

# Rx

## IMGMA 2016 Fall Conference

### COLLEGIALITY



NETWORKING



### OPPORTUNITY



INSPIRATION



### ACTION

### FUN

WISDOM

### LEARNING



INNOVATION



# Agenda

## 14 WEDNESDAY - 14TH SEPT

- 8:30 - 10:30 AM** **IMGMA Board Meeting**
- 10:30 - 4:00 PM** **IMGMA 12th Annual Golf Outing**  
A.H. Blank Golf Course | 808 County Line Road, Des Moines  
Join fellow members and IMGMA Business Associates for an afternoon of networking and golf. Separate registration is required.
- 4:00 - 6:00 PM** **Registration Open**  
Hilton Garden Inn Conference Center - Jordan Creek
- 5:30 - 7:30 PM** **Networking / Tailgating Event**

## 15 THURSDAY - 15TH SEPT

- 7:30 - 8:30 AM** **Breakfast**  
Exhibit Hall
- 7:30 AM - 3:30 PM** **Exhibit Hall Open**
- 8:30 - 8:45 AM** **Opening Comments - Mark Thayer, IMGMA President**
- 8:45 - 10:00 AM** **Opening Keynote**  
**Motivating Healthcare Employees in an Era of Change, More Work, and Fewer Resources - Joe Mull**  
Drawing on fresh research in employee engagement and workplace psychology, this interactive, dynamic presentation teaches leaders what they must do to get the most out of their teams.
- 10:00 - 10:45 AM** **Break**  
Exhibit Hall
- 10:45 AM - 12:00 PM** **Breakout 1A**  
**Good Relationship are Build on Good Communication - Stacey Christensen, MA Communications**  
What builds good relationships? It might be a welcome kit that gives new patients a great first impression. Diagnostic brochures that are branded (instead of fresh from the copier), raising your credibility with patients. Financial communication educating patients about their patient-owed balances. Prevention reminders that signal to your patients that their health is your priority.
- Breakout 1B**  
**Insurance Contracting, Credentialing, and Enrollment Tips - Jeannette Werling MHA & Erin Hoover MBA**  
Join Paramount Health Options (PHO) consultants as they review insurance contracting tips and ways to improve the payer enrollment process that are crucial in the ever changing world of commercial contracting and credentialing.
- 12:00 - 1:30 PM** **Lunch**  
Business Meeting, Board & Committe Recognition
- 1:30 - 2:45 PM** **Breakout 2A**  
**Advanced Practice Providers: Enhancing their Roles, Reducing Their Risks - Lori Atkinson RN, BSN, CPHRM, CPPS**  
Learn the professional liability risks in employing APPs, and the contributing factors to patient injury involving APPs. Lori will share strategies to mitigate risk and enhance patient safety.
- Breakout 2B**  
**Ideas and Strategies for Benefit Plan Year 2017 and Beyond! - Skip Lowe & Ray Main**  
Review current and expected impact to medical benefits by Affordable Care Act. Attendees will gain insight of the traditional, most current, and some unique benefit management tools and ideas to help employers control health care spending. A strategic guide will be shared to assist members to focus on important areas in future planning.



- 2:45 - 3:30 PM
**Break**  
Exhibit Hall
- 3:30 - 4:45 PM
**Breakout 3A**  

**RX: TeamSTEPPS, A Cure for the Common Leader to Enhance Patient Safety - *Susie Weeks***  
 There is a need to enhance patient safety and improve diagnostic processes in healthcare. In this session - experience team strategies and tools to enhance staff performance, patient safety, and learn how to involve patients in their care.
- 3:30 - 4:45 PM
**Breakout 3B**  

**EHR: Friend or Foe - *M. Veronica Brattstrom***  
 Have you ever wondered what an outsider might learn from your EHR? This session will focus on evaluating real world information found in your EHR. You'll also learn about potential EHR problems and how to avoid them.
- 5:00 PM
**Sponsor / Exhibitor Introductions and Door Prize Drawings**
- 5:00 - 6:15 PM
**Social Hour**
- 6:30 PM
**Dinner / Entertainment**

