

REGISTRATION FORM
APRIL 8 & 9, 2010 - NAVIGATING A SEA OF CHANGE
OAK BROOK HILLS MARRIOTT RESORT

Please Type or Print and complete one form per attendee:

Name: _____ Practice/Company Name: _____

Title: _____ Address: _____

City, ST Zip: _____

Email: _____

Phone: (_____) _____

_____ Illinois Active MGMA Member _____ Illinois MGMA Affiliate Member

_____ Non Member _____ First Time Attendee

*Please check if you plan to attend the Networking Reception on the evening of April 8th, from 5:00pm-6:30pm, so that drink tickets can be included in your registration packet. Guests are welcome to attend the Networking Reception and additional tickets may be purchased below for this event.

_____ # attending Networking Reception on April 8th, 2010

_____ If you have a disability or require special accommodation including food related requests to participate in this conference check here and someone will contact you to discuss your specific needs.

Registration Rates:

ACMPE Test Prep Course/Conference Attendee April 8, 2010 - 3:30pm-5:00pm \$25 \$ _____

ACMPE Test Prep Course/Non-Conference Attendee April 8, 2010 - 3:30pm-5:00pm \$50 \$ _____

ILMGMA Active Membership for 2010 \$100 \$ _____

*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.

Postmarked on or before March 26, 2010

Conference Registration - Illinois MGMA Member \$200 \$ _____

Conference Registration - Non-Member \$350 \$ _____

Postmarked after March 26, 2010

Conference Registration - Illinois MGMA Member \$250 \$ _____

Conference Registration - Non-Member \$400 \$ _____

Networking Reception - _____ @ \$30 each \$ _____
 (This is for extra tickets for guests. One ticket is already included in registration fee)

TOTAL ENCLOSED \$ _____

REFUND POLICY - Cancellations received prior to March 26, 2010 are subject to a \$50.00 cancellation fee. Cancellations after March 26, 2010 and no-shows cannot be refunded. Substitutions from within the same organization are acceptable.

Please Make Checks Payable to Illinois MGMA and mail to: **Illinois MGMA**
Conference Coordinator
P.O. Box 1460
Woodstock, GA 30188-1460

You may also register online and pay with a credit card at: www.ilmgma.com

Attire for the entire conference will be casual. A jacket or sweater is suggested at your discretion.

**ARE YOU INTERESTED IN OR HAVE YOU BEEN
 NOMINATED FOR ACMPE ACCREDITATION?**

An ACMPE Prep Course, "Pathway to Certification", is being offered in conjunction with ILMGMA's Educational Conference. "Pathway to Certification" is being offered on April 7th, from 3:30pm-5:00pm.

Conference Attendees may attend this course for an additional \$25.00. Non-Conference attendees may attend for \$50.00. Register using the attached conference registration form or register online at www.ilmgma.com.

Illinois MGMA would like to thank our 2010 Educational
 Conference Platinum Sponsor: Harris N.A.



 Illinois
 A State Affiliate

 P.O. Box 1460
 Woodstock, GA 30188-1460

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APRIL 8 & 9, 2010
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 OAK BROOK, IL



 Illinois
 A State Affiliate

Illinois MGMA Annual Educational Conference



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Wednesday, April 7th – Special Pre-Conference Offering

3:00pm - 3:30pm ACMPE Prep Course Registration
3:30pm - 5:00pm **“ACMPE - Pathway to Certification”**
- Polly Walgren, MBA, CMM, FACMPE
- Michael O’Connell, MHA, FACHE, FACMPE

