



**PERFECTING YOUR PRACTICE MANAGEMENT SKILLS**

- **JULY 29, 30 & 31, 2009**
- **SANDESTIN RESORT**
- **DESTIN, FLORIDA**



Medical Group  
Management  
Association

**MGMA**<sup>®</sup>

*Alabama*  
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**MGMA/Alabama Summer Conference Agenda**  
***Flawless Execution, Perfecting Your Practice Management Skills***  
**Sandestin Beach & Golf Resort, Village of Baytown Wharf**  
**July 29, 30 and 31, 2009**

**Wednesday, July 29th**

- 7:30 - 5:00 Conference Registration Desk Open
- 8:00 - 11:00 Specialty Breakout Sessions-(Practice Managers Only)
- 8:00 - 11:00 Orthopaedics
- 9:00 - 11:00 Cardiology, Multispecialty, OB/GYN, Pediatrics, Primary Care, Pulmonary/Allergy/Immunology, Surgery, Urology
- 11:15 - 12:30 Local Chapter Leadership Lunch
- 12:30 - 6:00 Exhibits Open
- 1:00 - 1:15 Conference Welcome and Opening Remarks
- 1:15 - 2:45 General Session - ***Leading Flawless Execution from the Top*** - Afterburners
- 2:45 - 3:30 Break in Exhibit Area
- 3:30 - 5:00 Breakout Sessions
- ***Health Law Compliance Refresher*** - Rich Sanders, Dan Murphy
  - ***Outpatient Opportunities for Ancillary Services*** - Jerry Callahan, CPA and Margaret Cook, CMPE
  - ***Flawless Financial Communication*** - James A. Stroud, CPA
- 5:00 - 6:00 Reception in Exhibit Hall
- 6:00 - 7:00 Welcome Dinner
- 7:00 - 8:30 Entertainment - **Hypnotist, Gary Conrad**

**Thursday, July 30th**

- 7:30 - 5:00 Conference Registration Desk Open
- 7:30 - 12:00 Exhibits Open
- 7:30 - 8:30 Breakfast Buffet
- 7:30 - 8:30 Past President's Breakfast
- 8:30 - 10:00 Breakout Sessions
- ***Employee Policy and Procedure Manuals: A Prescription For a Healthy Relationship*** - Ashley Hattaway
  - ***The Biggest Loser: Steps to Control and Reduce Practice Operating Overhead*** - Jimmy Norman
  - ***Physician Coding Basics: Understanding the Black, the White, and the Gray to Stay out of the Red*** - Kim Garner Huey, CPC, CCS-P, CHCC, PCS
- 10:00 - 10:45 Break in Exhibit Area
- 10:45 - 12:00 General Session - ***A Brave New World- Federal Policies Affecting Alabama Physician Practices in 2009*** - Richard Sanders
- 1:00 Afternoon Activities Golf, Kelly Plantation
- 8:00 -10:00 Beach Party

# MGMA/Alabama Summer Conference Agenda

## *Flawless Execution, Perfecting Your Practice Management Skills*

### Friday, July 31st

- 7:30 - 12:00 Conference Registration Desk Open
- 7:30 - 10:30 Exhibits Open
- 7:30 - 8:15 Breakfast Buffet
- 8:15 - 9:45 Breakout Sessions
- ***Understanding the American Recovery and Reinvestment Act of 2009*** - Adele Allison
  - ***Employment Law Update: An Ounce of Prevention Is Worth A Pound Of Cure*** - Ashley Hattaway
  - ***Understanding Your Fiduciary Responsibilities: Creating a Successful Retirement Plan Experience for Employers and Plan Participants*** - Trent R. Grinkmeyer, CRPC and Valerie R. Leonard
- 9:45 - 10:30 Break in Exhibit Area
- 10:30 - 11:45 General Session - ***If You Can't Stand Up, Stand Out*** - Mike Schlappi, CSP
- 11:45 - 12:00 MGMA/ALABAMA Business Meeting - Vendor Door Prize Drawings, Grand Prize Drawing
- 12:00 Adjournment



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MGMA/Alabama is an affiliate chapter of the Medical Group Management Association (MGMA), the oldest and largest membership organization for professionals in the field of practice management. MGMA/Alabama was founded in 1976 by, and for, the medical practice manager and currently boasts more than 700 members representing practices ranging from solo, group, rural and university-based practices to multi-specialty clinics. The mission of MGMA/Alabama is to advance the art and science of medical practice management.

