an implemented social media policy that is enforceable. At a minimum, a HIPAA compliant social media policy should:

- Clearly define how information posted will be used.
- Specify what degree of privacy can be expected.
- Explain appropriate use of social media platforms including which ones are authorized.
- Provide instructions to employees regarding appropriate use and permissible media activities.
- Advise employees if comments or questions on social media are approaching HIPAA violations, take them offline.
- State clearly that social media is not to be used for personal advice. If patients are seeking advice or posting protected health information, ask patients to take the conversation offline and call your office for more details.
- And remember, not to post anything you wouldn't say in an elevator or coffee shop.

It is also important to think about social media in terms of personal and business purposes. For healthcare professionals, we recommend keeping personal and business social networking separate. This is because there are potential risks such as breach or other incidents that may occur if you allow patients to connect to your personal social media account. It's perfectly acceptable to have a professional social media page that is separate where patients can connect, receive general information about the practice, general healthcare tips (not to be confused with personal medical advice), and other activities that keep patient privacy in mind.

### **A few thoughts about mobile devices**

Previously, it was mentioned that over 90% of users access social media via mobile devices. Therefore, it's important to consider how mobile devices can or be safely used for social media activities. For example, are staff allowed to use their personal devices during working hours? If yes, what is allowed? What isn't allowed?

We also need to consider patients and their mobile devices. While we are not going to prevent patients from using their cell phone entirely during their visit, we can have an acceptable policy in place that advises patients that taking pictures, recording in the waiting room, and other similar activities are prohibited.

- Consider asking patients to not use cell phones in treatment areas.
- Asking them to put their cell phone away during their visit is appropriate.
- If allowing patients to connect to the WiFi, have a separate guest network in place.

### **A final thought**

When it comes to social media, healthcare industries should have a HIPAA compliant social media policy in place. The many uses of social media continue to evolve, and more and more people are accessing social media to learn more about companies, to share experiences and for research purposes, such as learning the latest trends in healthcare. It is no longer a question of if social media will impact an organization; it already is. Rather than taking a should have known approach, healthcare organizations should be proactively implementing and updating policies and procedures, such as Social Media, Mobile Devices, and others. These policies and procedures are critical for ensuring you have an effective compliance program in place.

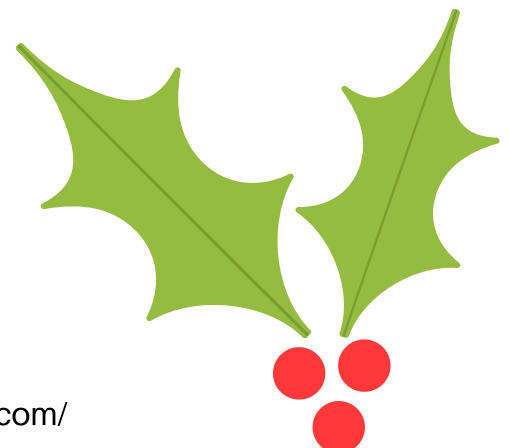


**Chad Schiffman**

Director of Compliance

Healthcare Compliance Pros

<https://www.healthcarecompliancepros.com/>



**A big Thank You to all of our Oregon MGMA 2019 Partners  
for their support of our educational programs,  
our website and our members!**

**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.**

**Adept Networks**

Partner Since: 2019

**Bank of America**

Partner Since: 2018

**Brenmor Technologies**

Partner Since: 2019

**Centerlogic, Inc.**

Partner Since: 2014

**CNA Healthcare**

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Partner Since: 2015

**DIRTT**

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**Engrav Law Office LLP**

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**Higley Financial**

Partner Since: 2018

**HUB International Insurance  
Services**

Partner Since: 2019

**Jones & Roth CPAs and Business  
Advisors**

Partner Since: 2014

**MAGMUTUAL Insurance  
Company**

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**RX2Live**

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**Scribe-X, LLC**

Partner Since: 2014

**Solutions YES**

Partner Since: 2015

**Southern Oregon Credit Service**

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**The Doctors Company**

Partner Since: 2014

**The Keane Insurance Group**

Partner Since: 2018

**The Partners Group**

Partner Since: 2014

**Uptown Medical Billing, Inc.**

Partner Since: 2014

**USI**

Partner Since: 2014

# Committee Updates

## Nomination Committee

### Nominations for our Board

Many have heard me say so many times how much I enjoy serving on your association Board. It is very fulfilling to offer my time, skills, individual talent and, yep, unique personality. Everyone has their own perspective and voice. OMGMA wants *Better Healthcare for Everyone*. The best way to achieve this goal is to join the core group, your OMGMA Board of Directors. Add your voice and be the change you are looking for – do not delay, submit your application for an OMGMA Board position right away. Applications must be received by March 31st 2020 due to the timing of our Annual Business meeting in 2020. Email [main@omgma.com](mailto:main@omgma.com) for an application.