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## FRIDAY - 16TH SEPT

- 7:30 - 8:45 AM
**Breakfast**  
Exhibit Hall
- 8:45 - 10:00 AM
**Breakout 4A**  

**How can you Recover Hidden Cash Flow from Your Supplier Base - *Rob Peterson***  
 Learn the misconceptions of procurement best practices. Move from good to Exceptional by learning the actionable ten step process in expense management.
- 8:45 - 10:00 AM
**Breakout 4B**  

**When Things Go Wrong: Apology and Communication - *Robert Thompson***  
 Open and timely communication can preserve a trusting relationship with your patient and their families. Attend this session to learn best practices for handling apology and communication after an unanticipated outcome or adverse event. During this session there will be discussion of communication strategies in light of and in relation to, Iowa's recent Candor Legislation.
- 10:00 - 10:30 AM
**Break**  
Exhibit Hall
- 10:30 - 11:45 AM
**Closing Address**  
**No More Team Drama: Creating a Culture of Camaraderie and Common Cause - *Joe Mull***  
 This inspiring, uplifting keynote reminds leaders of their importance and arms them with actionable ways to impact team dynamics.
- 11:45 AM - 12:00 PM
**Closing Remarks**  
 Spring 2017 Announcement, \$100 Cash Door Prize (Must be present to win)

## Motivating Healthcare Employees in an Era of Change, More Work, and Fewer Resources



### Joe Mull

Joe Mull, M.Ed is a speaker, author, and trainer who works with healthcare organizations that want their practice leaders to engage, inspire, and succeed. Prior to launching his own training firm, Joe was head of Learning and Development for Physician Services at the University of Pittsburgh Medical Center where he directed learning strategy and implementation for one of the largest physician groups in the U.S. In demand as a speaker and trainer on leadership and employee engagement in healthcare, Joe has spoken to more than 30,000 people over a 15 year career. His first book *Cure for the Common Leader: What Physicians and Managers Must Do to Engage and Inspire Healthcare Teams* has been called “one of the most practical healthcare leadership books you will ever read.” In addition to holding a Master’s degree from Ohio University, Joe is a Certified MBTI Practitioner, has trained with the Disney Business Institute, and is a member of the National Speakers Association.

In his opening **KEYNOTE** session – **Motivating Healthcare Employees in an Era of Change, More Work, and Fewer Resources** – Joe draws on the latest social science research to describe the conditions that lead healthcare employees to give their all, care, and try. This dynamic presentation teaches practice leaders clear strategies for getting their teams firing on all cylinders.

#### Session Objectives:

- Identify key conditions for engagement practice leaders must influence day-to-day
- Learn multiple tactics and strategies practice leaders can use to cultivate employee engagement
- Create a personal leadership action plan to implement immediately upon returning to their workplace

In his **CLOSING** address – **No More Team Drama: Creating a Culture of Camaraderie and Common Cause** – Joe reminds us how grumbling, discord, infighting, back-biting, gossip, and conflict can derail even the most talented team. In this funny, engrossing presentation, Joe teaches practice leaders how to influence the interpersonal dynamics of healthcare teams so they consistently work hard, get along, and wow patients.

#### Session Objectives:

- Identify 4 dynamics of group cohesion and team spirit in healthcare settings
- Learn multiple tactics and strategies practice leaders can use to foster group cohesion and team spirit
- Formulate a plan of action to apply selected tactics and strategies





## Good Relationships are Built on Good Communication

Presented by *Professional Office Services*

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### Stacey Christensen, MA Communications

Stacey Christensen has more than 20 years of experience in communications. She helps customers create strategic communication and marketing plans to solve their toughest communication challenges. Her expertise includes brand identity and helping customers create integrated, personalized communications for their target audiences. Currently she works in healthcare communications at Professional Office Services where she helps create communication tools and strategies for practices across the country.