# Conference Session Synopsis'

**Leading Flawless Execution from the Top** - Afterburner Incorporated was founded in 1996 by James D. Murphy, a U.S. Air Force fighter pilot, who realized the applicability and value to business of the tools he learned in the zero tolerance for error world of military aviation. Since then, Afterburner has trained over 1.5 million managers and executives in the simple, scalable, continuous improvement processes of Flawless Execution?. This model was developed by Afterburner from both their business experiences and in strategic and tactical military execution. Our Keynote Afterburner will increase your team's leadership skills 10-fold. Your leadership team will learn the Flawless Execution Model?: a road map for leading teams to get aligned and execute on your mission critical business objectives. In larger organizations, strategy tends to be disjointed. It doesn't travel down to the front line. The organization is not aligned - execution is disorganized and unfocused. If you think your team knows where it's going, think again. Vision tends to be vague. Every team member has a different idea what it means. But a future picture is specific and measurable - a place everyone can see and get to. When the destination is clear, people are drawn to it. It is a powerful motivator. Anyone on a team can look at it and answer questions necessary to their role in achieving it. Imagine what your company will achieve when everyone is thinking and working on their piece of a common future picture. Execution is not a buzzword. It is critical for your company's survival. Execution is life or death for Air Force fighter pilots. These guys have to walk, talk and live Flawless Execution? every mission. They have to work with a staff of hundreds - coordinating, communicating and executing flawlessly. In the same way Flawless Execution? aligns the Air Force, it will align your organization. **Afterburners, Atlanta, GA.**



**Health Law Compliance Refresher** - A renewed national focus on healthcare reform and a change in Administration has accelerated the already fast pace of healthcare regulatory developments. We will provide an overview of recent changes in the regulatory landscape, including the Stark Law, Anti-Kickback Statute, Anti-Markup Rule, HIPAA, and Red Flag Rules, to help you keep your compliance program up to date. **Richard Sanders, and Dan Murphy, Balch & Bingham, Atlanta, GA**

**Outpatient Opportunities for Ancillary Services** - Physician groups are continually seeking opportunities to improve patient care and increase practice profits. This program will review the most popular ancillary services provided in outpatient settings and walk participants through the process to evaluate the feasibility of ancillary services for a practice. Areas of discussion will include identifying the "right" opportunities and evaluating corresponding risks. The program will work through a template for break-even analysis for components such as reimbursements, operating costs and capital requirements. **Jerry Callahan, CPA and Margaret Cook, CMPE, Kassouf & Co., Birmingham.**

**Flawless Financial Communication** - Can you explain your balance sheet or income statement to your physicians? The ability to understand and to effectively deliver information is crucial to your success as an administrator. Without strong financial and communication skills, you will not be able to command the respect of your physicians. This session will review the basics of financial statements and will illustrate how to tailor the presentation of information to the interests of your doctors. **James A. Stroud, CPA, Warren, Averett, Kimbrough & Marino, LLC, Birmingham.**

**Employee Policy and Procedure Manuals: A Prescription For a Healthy Relationship** - In this session, learn how to create an employee manual that promotes a healthy work environment and helps you address employee issues with confidence and consistency. Learn what policies are required by employment laws and others that are recommended. Take with you some samples of policies that you can implement in your workplace. **Ashley H. Hattaway, Burr & Forman, LLP, Birmingham.**

**The Biggest Loser: Steps to Control and Reduce Practice Operating Overhead** - Physician offices are looking at ways to "cut back" and "trim down" the fat in their offices. This session will examine how an administrator should review and manage their overhead during these hard economic times. Whether a seasoned manager or someone new to medical management, this session will offer some line item suggestions for reducing and eliminating cost that you can take back to your office (to help justify the cost of attending). **Jimmy Norman, CPA, CMPE, InMed Group, Inc., Montgomery.**

**Physician Coding Basics: Understanding the Black, the White, and the Gray to Stay out of the Red** - Understanding the coding systems - CPT, HCPCS, ICD-9 - This sessions will cover, the 411 - Where to find the definitive information, identify if your practice should invest in a certified coder and tips on how to stay on top of coding changes. **Kim Garner Huey, CPC, CCS-P, CHCC, PCS, Auburn.**



**A Brave New World - Federal Policies Affecting Alabama Physician Practices in 2009** - Mr. Sanders will discuss the impact of the stimulus bill on the healthcare industry, including the effect on Medicare and Medicaid reimbursement and health information technology. He will also review the evolving strategy for health reform of the Obama Administration. The session will conclude with a federal and state regulatory for the remainder of the year, including overview of the Medicare RAC program, the FTC Red Flag rules, and Stark law developments. **Richard Sanders, Balch & Bingham, Atlanta, GA.**