Thursday, April 8th – Conference Day One

7:30am - 6:30pm Conference Registration Desk Open
7:30am - 6:30pm Exhibit Hall Open
7:30am - 8:15am Continental Breakfast in Exhibit Hall
8:10am - 8:15am Welcome & Program Introductions - R. Cheyenne Brinson
8:15 am - 9:15am **“60 Ideas in 60 Minutes PLUS”** - Rosemarie Nelson
9:15am - 10:15am **“Top 10 Legal Issues Facing Practices in 2010”** - Daniel Gottlieb
10:15am - 10:45am Break in Exhibit Hall
10:45am - 11:45am **“National Legislative Update”** - Allison Brown
11:45am - 12:45pm Networking Luncheon
12:45pm - 1:45pm Breakout Sessions:
“Are you Operating Your Practice as a Business” - Marvin Reinglass
“HITECH Action Plan: A Practical Plan for EHR Success” - Rosemarie Nelson
1:45pm - 2:00pm Break to move back to General Session Room
2:00pm - 3:20pm **“Organizational Excellence Workshop - Part One”** - Bob Vosburgh
3:20pm - 3:40pm Break in Exhibit Hall
3:40pm - 5:00pm **“Organizational Excellence Workshop - Part Two”** - Bob Vosburgh
5:00pm - 6:30pm Networking Reception

Friday, April 9th – Conference Day Two

7:30am - 12:15pm Conference Registration Desk Open
7:30am - 12:15pm Exhibit Hall Open
7:30am - 8:15am Continental Breakfast in Exhibit Hall
7:30am - 8:15am First Time Attendees/New Member Breakfast
8:15am - 9:15am **“Negotiating with Payors: 101”** - Erika K. Van Wagner
9:15am - 9:45am **“State Legislative Update”** - Edward Grogg & Jim Tierney
9:45am - 10:15am **“Thriving in a ‘Value-Based’ Healthcare Delivery Model”** - Marty Manning
10:15am - 10:45am Break in Exhibit Hall
10:45am - 11:45am **Peer to Peer Discussion** -Moderator: Eric Brodsky
11:45am - 12:30pm Networking Luncheon
12:30pm - 1:30pm **“Speed Up Collections from Patients and Plans”** - R. Cheyenne Brinson
1:30pm - 2:30pm **“15 Strategies to Prepare for a Transformed Healthcare System”** - David Gans
2:30pm - 2:40pm Door Prize Drawings/Closing Comments
2:40pm Conference Adjournment

CONFERENCE SESSION SYNOPSIS’

Rosemarie Nelson, Principal, MGMA Healthcare Consulting Group



“60 Ideas in 60 Minutes PLUS!” – Are you using all of your practice management information system’s tools? If the answer isn’t an unqualified “yes,” this session is for you. Get time-saving tips about specific operational issues in this fast-paced session. Learn new ways to work harder but smarter as you apply best-practice tips and tricks to make more effective use of physician and staff time. You’ll leave this session with new ideas about using technology to improve daily operational processes. You’ll be able to evaluate how to adopt new technology tools into your organization and plan to assist staff and physicians with the change management process. Rosemarie Nelson, Principal-MGMA Health Care Consulting Group, Syracuse, NY.

“HITECH Action Plan: A Practical Plan for EHR Success” – What do you need to do to achieve “meaningful use” of an EHR to qualify for the stimulus dollars? A good implementation starts with a system selected to meet your practice objectives. How can you get your EHR project to walk the talk? Select an EHR by starting with the end game in mind. Plan for the system implementation that will position your practice for changes in reimbursement. The session will provide tips and tricks from lessons learned in the field to give you a head-start toward meaningful use.

Daniel F. Gottlieb, Esq., Partner, McDermott Will & Emery LLP



“Top 10 Legal Issues Facing Practices in 2010” – Daniel’s presentation will address the top 10 legal and regulatory issues facing physician practices in 2010. He will discuss the HITECH Act’s Medicare and Medicaid incentive payments for meaningful use of electronic health records and its security breach notification provisions. Daniel will address the implications of amendments to the federal False Claims Act on billing and compliance practices of physician practices. He will describe new service line opportunities presented by the new Medicare benefits for cardiac, intensive cardiac and pulmonary rehabilitation programs.

Allison Brown, MGMA Government Affairs Representative, Eastern/Southern Sections



“National Legislative Update” – This presentation will provide timely information on the status of hot topics under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gaining a deeper understand of these changes and their impact on the day-to-day activities of medical group practices. Additionally, attendees will learn what resources are available to clarify these federal initiatives. Learning Objectives Identify how legislative and regulatory initiatives affect your daily work, Learn about new or pending policy changes, and Describe the resources available to assist you.

Marvin Reinglass, CPA, PFS, Steinberg Advisors, Ltd.