Stacey will present **Good Relationships are Built on Good Communication** - Learn communication best practices for improving provider, patient communication and engagement through every stage of the patient communication lifecycle. Examples include: Welcoming new patients to your practice, communicating diagnostic results and treatment options, collecting patient-owed balances and lowering your A/R, communicating ongoing health and wellness education, acquiring new patients.

**Session Objectives:**

- **The power of a strong practice brand**
- **How to do a practice communications analysis**
- **Improving patient communication collateral to improve patient/provider relationships**

## Insurance Contracting, Credentialing, and Enrollment Tips

Presented by *Paramount Health Options*



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### Jeanette Werling

Jeanette has been the Executive Director of PHO since August of 1998. Prior to that, Jeanette was in health plan operations with John Deere Health Care for ten years. Jeanette is responsible for the overall strategy and performance of PHO. As part of her role as Executive Director, Jeanette oversees all payer contracting, fee schedule administration, and business development. Jeanette has her BA in Economics from the University of Northern Iowa and her Master of Arts in Health Care Administration from Des Moines University.



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### Erin Hoover, BA

Erin is the Manager of Provider Services for Paramount Health Options and has over five years in healthcare management experience. Erin is involved in payer contracting, claims resolution, and manages the credentialing and enrollment team. Erin holds a BA in Business Management Administration from the University of Northern Iowa, and a Master of Arts in Business Administration from Mount Mercy University.

Jeanette & Erin will co-present - **Insurance Contracting, Credentialing, and Enrollment Tips**. Learn tips to standardize processes and reduce enrollment time. Topics will include: Standard contract components and definitions, common contracting deal breakers, contracting strategy, role of leadership in the credentialing area and the importance of the credentialing staff, Key risk areas for enrollment delays, understanding Locum Tenens billing, suggestions for organizing and improving the credentialing process, considerations for "carved-out" contracts, and how to avoid cash flow impact when enrollments are not done in a timely manner.

**Session Objectives:**

- **Review of standard contract components and contracting strategies**
- **Learn common contracting deal breakers and idea payor clauses to request**
- **Standardize processes to reduce payor enrollment time.**



# IMGMA 2016 Fall Conference

## Advance Practice Providers: Enhancing their Roles, Reducing Their Risks - Presented by MMIC



**Lori Atkinson, RN, BSN, CPHRM, CPPS**

Lori Atkinson, RN, BSN, CPHRM, CPPS, is Manager, Research, Development & Education, for Patient Safety Solutions at MMIC. Lori has 36 years of experience in health care, with 26 years in risk and patient safety. She is a Certified Professional in Healthcare Risk Management, a Certified Professional in Patient Safety and a member of the American Society of Professionals in Patient Safety and American Society for Healthcare Risk Management. Lori provides in-depth service to MMIC policyholders on a variety of risk management and patient safety issues. She is a frequent author and lecturer to physician groups, medical office, hospital, long term care administrators, nursing groups and office, hospital and long term care personnel.

In this session – **Advanced Practice Providers: Enhancing their Roles, Reducing Their Risks** – Employment of advanced practice providers (APPs) – such as nurse practitioners and physician assistants – is expected to grow by more than 30 percent by 2022 as clinics, hospitals and post-acute care facilities search for ways to reduce costs, address physician shortages and provide greater access to care. While this expansion of care teams solves some problems, it creates others such as communication vulnerabilities, confusion about scope of practice and potential gaps in oversight. We explore how we can increase the effectiveness of APPs while minimizing risks.

**Session Objectives:**

- **List the professional liability risks involved in employing APPs as part of the health care team.**
- **Name the most common contributing factors to patient injury in professional liability cases involving APPs**
- **Implement strategies to build better care teams, mitigate risk and enhance patient safety**

## Enhancing Patient Safety with TeamSTEPPS

Presented by *Coverys*



**Susie Weeks, RN, CPHRM, CPHQ**

Susie is a Senior Risk Consultant for Coverys and has more than 35 years of experience in the healthcare field with 25 of those years spent focusing on risk management, patient safety, performance improvement and regulatory/accreditation compliance. She is a registered nurse with experience in medical/surgical, emergency department and obstetrical nursing. Before joining Coverys, Susie worked at a rural hospital in Iowa, serving as the director of performance improvement/risk management/case management and survey readiness. She also served as the director of case management for a regional hospital in Missouri. Susie is skilled in assisting healthcare organizations with performance improvement initiatives to enhance the culture of safety, improve patient outcomes, and minimize risk. Susie has extensive experience with regulatory and accreditation compliance. Susie is also a Certified Professional in Healthcare Risk Management (CPHRM), Certified Professional in Healthcare Quality (CPHQ) and a Certified TeamSTEPPS Master Trainer.