**Understanding the American Recovery and Reinvestment Act of 2009** - Adele Allison's talk will center around the driving forces of healthcare reform that exist in the U.S. and the expected transformation of health care under the Obama administration for HIT under the American Recovery and Reinvestment Act of 2009 (Stimulus) initiative. Details will include how the incentives will work, who's who, and how to position for success in the changing healthcare delivery system. **Adele Allison, Electronic Healthcare Systems, Birmingham.**

**Employment Law Update: An Ounce of Prevention Is Worth A Pound Of Cure** - This presentation will cover federal discrimination laws that must be considered when hiring, firing and managing employees. The presentation also will address employee medical leave issues, including recent changes to the Americans with Disabilities Act and the Family and Medical Leave Act. The presentation will also discuss legal "traps" that can catch unwary employers of all sizes and result in government investigations or costly lawsuits. **Ashley H. Hattaway, Burr & Forman, LLP, Birmingham.**

**Understanding your Fiduciary Responsibilities, Creating a Successful Retirement Plan Experience For Employers and Plan Participants** - Who is considered an investment expert under 401(k) ERISA Law? You. Who has personal liability for the performance of 401(k) plan assets and participant investment decisions? You. Public scrutiny of the retirement industry has precipitated the development of new laws and regulations focusing on retirement plans and recent legislation concentrates specifically on the plan sponsor and their fiduciary responsibility to plan participants. But how do you know if you're considered a fiduciary? Join us as we outline your fiduciary responsibilities and ways you can potentially mitigate your risk. **Trent A. Grinkmeyer, CRPC and Valerie R. Leonard, Grinkmeyer and Leonard Wealth.**



**If You Can't Stand Up Stand Out** - In this session Mike Schlappi will help his audience realize that the best way to predict their future is to create it. His message includes humor and motivation as he tells his personal story -- A story that began with a tragic shooting accident has evolved into a lifetime of lessons and victories. Although Mike was paralyzed, his dreams were not. Mike uses a media presentation and his Paralympic medals to teach his "Bulletproof Principles for Success". **Mike Schlappi, CSP, Draper, UT.**



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# Conference Information

## Conference Facility:

The Sandestin Golf and Beach Resort, Village of Baytown Wharf will be the site for this year's Summer Conference. Discover your senses at Sandestin's new Village of Baytown Wharf, a 28-acre pedestrian village overlooking the Choctawhatchee Bay featuring a unique collection of more than two dozen specialty merchants ranging from quaint boutique shops and charming eateries to lively nightclubs—all set against a backdrop of vibrant special events. The Village offers guests the unique opportunity to be located in heart of the hot happenings of the resort, while secluded in luxury. Gateway is a cluster of luxury accommodations including The Grand Sandestin, Lasata, Observation Point North and South, Market Street Inn, Pilot House and Le Jardin. All Village accommodations are appointed with tasteful decor in a coastal motif. All condominiums are fully furnished with either a kitchenette (studios) or full kitchen, dining and living areas. The Village is the resort's hotspot and places its guests within steps of dozens of shopping, dining and entertainment options. Also near the Baytowne Marina, Tennis Center, Jolee Island Nature Park and just a tram ride from the beach.

**Hotel reservations will be accepted until June 28, 2009 or until the room block is filled, whichever comes first. Make your reservations now by calling 800-320-8115. Please see the enclosed Sandestin Reservation Sheet for further information on accommodations and rates.**

## Conference Registration:

The registration fee covers all meetings, handouts, meals and breaks. If you plan for a spouse or guest to attend Wednesday's Welcome Reception/Dinner and Entertainment, extra tickets may be purchased for \$40.00. **Meal tickets will NOT be automatically included in your conference materials but must be ordered now on your Registration Form.** Conference breakfast and lunch functions are for registered exhibitors and conference attendees only. Attire for the entire conference will be business casual. A jacket or sweater is suggested at your discretion.

## Refund Policy:

Attendee registration cancellations received prior to June 30, 2009 are subject to a \$50.00 cancellation fee. Cancellations received before July 17, 2009 are subject to a \$100.00 cancellation fee. Cancellations after July 17, 2009 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

## CME Credit:

American College of Medical Practice Executives (ACMPE) credit hours have been assigned to this program.

## Program Committee:

Marsha Buchanan  
Decatur Orthopaedic Clinic  
Decatur

John Cade, Jr., CPA  
Cardiology, P.C.  
Birmingham

John Reynolds, FACMPE  
Cullman Primary Care, P.C.  
Cullman

Karen Roden - Chair  
Surgical Associates of North Alabama, P.C.  
Decatur

Samantha Wiseman  
Alabama Asthma, Allergy & Immunology Center, P.C.  
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Mike Weeks, CPA  
Mobile Ob-Gyn, P.C.  
Mobile