

Survive and Thrive in 2009!

*Navigating your practice through a
dynamic and challenging economy*

May 14-15, 2009

Sheraton Chicago Northwest

Arlington Heights, IL

**An Educational Conference
Sponsored by**

Medical Group
Management
Association



Illinois
A State Affiliate

Survive and Thrive in 2009

Navigating your practice through a dynamic and challenging economy

May 14-15, 2009

ILMGMA Summer Conference Agenda

Wednesday, May 13, 2009

2:30 pm - 5:30 pm Conference Registration Desk Open, Exhibit Set Up
3:00 pm - 5:00 pm ACMPE Test Prep Course

Thursday, May 14, 2009

7:00 am - 5:30 pm Conference Registration Desk Open
7:00 am - 5:30 pm Exhibit Booths Open
7:00 am - 8:00 am Networking Breakfast
8:00 am - 9:00 am Opening Session - ***Recession Ready Your Practice - Overhead Reduction for Tough Economic Times*** - R. Cheyenne Brinson, MBA, CPA
9:00 am - 10:00 am ***Legal Aspects of Physician Compensation*** - Roger D. Strode, Jr.
10:00 am - 10:30 am Break in Exhibit Area
10:30 am - 11:45 am ***Midlevel Providers, Are they the Missing Ingredient in Your Practice?*** - Joan Gilhooly
11:45 am - 12:45 pm Luncheon Speaker - ***The State of Healthcare: 2009*** - William F. Jessee, MD, FACMPE
12:45 pm - 1:30 pm ***National Legislative Update*** - Leah S. Cohen
1:30 pm - 2:45 pm ***Best Practices in Revenue Cycle Management*** - Lisa Peterson
2:45 pm - 3:15 pm Break in Exhibit Area
3:15 pm - 4:15 pm ***My Practice is Unique: Best Practice Approach to EHR and Technology in the Medical Group Practice*** - Cynthia L. Dunn, RN, FACMPE
4:15 pm - 5:30 pm ***Benchmarking in the Medical Practice*** - Lisa Peterson
5:30 pm - 7:30 pm Networking Reception at the Arlington Race Track

Friday, May 15, 2009

7:00 am - 1:30 pm Conference Registration Desk Open
7:00 am - 10:30 am Exhibit Booths Open
7:00 am - 8:00 am Networking Breakfast
8:00 am - 8:45 am ***Illinois Legislative Update*** - Brad Kupferberg, MBA, FACMPE, CPC
8:45 am - 9:15 am ***e-Rx and PQRI: Get in While the Getting is Good!*** - R. Cheyenne Brinson, MBA, CPA
9:15 am - 10:00 am ***How Politics Really Work in Springfield*** - Paul Rosenfeld
10:00 am - 10:30 am Break in Exhibit Area
10:30 am - 11:15 am ***ILMGMA and ISMS Working Together*** - James L. Milam, MD, FACOG
11:15 am - 1:30 pm Luncheon Speaker - ***Personal Political Power for Physicians and Medical Group Management*** - Keynote Speaker: Joel Blackwell, "The Grassroots Guy"
1:30 pm Conference Adjournment
1:30 pm - 2:00 pm Registration for CMPE Essay Exam
2:00 pm - 3:30 pm CMPE Essay Exam
3:30 pm - 4:00 pm Break - Registration for CMPE Objective Exam
4:00 pm - 7:15 pm CMPE Objective Exam

Conference Session Synopsis'



Recession Ready Your Practice - Overhead Reduction for Tough Economic Times **R. Cheyenne Brinson, MBA, CPA, KarenZupko and Associates, Inc.**

When times are good and physicians are busy, it's easy to overlook the 'little things.' This session will help practices identify areas of vulnerability during an economic downturn, and is packed with ideas and resources for keeping the practice fiscally fit during challenging times. Participants will learn cost-savings ideas that potentially could save the practice over \$20,000!

e-Rx and PQRI: Get in While the Getting is Good!

R. Cheyenne Brinson, MBA, CPA, KarenZupko and Associates, Inc.

Whether you like it or not, e-Prescribing and PQRI are here to stay. And in today's economy, why not reap the cash incentives? PQRI isn't as scary as you think. Learn how your practice can get paid for things you are probably already doing. It's not too late to get started for 2009! This session will provide you case studies as well as a practical plan to implement in your practice.

Legal Aspects of Physician Compensation

Roger D. Strode, Jr., McDermott Will & Emery LLP

Like almost everything in healthcare these days, the payment of compensation to physician employees is heavily regulated. The Federal anti-referral statutes, namely the anti-kickback statute and the "Stark" law, provide the framework within which medical groups must devise compensation programs under which they compensate their employees. Unfortunately, these rules seem to be in constant flux and keeping abreast of changes seems to be a never-ending process. Roger Strode, a Partner in the National Health Law Practice of McDermott Will & Emery, will review the basic tenets of these laws and will provide you with an update the most recent changes to such laws.