In this session, **RX: TeamSTEPPS, A Cure for the Common Leader to Enhance Patient Safety**, Susie will discuss the latest research and recommendations from the IOM report released in September, 2015. She will discuss and describe some of the TeamSTEPPS tools that can enhance patient communication and patient care processes. This presentation includes a short video clip related to diagnostic delays/error and the patient outcomes.

**Objectives:**

- **Describe the need to enhance patient safety and improve diagnostic processes in healthcare**
- **Discuss team strategies and tools to enhance performance and patient safety**
- **Identify strategies to involve patients in their care**

## Ideas and Strategies for Benefit Plan Year 2017 and Beyond!

Presented by *Bernie Lowe & Associates*



### Skip Lowe

As President and CEO of Bernie Lowe & Associates, Skip personally oversees the marketing, sales, service, and administration activities of BLA's 150,000 insured's. "Bernie Lowe & Associate's number one goal is the delivery of outstanding service to our clients, whether someone is ordering a new enrollment Identification card or dealing with a sensitive claim issue — savings are quickly forgotten when poor service is experienced."



### Ray Main

For over 20 years, Ray developed, implemented, and managed employment based health care, retirement, and executive benefit programs as an insurance broker, serving Midwestern firms that employed two to five thousand employees. He retired from this independent commercial insurance agency in 2004 as a Stockholder and Board member. After retiring, Ray served as Director of Development and Community Relations for a faith based not for profit retirement community. He created giving programs for annual and Legacy gifts for this organization FS capital, operation and endowment needs. Just before BLA, Ray represented a Midwestern business brokerage firm as an independent sales agent.

In this session Skip & Ray will co-present **Ideas and Strategies for Benefit Plan Year 2017 and Beyond!** where they will review current and expected impact to medical benefits by Affordable Care Act (with most recent updates), discuss future options to the ACA, and present how other basic components of cost influence (including trend) premiums. During the session they will also review the member responses to the BLA-IMGMA Strategic Benefit Survey, and compare the response to national benefit studies. Attendees will take away the awareness of the traditional, most current and some unique benefit management tools and ideas to help healthcare employers help control health care spending and ultimately enhance patient care. Additional take-a way's will be a strategic guide to help members focus on important areas in future planning, a positive attitude, and expectations for their patient care team, plan costs, and future of benefits..

#### Session Objectives:

- Learn what really influences the cost of health care in the U.S.
- Identify managing tools that are in use by the medical industry and employers.
- Learn how health care employers can engage the patient care team in a benefit strategy for 2017 and beyond





## EHR: Friend of Foe

Presented by *PSIC*



### M. Veronica Brattstrom, MS, CHTS-PW

A native of Chicago, Illinois, M. Veronica Brattstrom received her bachelor's degree from the University of Illinois at Chicago and her master's degree from the University of Illinois at Champaign. Veronica is a licensed property/casualty agent and received her CHTS-PW certification in 2012, which she actively uses to assist physician practices with electronic health records (EHR) workflow analysis. Veronica has more than 15 years of experience providing risk management consulting services to healthcare professionals. Throughout her career, she has worked with individual physicians and large clinic groups enhancing risk management compliance among clinic administrators, office managers and physicians. Veronica, a skilled facilitator, has presented several risk management seminars covering malpractice topics pertinent to physicians and their staff.