“Are You Operating Your Practice As A Business?” – Physician practices’ main concern is to focus on patient care issues and improvements to clinical services. It is often forgotten that the practice is a business and the life blood for physicians to accumulate wealth. This presentation will assist in identifying various ways we can help in improving the bottom line and benefits for the physicians so they can achieve their goals.

Bob Vosburgh, President, 9gs



“Organizational Excellence Workshop, Part One & Two” – In a time when there is no shortage of people offering to speak about leadership, you’ll find this workshop different...something you can sink your teeth into. Based on the book, LIFT, by 9gs President, Bob Vosburgh, the focus is on three major areas: Self, Team and Atmosphere. Attendees learn about the three necessary characteristics within each of those major areas, while being entertained with anecdotes, stories and videos of successful leaders. Participants have their team/practice take an on-line leadership survey that provides qualitative and quantitative feedback. Attendees leave with a mantra and critical benchmarks for organizational performance and productivity.

Erika K. Van Wagner, Professional Business Consultants, Inc.



“Negotiating with Payors 101” – One aspect to increasing revenues for your practice is by renegotiating your payor contracts. This session will focus on the best practice strategies for negotiating with payors. You will learn the steps it takes to prepare you for the negotiation - from determining the worth of a particular payor contract, to analyzing a proposal, to knowing what to ask for and how to ask for it. But remember, once you have your contract negotiated, then the real work begins!

Edward Grogg, Barrington Orthopedic Specialists, ILMGMA Legislative Liaison & Jim Tierney, Vice President, State Legislative Affairs, ISMS

“Illinois Legislative Update” – Receive a report on current happenings in Springfield!

Marty Manning, Chief Executive of Advocate Physician Partners (APP)

“Thriving in a ‘Value-Based’ Healthcare Delivery Model” – Regardless of the outcome of healthcare reform legislation, powerful market forces will transform the way healthcare services are organized, delivered and reimbursed. These pressures must inevitably lead to a “value-based” model. Marty Manning, Chief Executive of Advocate Physician Partners (APP), highlights some of the value disparities in the local market. The APP model of clinical integration is then showcased as a framework for providers to work collaboratively with payers to drive better outcomes while reducing costs.

R. Cheyenne Brinson, MBA, CPA, Karen Zupko & Associates, Inc.

“Speed Up Collections from Patients and Plans” – Patient responsibility portions are soaring and bad debt is looming. Are you doing everything you can to collect what is owed to your practice? We’ll take you from the starting line at registration through the payment posting process, showing you how to ensure fast accurate payments that are posted correctly. Learn to be savvy about creating payment plans for un- and under-insured patients and financial counseling techniques for patients with high deductibles. Discover if your fee schedule is a barrier to collections.

David N. Gans, MSHA, FACMPE, MGMA Vice President of Innovation and Research

“15 strategies to prepare for a transformed healthcare system” – We’ve all been watching as Congress considers legislation that will “reform” the nation’s health insurance and healthcare delivery systems. The debate will probably continue long after Congress acts, but here’s what you can do now to prepare your medical practice for a health system transformed by massive demographic and regulatory changes.

CONFERENCE REGISTRATION AND RATES:

There are two ways to register!

Online at www.ilmgma.com OR fill out the attached registration form and mail in to the Illinois MGMA office. Registration fees cover all conference sessions, handouts, meals, breaks and reception.

Registration Rates:

Register by March 26 to receive Early Bird registration rates: \$200 ILMGMA Members/\$350 Non-Members

Register after March 26: \$250 ILMGMA Members/\$400 Non-Members

Non-Members, Join ILMGMA and save! Become an *Active Member for 2010 and register for conference for a total cost of \$300.00 (savings of \$50.00).

*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.

CONFERENCE REFUND POLICY:

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CE CREDIT:

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

HOTEL ACCOMMODATIONS, STAY ON-SITE

Book your room at the Oak Brook Hills Marriott Resort - Hotel Reservations will be accepted on or before March 17, 2010, or until the room block is filled. A special DISCOUNTED room rate of \$109 per night has been reserved for attendees and exhibitors at our conference, for standard - Single / Double / Triple / Quad.

To make your reservation today call (630) 850-5555 and mention Group Code: “Illinois Medical Group”. www.oakbrookhillsmarriottresort.com