### Kathy Brown, CMPE, CPPM

Immediate Past President, Oregon MGMA  
Orthopedic & Sports Medicine Center of Oregon  
Portland

## Education Committee

### 2020 Vision and Clarity

Oregon will host our Annual Conference June 3-5, 2020 in Bend Oregon. Please remember OMGMA will not have a Fall conference in 2020 so please mark your calendar to attend our Oregon (only) Annual Conference. Education, Networking, time with our Resource Partners and fun!

### Kathy Brown, CMPE, CPPM

Immediate Past President, Oregon MGMA  
Orthopedic & Sports Medicine Center  
of Oregon  
Portland

## Scholarship Committee

OMGMA is pleased to have awarded the ACMPE Scholarship to member, Ashlyn Clason, FACMPE of East Cascade Women's Group. Ashlyn earned her Fellowship this year and used her scholarship to walk the stage during the ceremony at the National MGMA Conference in October 2019, in New Orleans.

### A note from Ashlyn:

*Attaining the goal of Fellowship with MGMA is exciting! The opportunity to attend the national MGMA Annual Conference, as well as be recognized for this achievement, can be met with some financial challenges. As supportive as medical groups want to be, covering the cost for employees to attend these national conferences may not be feasible. Oregon MGMA recognizes these challenges and offers \$1000 scholarships for new Fellows desiring to attend the Annual MGMA conference that will honor their achievement.*

*After receiving my Fellowship status in May I applied for the scholarship opportunity posted on the OMGMA website. OMGMA members were so supportive in the application process. In September, I was awarded two \$1000 scholarships! I encourage other OMGMA members pursuing Fellowship to take advantage of this excellent opportunity! Thank you OMGMA, for helping make the opportunity to attend the NOLA MGMA19 a reality! I'm so appreciative!*



**Ashlyn M. Clason, FACMPE**

# Committee Updates

## ACMPE Advancement

The most recent ACMPE Board Certification Preparation Course began the week of October 21 but all sessions are recorded and available to watch online.

Enroll for the ACMPE Board Certification Preparation Course by going to this link:

**[www.mgma.com/certification/board-certification/...](http://www.mgma.com/certification/board-certification/...)**

Scroll down to ACMPE Board Certification Preparation Course, and "add to cart". This is free for MGMA members but you must "purchase" it to receive the link to the course.

As you study for the ACMPE Board Certification exams, both multiple choice and scenario based, keep in mind you might not find everything that you need to pass the exams in one place.

The Body of Knowledge is the blueprint for the exam:

**[www.mgma.com/certification/board-certification](http://www.mgma.com/certification/board-certification)**

However the Body of Knowledge is not found in one set of review books. You are being examined on whether you meet the standard knowledge of practice administration and will need to dive deeper into best practices. You will need to utilize various areas of information found in the Review Series, MGMA fellow papers, MGMA Connection articles, government websites and more.

There are lots of resources in the above links to help you study. Also, MGMA Advance is a member exclusive benefit that provides a professional development pathway customized to your individual education needs. It starts with a 90-question, multiple choice assessment based on the domains in the Body of Knowledge (BOK). Based on your scores, you will receive a personalized online course list that you can review at your own pace. **[www.mgma.com/mgma-advance](http://www.mgma.com/mgma-advance)**

OMGMA would like provide a huge THANK YOU to our ACMPE representative, Deb Bartel, FACMPE. Deb Bartel will be stepping down from this position after many years of service helping so many OMGMA members on their path to certification. Thank you for your outstanding service Deb! OMGMA would like to welcome our new Oregon MGMA ACMPE representative, Donna Duval, FACMPE. If you are working on your ACMPE certification or have questions about starting the journey, Donna is here to help. You can reach her via email at **[main@omgma.com](mailto:main@omgma.com)**



**Donna Duval, FACMPE**



**Deb Bartel, FACMPE**

# Welcome New OMGMA Members

Teresa Allen  
Clinic Administrator  
Thurston Medical Clinic  
Springfield

Lauri Brunetto  
Revenue Cycle Manager  
The Children's Clinic  
Tualatin

John Cockerham  
Senior Practice Administrator  
OHSU - Office of Community  
Engagement and Support  
Portland