Have you ever wondered what an outsider might learn from your EHR? In this session **EHR: Friend or Foe**, Veronica will focus on evaluating real world information found in your EHR. To illustrate legal issues that can arise with electronic health records actual case studies highlighting the impact of metadata, audit trails, information errors, prompts and alerts on malpractice claims will bring to light what the reader of your EHR sees. You'll also learn about potential EHR problems and how to avoid them. It was anticipated the use of EHRs would result in protection from liability claims. By the mere fact of their design EHRs can address concerns related to poor legibility, lack of documentation and lack of follow-up on results. As electronic records become more a part of everyday life in a physician's practice, however, concerns arise regarding the quality of information found within the EHR.

#### Session Objectives:

- Identify potential pitfalls in using Electronic Health Records
- Effectively avoid Electronic Health Record pitfalls in every day practice

## How you can Recover Hidden Cash Flow from Your Supplier Base

Presented by *Expense Reduction Analysts*



### Rob Peterson, MBA

Rob is a Managing Director of Expense Reduction Analysts located in Central Iowa. For over 11 years, Rob has been a strategic advisor to his clients focused on providing expense management solutions and delivering and implementing comprehensive cost containment opportunities. During his tenure with ERA, Rob has led reviews of over \$75 million in expenses, completed hundreds of client projects in over 25 different expense categories, and averaged cost savings of 22% for his clients. Prior to working at ERA, Rob worked for Cerner Corporation in Kansas City as an implementation consultant and software engineer. Rob has a BS from the University of Iowa and an MBA from the University of Missouri-Kansas City.

In the presentation, **How you can Recover Hidden Cash Flow from Your Supplier Base**, Rob will demonstrate an actionable ten step process that will show participants how to transition their procurement function from Good to Exceptional. It will also help health care organizations understand many misconceptions about procurement best practices allowing them to find extra cash flow within their supplier base that they can put back to work in their organization and incorporate this savings for the benefit of their patients.

#### Session Objectives:

- Identify the top 10 practices in the path from good to exceptional expense management.
- Learn 10 common misconceptions about procurement best practices.
- Understand the road map for how to recover more cash flow in health care practices.



## When Things Go Wrong: Apology and Communication

Presented by MMIC



**Robert Thompson, RT, JD,MBA, LLM, AIC, ARM, ARE, RPLU, CPCU**

Robert Thompson serves as the director of education at MMIC. He develops and delivers educational programs for MMIC clients and prospects and for local, regional and national health care trade organizations. He specializes in delivering patient safety, risk management and health care communication seminars. Robert has a diversified background in law, medicine, medical professional liability insurance and health care risk management. He is a U.S. Army combat veteran and graduated first in his class from both the U.S. Army Radiology Technologist School and Avionics School. With 10 years of practice at several Georgia hospitals, Robert is an accomplished radiology technologist.

Robert will present – **When Things Go Wrong: Apology and Communication**. Participants will learn strategies and best practices for communicating effectively, preserving relationships, and enabling patients and families to begin healing. Importantly, we discuss these strategies in light of and in relation to, Iowa’s recent Candor Legislation. When errors happen, healthcare providers may hesitate to engage in meaningful and open communication with patients and families. Understandable? Yes. Wise? No. We discuss the moral and ethical importance of open and timely communication about unanticipated outcomes and adverse events.

### Session Objectives:

- **Articulate the importance of open and timely communication with patients and families following an unanticipated outcome or adverse event.**
- **Identify barriers to apology and communication and discuss strategies to overcome those barriers**
- **Conclude that open and timely communication can preserve a trusting relationship with your patient and enable patients and families to heal.**
- **Implement tools, strategies, and best practices for handling apology and communication after an unanticipated outcome or adverse event.**

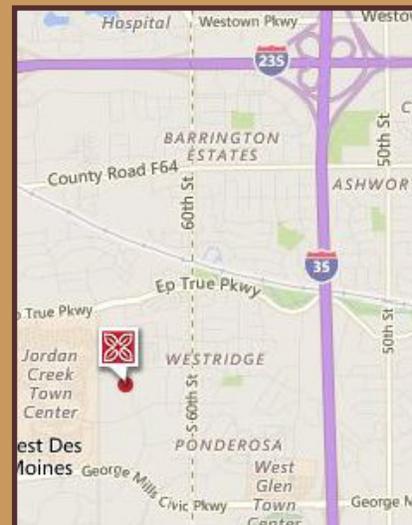
## Directions to the Hilton Garden Inn - West Des Moines