Midlevel Providers, Are they the Missing Ingredient in Your Practice?

Joan Gilhooly, President Medical Business Resources, LLC

In this session, you'll learn about the various types of mid-level providers licensed to practice in the State of Illinois and the scope of services they can provide for your practice and your patients. Participants will learn practical tips for maximizing a mid-level provider's impact not only on the practice's revenue, but on the practice's overall profitability. We'll also cover a high level overview of mid-level provider billing issues - with Medicare, Medicaid and with private payers - to ensure your practice is billing mid-level services compliantly.



The State of Healthcare: 2009

William F. Jessee, MD, FACMPE, President and CEO, MGMA

The US healthcare system is facing unprecedented challenges. Rising costs, increased consumer demand, personnel shortages, and administrative complexity combine to create a perfect storm. Many physicians are retiring from their practices or seeking employment by hospitals, rather than continuing to cope with the rapidly changing environment. At the same time, some medical groups are finding extraordinary opportunities and are achieving high levels of quality, safety and financial performance. This presentation examines the major trends impacting medical practices and the organizations with which they interact, and explores some of the strategies being used by successful medical groups to thrive in a time of tremendous environmental turmoil.



National Legislative Update

Leah Cohen, MA, MGMA Government Affairs Representative

Medical practices often receive late and contradictory information on congressional and administrative actions affecting Medicare providers. In this session, you will obtain timely information on the status of legislative matters affecting your regulatory shortand long-term practice operations, including an indepth look at the 2009 Medicare physician fee schedule. Discussion on recent developments with the HIPAA, the National Provider Identifier, fraud and abuse compliance, and new federal regulations and guidelines. By learning about these and other hot topics, you will be able to prepare your practice for future challenges.





Best Practices in Revenue Cycle Management
Lisa Peterson, Sound Medical Consulting, LLC

Medical practice reimbursement continues to grow in complexity and practices struggle to find ways to monitor and understand the state of their financial health. This session will focus on the latest best practice metrics for both operational and financial performance for the billing office. We will suggest a format for following these benchmarks; a reporting method for your billing staff to follow and suggested reports for physician review. We will discuss staffing and process efficiencies, and the role of new technologies in achieving these goals. The take home practice tools include an easy to use set of analytical graphs which allow you to understand and monitor your financial performance in order to catch declining performance before it gets out of control.

Benchmarking in the Medical Practice
Lisa Peterson, Sound Medical Consulting, LLC

In this session we will focus on the role of benchmarking in assessing practice performance and productivity. You will be able to understand the clarity benchmarking can bring to your practice, along with the limitations that come with any data set. Take home tools will include benchmarking profiles using industry data and suggestions on how to use internal benchmarking to get meaningful results for your practice and your physicians.

My Practice is Unique: Best Practice Approach to EHR and Technology in the Medical Group Practice
Cynthia L. Dunn, RN, FACMPE, MGMA Health Care Consulting Group

Technology and its efficiencies surround us; medical practices recognize they must add technology to their organization, many have and the outcome is not as expected. There is a great deal to learn and understand. How should medical practices approach adding technology to their practice, what traps should be avoided, are there guidelines and instructions, and how do medical practices make certain they successfully utilize all of the technology purchased? This session will help you define the critical issues in medical groups that support successful EHR implementation, perform a needs assessment to determine areas in which technology could improve patient care and efficiency and identify the work processes necessary for EHR implementation.



ILMGMA and ISMS Working Together
James L. Milam, MD, FACOG, Illinois State Medical Society

As a practicing OB-GYN for 17 years, Dr. Milam maintains an office in Vernon Hills, IL and is affiliated with Advocate Condell Medical Center and Lake Forest Hospital. A Fellow of the American College of Obstetrics and Gynecology, he completed his residency at Mt. Sinai Hospital in Chicago and received his medical degree from Southern Illinois University School of Medicine (Springfield, IL). Dr. Milam was Chief of Staff at Condell Medical Center from 2005-2007, and he is the President of the Illinois State Medical Society (2009-2010).

How Politics Really Work in Springfield
Paul Rosenfeld, Government Navigation Group

Paul will give you an insiders look at how Illinois state government works, who are the current movers and shakers, the important role politics plays in shaping policy in Illinois and a preview of issues that are currently being debated that directly effect your industry. Plus, no Illinois political discussion would be complete without a humorous recap of the Gov. Blagojevich saga.