Adam Dold  
Student  
Weber State University  
Hermiston

Melissa Frach  
Clinical Operations Manager  
Northwest Renal Clinic  
Portland

Mary Kay Gorny  
Clinic Operations Manager  
Lincoln City Medical Center  
Lincoln City

Mary Houghton  
Clinic Manager  
Bay Eye Clinic  
North Bend

Sandra Johnson  
Office Manager  
Elevate Health  
Portland

Trinh Nguyen  
Practice Manager  
Northwest Minimally Invasive  
Surgery LLC  
Portland

Debbie Piccolo  
Practice Director  
WVCI  
Eugene

Rebecca Porter  
Director of Operations  
The Oregon Clinic-GMIS  
Portland

Danielle Riggleman  
Paulina Peak Family Healthcare  
La Pine

Marissa Rivera  
COO  
Hematology Oncology Associates, PC  
Medford

Vichika Samani  
Payers' contracts manager  
Concept Medical  
Beaverton

Camille Soleil  
Executive Director  
Salem Psychiatric Associates PC  
Salem

Mark Stewart  
Northwest Brain and Spine  
Bend

Barbara Tauscher  
Director of Operations  
Oregon Clinic Gastroenterology  
South  
Oregon City





November 2019

Dear Association Member,

Noridian's Medicare Part A/B Provider Outreach and Education Department is providing you with our latest news and updates on the Medicare Beneficiary Identifier (MBI). We need your help in guiding Medicare providers to increase the use of the recently issued MBI's on their claim submission. New insurance cards were issued to beneficiaries with a new MBI number to replace the Health Insurance Claim Number (HICN). MBIs must be submitted on all claims by January 1, 2020 or the claim will be rejected and not processed by Medicare.

The Centers for Medicare & Medicaid Services (CMS) has MBI resources available on their [website](#). Their September [Open Door Forum](#) event included the following MBI adoption rate information.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Adoption	58	62	68	NA	NA	75	76	79

Noridian has the following resources available for providers:

1. Webinar hosted monthly
  - Register from the Schedule of Events: ([JE Part A](#), [JE Part B](#), [JF Part A](#), and [JF Part B](#))
2. Tutorials to compliment webinar content
  - [MBI Overview](#)
  - [MBI Retrieval and Resources](#)
3. Webpage dedicated to MBI
  - Learn more: ([JE Part A](#), [JE Part B](#), [JF Part A](#), and [JF Part B](#))
4. Noridian Medicare Portal (NMP) MBI Look-up Tool
  - Webpage to help describe this tool ([JE Part A](#), [JE Part B](#), [JF Part A](#), and [JF Part B](#),)
  - [NMP's MBI Look-up Tool Tutorial](#)
5. Remittance Advice display of the MBI when an HICN was submitted on the claim
  - [CMS Information \(Special Edition 18006\)](#)
  - Note: This feature will no longer be available after December 31, 2019!
6. Beneficiary resources
  - Contact 1-800-Medicare (1-800-633-4227)
    - Verify identity
    - Update address
    - Help getting new card
  - Sign up for [MyMedicare.gov](#)
    - Card mailing status
    - View or print card

Please let us know if you have upcoming events in which Noridian's Education team can partner with your association to provide MBI training to your members. For Medicare training needs, associations may request Noridian to present on topics of interest via webinars, in-person visits or as a guest speaker on a teleconference. From the "Education & Outreach" section of our website, select "Collaboration with Associations;" complete the Provider Outreach & Education Collaboration Form and email it to [mac@noridian.com](mailto:mac@noridian.com):

- [JEA](#) and [JEB](#)
- [JFA](#) and [JFB](#)

Thank you,  
The Noridian Provider Outreach & Education Team

# OMGMA News

## Upcoming Events

### Save the dates for our 2020 Monthly Member Webinar Series

Registration information at [www.omgma.com](http://www.omgma.com) / Events

Tuesday, January 14  
Tuesday, February 11  
Tuesday March 10  
Tuesday, April 14  
Wednesday, May 12  
Tuesday June 9  
Tuesday, July 14  
Tuesday, August 11  
Tuesday, September 1  
Tuesday, October 13  
Tuesday, November 10  
Tuesday, December 8



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

## Membership Reminders

### Have you renewed your Oregon MGMA Membership for 2020?

Dues renewal invoices are issued to members via email, 30 days before your membership expiration date (your anniversary date). Don't overlook renewal of your 2020 membership dues if your anniversary dates falls during the holidays. We have lots of great events and member benefits which will be introduced next year. 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.

## 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.

*Thank you for your membership this past year. Wishing all of our members a safe and warm holiday season.*