**Directions from I-35-** Take exit 70. Go west on George M Mills Civic Parkway. Turn right on 64th Street, which will direct you north. Go one block and turn left onto Coachlight Drive and enter the South side of our parking lot otherwise go straight and enter on the East side(back of hotel) parking lot and follow the drive to the front of the hotel.

**Directions I-80-** Take Exit #121 (Jordan Creek Parkway) Turn South on Jordan Creek Parkway. Heading South you will take a Left(East) on E P True Parkway. Turn Right (South) on 68th Street and make a Left (East) onto Wistful Vista Drive. The Hilton Garden Inn West Des Moines will be on your right and you will come into the front of our parking lot.

**From Des Moines International Airport-** Turn right on Fleur Dr which will take you south. Merge onto Iowa 5-N. Approximately seven miles later, Hwy 5 will turn into I-35 North. Take exit 70. Go west on George M Mills Civic Parkway. Turn right on 64th Street, which will direct you north. Go one block and turn left onto Coachlight Drive and enter the South side (right) of our parking lot otherwise go straight and enter on the East side parking lot(back of the hotel) and follow the drive to the front of the hotel.



# Gold Sponsors

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**PARAMOUNT**  
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# IMGMA 2016 Fall Conference

Iowa MGMA 2016 Fall Conference  
September 14 - 16, 2016

Hilton Garden Inn – West Des Moines  
205 S 64th St, West Des Moines, IA 50266

Questions: Email: [imgma@imgma.org](mailto:imgma@imgma.org)

Reserve your Hotel Room at the Hilton Garden Inn by 8/24/16. The IMGMA rate is \$129 (plus tax).  
Contact the hotel directly at 515-223-0571 and ask for the IMGMA 2016 Fall Conference block.

### Three ways to Register:

**Online:** [www.imgma.org](http://www.imgma.org) (Pay by Credit Card)

**Fax:** (319) 774-5661 (Pay by Credit Card)

**Mail this Form and check payment to:** Jean Thomas, CMPE | Executive Director  
9466 Deer Valley Dr. | Cedar Rapids, IA 52411

### Conference Fee's:

- **Full Conference** - \$225 (member)/\$325 (non-member) – Prior to September 1, 2016
  - Additional Attendees from same Group **Full Conference only**  
\$175 (member)/\$275 (non-member) Prior to September 1, 2016
- **Late Registration Fee** - \$25 – After September 1st, 2016
- **Thursday ONLY** - \$150.00 (no discount for additional attendees from same group)
- **First Time Attendee** - \$225\*
- **Student** - \$60
- **Cancellation Fee** - \$50 (Must cancel more than one week prior – no refund if cancelled after 9/7/2016)

\*First time attendees who are guests of a member may attend at the member rate, one time only.

Organization		
Primary Contact / Registrant 1 (\$225/\$325)	Last Name	First Name
E-mail	Phone	Title
Additional Registrants*	Last Name / First Name / Title	E-mail
Registrant 2 (\$175)		
Registrant 3 (\$175)		
Registrant 4 (\$175)		

\*Registrants must be employed by same health care organization as the primary contact.

### Payment Information:

Check (Payable to IMGMA)    Credit Card:  Discover    MasterCard    Visa    American Express

Cardholder Name: (Please print) \_\_\_\_\_

Credit card No.: \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

ADA Policy: IMGMA does not discriminate in its educational programs on the basis of race, religion, color, sex or handicap. IMGMA wishes to ensure no individual with a disability is excluded, denied services or segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the American with Disabilities Act in order to attend this program, please call 319.560.0435 or fax to 319.774.5661 or write to the Executive Director at IMGMA.