Personal Political Power for Physicians and Medical Group Management
Joel Blackwell, "The Grassroots Guy"

This session will help you adopt a positive attitude toward politics, politicians and lobbying with an understanding of the role of lobbyists (professional and volunteer), lobbying, money and media in shaping public policy. You will learn to communicate issues to elected officials in person, on the phone, by mail and how to use e-mail effectively. You will see that a single person can make a difference and have powerful impact on laws and regulations that affect your practice and steps you can take in the context of a overloaded work life.



Conference Information

Conference Facility

The ILMGMA Conference is proud to have our 2009 annual conference at the Sheraton Chicago Northwest in Arlington Heights. Amidst the hustle and bustle, Sheraton Chicago Northwest is a familiar place with comfortable surroundings that make you feel at ease. Whether you're visiting for business or pleasure, we have something for everyone. While you're here, we invite you to experience a fantastic, family-friendly getaway at our newly renovated Chicago indoor water park, CoCo Key Indoor Water Resort. This exciting new concept in family leisure brings the outdoor water park inside, providing a getaway with something for every member of your family.

You'll love our newly renovated hotel with complimentary parking and great location only minutes away from the famous Woodfield Shopping Mall and Arlington Park Race Course. In addition, we are easily accessible from all major expressways situated just 11 miles from O'Hare International Airport. Our shuttle service is available to local attractions and businesses within a five-mile radius of the hotel and to Arlington Park train station with commuter rail service to downtown Chicago.

Hotel Reservations will be accepted until April 16, 2009, or until the room block is filled. Special discounted room rates of \$139.00 per night, Deluxe Single/Double Occupancy. For reservations call 1-888-627-8093 and mention Group Code: ILMGMA. You can also book your reservations online: <http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0812092476&key=8BBD8>

Conference Registration

Register online at www.ilmgma.com. Registration fee is \$200.00 for ILMGMA Members or \$350.00 for Non-Members - **Join ILMGMA and save!** Become an Active* Member for 2009 and register for conference for a total cost of \$300.00 (savings of \$50.00). Registration fee covers all conference sessions, handouts, meals, breaks and reception.

*Active Member - any individual who works or formally supports (eg. consultant or accountant) on the administrative staff of a medical group, which is defined as an organized group of at least one (1) licensed physicians who are engaged in the practice of medicine as a legally recognized entity, sharing business management, facilities, records and personnel.

Refund Policy

Cancellations received prior to May 1, 2009 are subject to a \$50.00 cancellation fee. Cancellations after May 1, 2009 and no-shows cannot be refunded. Substitutions from within the same group are acceptable.

CE Credit

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

Have You Been Nominated for ACMPE Accreditation?

An ACMPE Test Prep Course, the CMPE Essay and Objective Exams are being offered during ILMGMA's Summer Conference.

The CMPE Test Prep Course is being offered on May 13th from 3:00pm-5:00pm. Conference Attendees may attend Prep course for an additional \$20.00. Non-Conference attendees may attend Prep course for \$55.00. Register online at www.ilmgma.com.

CMPE Essay & Objective Exams will be offered at the ILMGMA conference on May 15th from 2:00pm-3:30pm, Essay and 4:00pm-7:15pm Objective. Register online at www.mgma.com under ACMPE.

Reasons you must attend the ILMGMA Summer Conference

These uncertain financial times require a well educated and informed Practice Administrator, equipped to navigate their practice through the dynamic and unique challenges in the face of our current economy and changing State and National Legislation. The Illinois MGMA Summer Conference was designed to give you current information and tools that will help your practice **Survive and Thrive in 2009**. Through our educational presentations attendees will learn:

- How to use internal benchmarking to get meaningful results for your practice and your physicians
- Reduce costs and maximize revenue, potentially saving your practice over \$20,000
- Best practice metrics for both operational and financial performance for the billing office
- Define the critical issues in medical groups that support successful EHR implementation
- About Medicare incentives for e-Prescribing, PQRI, and Health IT
- State and National Legislative Updates and the implications to our industry
- Physician compensation plans suitable for your practice
- How to effectively maximize the use of a mid-level provider
- Learn how politics affect your practice

We understand that many organizations are cutting back, but NOW is the time to make sure you are well equipped to keep your practice thriving. This conference will address timely topics without the “fluff”. We have scheduled several respected National Speakers bringing them close to home for the benefit of our fellow Illinois practice administrators. The Illinois MGMA Summer Conference also provides a great opportunity to network with your peers and share information, best practices and challenges affecting all our organizations. You don't want to miss this conference, designed with practical information and takeaways you can apply in your practice immediately.



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